

Introduction

This industry overview is a complement to research I conducted seven years ago. That book was entitled "*Only People Can Animate: Exploring Digital Hollywood*" ISBN 0-662-63510-8. As original research, it was a compendium of face-to-face interviews with entertainment industries executives. A questionnaire was used as a framework for discussion. It attempted to uncover some of the latent business intangibles within the television and feature film industries.

Since then, the digital entertainment industry has marched forward. The state of the industry is one in which creative forces remain in the "driver's seat"; however, market execution is strongly dependent on electronic tools, digital formats, and new channels of distribution. Furthermore, there are a variety of emerging technologies that promise to challenge the way industry has historically distributed content. Change has also permeated consumer preferences: People are seeking new forms of entertainment.

Therefore, the information contained in this market study is a continuum of the journey started seven years earlier. The questionnaire was modified from its original form. Interviews were conducted with firms involved in gaming, television production, feature film production, and data services over wireless networks.

Offered in the appendix is a supplemental market research section containing a select number of conference reports. Each report provides industry figures, market trends, and insightful executive perspectives regarding a variety of niche market segments. The information was compiled from notes, taken from an attentive ear, while seated in the audience.

Furthermore, the appendix contains an aggregated quick reference list of studio executives; a copy of the questionnaire used for this research; and a sample of a Web Licensing Contract. The sample contract is offered so that one may become more familiar with legal terminology, so critical to this contract-based industry.

This guide should be viewed as a tool, to achieve a better understanding of the influences of the brand names, the business cycles of potential partners, and the technology trends associated with the digital media industry.

Read it.

Learn from it.

Put its many suggestions into practice.