

Preface

Just as a children's book is a combination of an author's text, illustrators, papermakers, printers, binders and imagination, so the Hollywood digital media and entertainment industry is of similar complexity and ambiguity. It is in the true sense, a multitude of traditional and endearing art forms, novel recipes, and creative methodologies, "tossed" together, to form a *Hollywood Vinaigrette*.

Twelve score and ten years ago Sir Francis Bacon wrote, in *The Advancement of Learning*, that "The mind is far from the nature of a clear and equal glass, wherein the beams of things should reflect according to their true incidence; nay it is rather like an enchanted glass, full of superstition and imposture, it be not delivered and reduced." To the reader, these words may suggest clairvoyance, or chicanery, but carefully encompass the complexity of the creative mind.

To this end, much of human intelligence results from one's ability to construct ordered artifacts. In fact, cognitive scientists, interested in understanding the workings of the mind, continually search to discover how spatial objects, and inanimate labels, are conceived, assigned and used, to provide an orderly key for human understanding. Is not the digital entertainment industry, with its emotionally persuading, knowledge foreboding, cleverly crafted, tension-inducing thrill and excitement, an extension of the cognitive scientist's approach? A translational bridge created between artist and interpreter at one level, and between business and consumer at another.

As with the crusade of Hollywood, and its business savvy ability to take ideas, wrap them with storytelling, and deliver them in a marketable format, so too can the individual, and firm, harness internal creative and technical skills, to achieve the same. Common steps, however, along the journey, are those that involve a keen understanding of good business practices, and the necessity to build personal relationships.

Today, digital content travels unimpeded, through airwaves, or broadband terrestrial channels. It finds its recipient at home, in the car, in the theatre, on the move. Mass consumerisms, and globalization, are both strengths and threats to this transforming industry. Therefore, conducting business, in the kaleidoscope called Hollywood, remains a human art form. It is driven more by imagination, and prudent business decision-making, than by technology.

With every passing year, the digital audience becomes more fragmented. Companies are continually challenged with real-world problems, tight delivery schedules, and international competition. There is a constant struggle to define the user, retain viewership, control fixed costs, and expand market share. It is to this end, *Finding Partnerships in Digital Entertainment* plays a vital role.