

# Introduction

The purpose of this study is to enlighten the reader, particularly one that is outside the sphere of influence, as to current business practices and technology usage of the Los Angeles animation community.

This original research attempts to uncover some of the latent “intangibles” within this dynamic and creative industry. It goes beyond the facade of information that one commonly finds in trade journals. It reviews, from an insider’s perspective, what companies have done in the past to be successful, as well as a cursory glimpse of what may lie in the future.

The types of firms interviewed include a hodgepodge of traditional animation, computer graphics, special effects and specialized services.

Through a series of questions, executives were interviewed regarding their knowledge and experience as it relates to five key areas of business: operations, management, technology, investment and strategic alliances. Topics were selected based on the most fundamental need to understand this cultural industry. In addition, the categories selected provide a basis for comparison among organizational types.

Each firm’s response was written in a third-person dialogue form. The information pertaining to a company’s expertise, business market segments and technology has also been summarized in easy-to-read tables (*see ppg 69 - 71*). Each organization proofread the writing prior to publication. Every effort was made to incorporate all comments and corrections.

The information contained herein should be used as a starting point to understand a firm’s business segment and direction. A letter of introduction containing some common ground for doing business (ie., creative concepts, content development, software development, or specialized skills or services) should be the first step. Reference this study and then follow-up as the initiative warrants.

Not all projects will generate interest so, be prepared for rejection. However, be patient and persistent. Dialogue can only help one’s position. Remember who won the race – The Tortoise or The Hare!

Thomas Palamides, January 1998