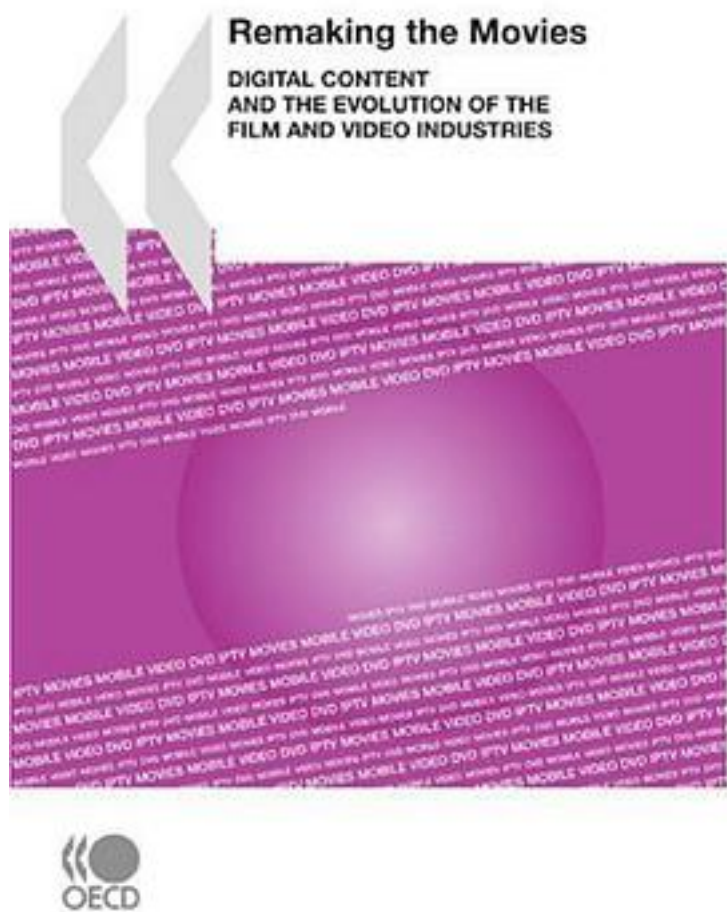


# Remaking the Movies



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Film and video products take a huge variety of forms from modest training or

promotion audio-visuals to blockbuster feature films that earn very large amounts of money from worldwide distribution. Production and distribution for any film or video product involve an extremely wide array of commercial interests often with quite different strategies. The study focuses on commercial entertainment products and production and distribution of films and television programs. It analyses the impact of digital content creation, distribution and use on value chains and business models of the film and video industry and explores the policy implications of these changes to identify how digital content may affect the function and position of participants in the industry along the value chain. About the authors Graham Vickery is Head of the Information Economy Group, Directorate for Science, Technology and Industry, OECD. He has published extensively on the information economy, technology strategies, sector developments and government policies, and directs the bi-annual OECD Information Technology Outlook and OECD work on digital content. Dr. Richard Hawkins is Professor and Canada Research Chair in Science, Technology and Innovation Policy at the University of Calgary. He is also the Senior Fellow at The Centre for Innovation Studies and Associate Senior Scientist in the Innovation Policy Group at the Netherlands Organisation for Applied Scientific Research (TNO). He has authored numerous papers and policy reports on subjects related to digital content, electronic business, electronic services, standardisation, defence procurement and knowledge transfer.

作者介绍:

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