



# **New Trends in Global Media: The Digital Glocalization of Entertainment**

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21<sup>st</sup> Century Media Landscape

The Digital Revolution Impact

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# The Digital Revolution Impact

- ◆ Information and Communication Technology (ICT) revolution's impact on
  - Content
  - Distribution
  - Business Models
  - Policies
  - New players?

# “New” media content

- ◆ Changes in the content
  - Digital and potentially interactive content
    - ◆ Video games
    - ◆ Special effects
    - ◆ 3D renaissance
    - ◆ Animation
    - ◆ Computer Generated Images
    - ◆ User Generated Content
    - ◆ New Standards (HD DVD vs. Blu - Ray)

# A paradigm shift in advertising and its meaning for advertising-supported media

- ◆ Commercial advertising at a critical juncture in a digital landscape
  - Building brands in a different landscape
  - Advertising expenditures change
- ◆ Advertising as a key element in 20<sup>th</sup> and 21<sup>st</sup> century media business models
- ◆ Understanding audience change

# Strategic Trends

- ◆ New dynamics call for flexibility and change
- ◆ Distribution costs diminish
- ◆ Production costs potentially diminish
- ◆ Lower entry barriers: potentially new comers can profitably join the sector
- ◆ Challenges to monetize value
  - “Long Tail”?
  - “Freemium” models?
  - Service models?
- ◆ Evolving changes
- ◆ Digital strategies

What is the

**DIGITAL GLOCALIZATION  
OF ENTERTAINMENT ?**

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