

Acknowledgments ix

- 1 The Creative Industries: Risky, Expensive, and Worth Preserving 1

**PART I: A TOUR OF SOME MAJOR CULTURAL INDUSTRIES:
MUSIC, MOVIES, TELEVISION SHOWS, BOOKS, AND
PHOTOGRAPHY 29**

- 2 Digitization in Music: Rock On? 31
- 3 Digitization in Movies: Hollywood Ending? 73
- 4 Digitization in Television: Has the Vast Wasteland Blossomed? 106
- 5 Digitization in Books: Fifty Shades of Dreck? 121
- 6 Digitization Further Afield: Photography, Travel Agents, and Beyond 151
- 7 The Value of the Digital Renaissance: The Long Tail and a Whole Lot More 163

**PART II: COMING ATTRACTIONS: FARM TEAMS, BUNDLING,
PIRATES, VIKINGS, AND TROLLS 175**

- 8 The Digital Farm System, and the Promise of Bundling 177
- 9 A Tale of Two Intellectual Property Regimes: Lessons from Hollywood and Bollywood 208

10	Digitization, the French, and the Return of the Vikings	219
11	Bridge Trolls: The Possible Threat of Technological Gatekeepers	246
12	Crisis or Renaissance?	252
	Notes	259
	References	275
	Index	297