



OUTLOOK FOR ENTERTAINMENT

The Changing Face of Show Business

Prepared by

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Report Outline

The report entitled “**OUTLOOK FOR ENTERTAINMENT: *The Changing Face of Show Business***” provides key insights and examines the current status of the world’s most exciting industry. The emphasis of the report is on recent changes that have occurred in the entertainment industry, as well as where the industry is headed. Globally, across industries there is a need for de-leveraging, capital infusion, business restructuring, and a shift to an “Asset Optimization-Divestment” model. These needs will be covered in-depth, as well as specific coverage of how the entertainment industry will be affected transformed in the next decade.

Our aim is to provide accurate, relevant information and data, market trends, and highlights to investors, investment management firms, business executives, policymakers and other key stakeholders.

This report will begin with an overview (“big picture”) of the entertainment industry and will then move on into particular segments. Areas covered include: television, music, movies, and video games. Specifically, new and emerging revenue models will be discussed, as well as changes in advertising models. Attention will be given to the necessary co-evolution of the entertainment industry with changes in technology. The chief concern for entertainment companies today is how to optimize Return on Investment (ROI) off the usage habits of a new generation consumers.

Several possible future scenarios will be examined, and the economic ramifications of each. The scope of discussion will span from the global media perspective right down to the individual consumer level.

The issue of intellectual property rights is of course, an ongoing concern for all players in the entertainment industry and this will be given thorough coverage. Matters covered will include different pay-per-downloading and licensing models, as well as the future of Digital Rights Media (DRM).

Ultimately, this report provides a roadmap to the process of re-engineering entertainment businesses with emphasis on enhancing value of assets under management (AUM) and increasing ROI.

The report is organized into a crisp format with charts, tables, facts, and figures along with adequate reference materials. For more details on the Report; contact us at info@sci-llc-usa.com