

New Business Models for Culture

Xavier Greffe
University Paris I, Sorbonne
Griffith university, Faculty of Arts
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Outline

- The Issue of Business Models for Culture
- New Challenges
- Upstream: Other Values and Perspectives
- Downstream: The Ripple Economy
- Concomitance: Other Industrial Designs
- Future Prospect: IP as a Business Model
- Conclusion: Big Companies and SMEs

The Issue of Business Models for Culture

- « Nobody knows »
- A permanent issue
- A changing issue
- Different challenges according to the cultural sector

New challenges

- Digitalization
 - From decreasing marginal costs to copying
 - From digital technologies to convergence
- New Consumption Spaces
 - Privatization and individualization
 - Network culture
- Change in Traditional Supports
 - The decrease of central government support
 - The new logic of sponsorship

Upstream: Other Values and Perspectives

- From intrinsic to instrumental values
 - A first issue: The attitude of the artists
 - A second issue: The missing link
- Playing with content external effects
 - The non cultural demand for cultural goods
 - When Trade follows films

Downstream: The Ripple Economy

- Windowing
- Versioning
- Derived product
- Content and software
- Leveraging brands

Concomitance: Other Industrial Designs

- From Porter to Ricardo
- Size of catalogue and relevance of captive markets
- The role of the best sellers

Future: Intellectual Property as a Business model

- Copyright as a business model
- Interpreting the extension of intellectual property
- A main issue: the attitude of the collective rights management societies
- A second issue: The negative attitude of the media
- A business model for poor artists?

Big Companies Vs. SMEs?

- A different challenge according to the specific link with media industries?
- Big companies: The challenge of the double sided markets
- SMEs: The challenge of imbalance between production and marketing?
- A life cycle for business models?