Jens Christensen

Global Experience Industries

The Business of the Experience Economy
Contents

Tables

Figures

Abbreviations

1. Experience Industries

2. Megatrends

3. Tourism

4. Sports

5. Publishing

6. Audiovisuals

7. Games

8. Design

9. Family and Religion

10. Sex and Drugs

11. Conclusions

References

Index
Detailed Contents

Tables 15
Figures 17
Abbreviations 19

1. Experience Industries 23
   The Experience Economy 25
   The Experience Industries 26
   Sources of the Experience Industries 28

2. Megatrends 29
   Megatrends 31
   Globalization 32
   World Trade 35
   Technology 37
   Individualization 39
   Authenticity 40

3. Tourism 41
   Tourism 43
   Global Tourism 45
   The International Tourism 45
   The Global Tourism Economy and Industry 47
   Statistics 47
   The Tourism Economy and Tourism Industry 48
   From Mass Tourism to Customized Tourism 52
   The Age of Mass Tourism 53
   Mass Tourism in USA 55
   Mass Tourism in Western Europe 56
   Customized Tourism 57
   Modern Tourists 58
   The Tourism Industry 63
   The Value Chain 64
   Tourist Information 66
   Travel 68
The Airlines Industry 69
Reservation Systems 71
Travel Agencies and Online Distribution 73
  Sabre 74
  Travelport/Galileo and Worldspan 76
  Amadeus 77
  Expedia 78
Social Travel Networking 79
Tour Operators 81
  TUI 82
  Thomas Cook and MyTravel 84
  REWE 85
  Kuoni 85
Business Travel Agencies 86
  Carlson Wagonlit 86
  American Express Business Travel 86
  BCD Travel 86
Cruise Lines 87
Electronic Cards 88
Car Rental 89
Insurance 90
Hospitality 91
  Hotels 91
  Restaurants 94
  Cuisine 95
Attractions 97
  Cultural and Natural Attractions 97
  City Tourism 98
  Beach and Sun Tourism 99
  Winter Tourism 100
  Amusement Parks 101
Performing Arts 103
  The Performing Arts Market 104
Events 105
  The US Meetings Industry 108
Tourism Shopping 110

4. Sports 113

Sports 115
  The History of Sport 116
  The Business of Sports 118
  Global Sport and Culture 120
The Global Sports Market 122
  USA 124
  Western Europe 127
Football in Western Europe

Real Madrid

The Global Sporting Goods Industry

Nike

Adidas

Puma

Amer Sports

The Wider Sports Industry

5. Publishing

Newspapers

The Global Newspaper Market

Types of Newspapers

The Global Newspaper Industry

Magazines

The Global Magazines Market

The Global Magazines Industry

Books

The Global Book Publishing Market

The Global Book Publishing Industry

Consumer Books

Educational Books

Pearson

Professional Books

Business Information

The Global Business Information Market

Industry Information

Reed Elsevier

Marketing Information

Financial Information

Thomson

Advertising

The Global Advertising Market

The Global Advertising Industry

WPP

Omnicom

Interpublic

Publicis

Dentsu
Internet

The Global Internet Market
USA
Western Europe
Asia Pacific

The Global Internet Industry
Google
Yahoo!
Virtual Communities

6. Audiovisuals

Television

Television Distribution
USA
Western Europe
Asia Pacific

Television Networks
USA
Western Europe
Asia Pacific

The Media Industry
CBS Corporation
Television
Radio
Outdoor
Publishing
Viacom
Walt Disney
ABC
NBC Universal
News Corporation
Time Warner
Bertelsmann
Vivendi
Liberty Media
Comcast Corporation
DIRECTV
Gannett

Radio

The Global Radio Market
USA
Western Europe
Asia Pacific

The Global Radio Industry and Clear Channel Communication
Films

The Global Film Market
USA
Western Europe
Asia Pacific
Piracy

The Global Film Industry
USA
The Motion Picture Industry in Los Angeles
Western Europe
Asia Pacific
Africa

Music

The Global Music Market
Piracy

The Global Music Industry
Universal Music Group
Warner Music Group
Sony BMG
EMI
Alfred Publishing

The Broader Music Sector

7. Games

Toys

The Global Toys Market and Industry
Mattel
Hasbro
Namco Bandai
Lego
Toys 'R' Us
Kompan

Video Games

The Global Video Game market
USA
Western Europe
Asia Pacific

The Global Video Game Industry
Sony
Nintendo
Microsoft
Electronic Arts
Gaming

The Global Gaming Market
USA
Western Europe
Asia Pacific

The Global Gaming Industry
Harrah's Entertainment
MGM Mirage
TabCorp
Ladbrokes
William Hill
Arena Leisure
SportingBet
Betandwin
Lottomatica
Multimedia Games
CryptoLogic
GTech
Scientific Games

8. Design

Design

The History of Design

Architectural Design

The Global Architectural Services Industry
Gensler
Foster + Partners
AEDAS Architects
RMJM
gmp
WECO

Industrial and Graphic Design

Industrial Design

Graphic Design

The Global Design Market

The Global Design Industry
UK
IDEO
Design Continuum
Smart Design

Fashion

The Global Textile and Clothing Sector

The Global Fashion and Apparel Market Segments
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Global Fashion Industry</td>
<td>345</td>
</tr>
<tr>
<td>LVMH</td>
<td>347</td>
</tr>
<tr>
<td>PPR</td>
<td>349</td>
</tr>
<tr>
<td>Richemont</td>
<td>350</td>
</tr>
<tr>
<td>Armani and Other Fashion Houses</td>
<td>351</td>
</tr>
<tr>
<td>Fine Art</td>
<td>353</td>
</tr>
<tr>
<td>Crafts and Hobbies</td>
<td>357</td>
</tr>
<tr>
<td>9. Family and Religion</td>
<td>359</td>
</tr>
<tr>
<td>Family</td>
<td>361</td>
</tr>
<tr>
<td>Marriage</td>
<td>362</td>
</tr>
<tr>
<td>Divorce</td>
<td>364</td>
</tr>
<tr>
<td>The Value of Families</td>
<td>365</td>
</tr>
<tr>
<td>Religion</td>
<td>369</td>
</tr>
<tr>
<td>10. Sex and Drugs</td>
<td>375</td>
</tr>
<tr>
<td>The Shadow Economy</td>
<td>377</td>
</tr>
<tr>
<td>The Sex Market and Industry</td>
<td>378</td>
</tr>
<tr>
<td>Pornography</td>
<td>379</td>
</tr>
<tr>
<td>The Porn Industry</td>
<td>382</td>
</tr>
<tr>
<td>Prostitution</td>
<td>387</td>
</tr>
<tr>
<td>The Prostitution Industry</td>
<td>387</td>
</tr>
<tr>
<td>Drugs</td>
<td>392</td>
</tr>
<tr>
<td>Illegal Drug Trade</td>
<td>393</td>
</tr>
<tr>
<td>Organized Crime</td>
<td>396</td>
</tr>
<tr>
<td>Tobacco</td>
<td>398</td>
</tr>
<tr>
<td>11. Conclusions</td>
<td>403</td>
</tr>
<tr>
<td>References</td>
<td>413</td>
</tr>
<tr>
<td>Index</td>
<td>427</td>
</tr>
</tbody>
</table>