

Jens Christensen

Global
Experience
Industries

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The Business of the Experience Economy

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Contents

Tables	15
Figures	17
Abbreviations	19
1. Experience Industries	23
2. Megatrends	29
3. Tourism	41
4. Sports	113
5. Publishing	147
6. Audiovisuals	195
7. Games	273
8. Design	317
9. Family and Religion	359
10. Sex and Drugs	375
11. Conclusions	403
References	413
Index	427

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
<i>World Trade</i>	35
Technology	37
Individualization	39
<i>Authenticity</i>	40
3. Tourism	41
Tourism	43
Global Tourism	45
<i>The International Tourism</i>	45
<i>The Global Tourism Economy and Industry</i>	47
<i>Statistics</i>	47
<i>The Tourism Economy and Tourism Industry</i>	48
From Mass Tourism to Customized Tourism	52
<i>The Age of Mass Tourism</i>	53
<i>Mass Tourism in USA</i>	55
<i>Mass Tourism in Western Europe</i>	56
<i>Customized Tourism</i>	57
<i>Modern Tourists</i>	58
The Tourism Industry	63
<i>The Value Chain</i>	64
<i>Tourist Information</i>	66
<i>Travel</i>	68

<i>The Airlines Industry</i>	69
<i>Reservation Systems</i>	71
<i>Travel Agencies and Online Distribution</i>	73
<i>Sabre</i>	74
<i>Travelport/Galileo and Worldspan</i>	76
<i>Amadeus</i>	77
<i>Expedia</i>	78
<i>Social Travel Networking</i>	79
<i>Tour Operators</i>	81
TUI	82
<i>Thomas Cook and MyTravel</i>	84
REWE	85
Kuoni	85
<i>Business Travel Agencies</i>	86
<i>Carlson Wagonlit</i>	86
<i>American Express Business Travel</i>	86
BCD Travel	86
<i>Cruise Lines</i>	87
<i>Electronic Cards</i>	88
<i>Car Rental</i>	89
<i>Insurance</i>	90
<i>Hospitality</i>	91
Hotels	91
Restaurants	94
Cuisine	95
<i>Attractions</i>	97
<i>Cultural and Natural Attractions</i>	97
City Tourism	98
<i>Beach and Sun Tourism</i>	99
<i>Winter Tourism</i>	100
Amusement Parks	101
Performing Arts	103
<i>The Performing Arts Market</i>	104
Events	105
<i>The US Meetings Industry</i>	108
Tourism Shopping	110
4. Sports	113
Sports	115
<i>The History of Sport</i>	116
<i>The Business of Sports</i>	118
<i>Global Sport and Culture</i>	120
The Global Sports Market	122
USA	124
Western Europe	127

Football in Western Europe	129
<i>Real Madrid</i>	132
The Global Sporting Goods Industry	133
<i>Nike</i>	134
<i>Adidas</i>	137
<i>Puma</i>	140
<i>Amer Sports</i>	142
The Wider Sports Industry	145
5. Publishing	147
Newspapers	149
<i>The Global Newspaper Market</i>	149
<i>Types of Newspapers</i>	153
<i>The Global Newspaper Industry</i>	155
Magazines	156
<i>The Global Magazines Market</i>	156
<i>The Global Magazines Industry</i>	158
Books	159
<i>The Global Book Publishing Market</i>	159
<i>The Global Book Publishing Industry</i>	162
<i>Consumer Books</i>	162
<i>Educational Books</i>	163
<i>Pearson</i>	164
<i>Professional Books</i>	164
Business Information	165
<i>The Global Business Information Market</i>	165
<i>Industry Information</i>	167
<i>Reed Elsevier</i>	169
<i>Marketing Information</i>	170
<i>Financial Information</i>	171
<i>Thomson</i>	172
Advertising	173
<i>The Global Advertising Market</i>	173
<i>The Global Advertising Industry</i>	176
<i>WPP</i>	178
<i>Omnicom</i>	179
<i>Interpublic</i>	180
<i>Publicis</i>	180
<i>Dentsu</i>	181

Internet	181
<i>The Global Internet Market</i>	182
USA	182
Western Europe	187
Asia Pacific	188
<i>The Global Internet Industry</i>	188
Google	189
Yahoo!	191
Virtual Communities	192
6. Audiovisuals	195
Television	197
<i>Television Distribution</i>	198
USA	201
Western Europe	202
Asia Pacific	205
<i>Television Networks</i>	206
USA	208
Western Europe	211
Asia Pacific	212
<i>The Media Industry</i>	213
CBS Corporation	214
Television	216
Radio	217
Outdoor	218
Publishing	219
Viacom	220
Walt Disney	224
ABC	226
NBC Universal	227
News Corporation	228
Time Warner	229
Bertelsmann	232
Vivendi	234
Liberty Media	237
Comcast Corporation	237
DIRECTV	239
Gannett	239
Radio	240
<i>The Global Radio Market</i>	240
USA	242
Western Europe	243
Asia Pacific	244
<i>The Global Radio Industry and Clear Channel Communication</i>	244

Films	246
<i>The Global Film Market</i>	248
USA	250
<i>Western Europe</i>	253
<i>Asia Pacific</i>	255
<i>Piracy</i>	257
<i>The Global Film Industry</i>	258
USA	258
<i>The Motion Picture Industry in Los Angeles</i>	260
<i>Western Europe</i>	261
<i>Asia Pacific</i>	262
<i>Africa</i>	262
Music	263
<i>The Global Music Market</i>	265
<i>Piracy</i>	267
<i>The Global Music Industry</i>	269
<i>Universal Music Group</i>	270
<i>Warner Music Group</i>	270
<i>Sony BMG</i>	271
<i>EMI</i>	271
<i>Alfred Publishing</i>	271
<i>The Broader Music Sector</i>	272
7. Games	273
Toys	275
<i>The Global Toys Market and Industry</i>	275
<i>Mattel</i>	277
<i>Hasbro</i>	279
<i>Namco Bandai</i>	280
<i>Lego</i>	280
<i>Toys 'R' Us</i>	283
<i>Kompan</i>	284
Video Games	285
<i>The Global Video Game market</i>	289
USA	291
<i>Western Europe</i>	294
<i>Asia Pacific</i>	295
<i>The Global Video Game Industry</i>	297
<i>Sony</i>	297
<i>Nintendo</i>	299
<i>Microsoft</i>	300
<i>Electronic Arts</i>	300

Gaming	303
<i>The Global Gaming Market</i>	304
USA	306
Western Europe	308
Asia Pacific	310
<i>The Global Gaming Industry</i>	311
Harrah's Entertainment	311
MGM Mirage	312
TabCorp	312
Ladbrokes	312
William Hill	313
Arena Leisure	313
SportingBet	313
Betandwin	314
Lottomatica	314
Multimedia Games	314
CryptoLogic	315
GTech	315
Scientific Games	315
8. Design	317
Design	319
The History of Design	319
Architectural Design	323
<i>The Global Architectural Services Industry</i>	324
Gensler	327
Foster + Partners	327
AEDAS Architects	327
RMJM	328
gmp	328
WECO	328
Industrial and Graphic Design	329
Industrial Design	329
Graphic Design	332
<i>The Global Design Market</i>	335
<i>The Global Design Industry</i>	337
UK	337
IDEO	339
Design Continuum	340
Smart Design	340
Fashion	340
<i>The Global Textile and Clothing Sector</i>	342
<i>The Global Fashion and Apparel Market Segments</i>	344

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

Tables

- 1 World Population and GDP Regional % Shares, 1950-2015 36
- 2 Global Subscribers to Internet, Broadband and Mobile Phones in Millions, 2000-2010 38
- 3 The Global Tourism Industry in \$bn, 1990-2015 52
- 4 Global Sectors of the Tourism Industry in \$bn and % shares, 2005 63
- 5 Revenues of Global Travel Agencies and Distribution Companies in \$bn, 2007 75
- 6 The Global Online Travel Agencies Market in \$bn and % Shares, 2001-2010 79
- 7 The Global Amusement Parks Market in \$bn, 2001-2010 101
- 8 The Global Performing Arts Market in \$bn, 2001-2010 105
- 9 NFL Clubs' Revenues in \$m, 2005 127
- 10 Football Clubs' Appearance in a Top 20 Revenue List, 1996-2006 130
- 11 The Top 20 Clubs' Revenues in \$m, 2000/01 and 2005/06 131
- 12 The Wider US Sports Industry in \$bn, 2005 144
- 13 The Global Newspaper Market in \$bn, 2001-2010 150
- 14 Global Newspaper Advertising and Circulation Spending in \$bn, 2001-2010 151
- 15 Global Newspaper Circulation in millions, 2001-2010 153
- 16 The Global Magazine Market in \$bn, 2001-2010 157
- 17 The Global Book Publishing Market in \$bn, 2001-2010 160
- 18 The Global Consumer, Educational and Professional Book Publishing Markets in \$bn, 2001-2010 161
- 19 The Global Business Information Market in \$bn, 2001-2010 167
- 20 The Global Advertising Markets in \$bn, 2001-2010 174
- 21 Top 25 Ad Spots in the USA in \$m, 2005 175
- 22 Image of Most Influential Advertising Media in the USA in %, 2005 176
- 23 Global Internet Access and Advertising Spending in \$bn, 2001-2010 183
- 24 The US Internet Advertising Market in \$bn, 2001-2010 185
- 25 The Global Television Market in \$bn, 2001-2010 199
- 26 The Global TV Distribution Market in \$bn, 2001-2010 200
- 27 The Global TV Broadcast and Cable Networks Markets in \$bn, 2001-2010 207
- 28 Global Network Revenues in \$bn, 2001-2010 208
- 29 The Global Radio Market in \$bn, 2001-2010 241
- 30 The US Radio Market in \$bn, 2001-2010 242

- 31 The West European Radio Market in \$bn, 2001-2010 244
- 32 The Global Films Market in \$bn, 2001-2010 249
- 33 Global Box Office and Home Video Spending in \$bn, 2001-2010 250
- 34 The USA Film Market in \$bn, 2001-2010 251
- 35 The West European Film Market in \$bn, 2001-2010 254
- 36 The Asian Pacific Film Market in \$bn, 2001-2010 256
- 37 The Legitimate World Music Market in \$bn, 2001-2010 265
- 38 The Global Physical, Digital and Mobile Music Markets in \$bn, 2001-2010 266
- 39 The Global Legitimate and Illegitimate Music Market in \$bn, 2005 268
- 40 The Global Toy Market in \$bn, 1996-2010 276
- 41 The Global Video Games Market in \$bn, 2001-2010 290
- 42 The Global Video Game Market in Segments in \$bn, 2001-2010 291
- 43 The US Video Game Market in Segments in \$bn, 2001-2010 292
- 44 The West European Video Game Market in Segments in \$bn, 2001-2010 294
- 45 The Asian Pacific Video Game Market in Segments in \$bn, 2001-2010 295
- 46 The Global Gaming Market in \$bn, 2001-2010 305
- 47 The US Gaming Market in \$bn, 2001-2010 307
- 48 The West European Gaming Market in \$bn, 2001-2010 308
- 49 The Asian Pacific Gaming Market in \$bn, 2001-2010 310
- 50 The Global Architectural Services Industry's Revenues in \$bn, 2001-2010 325
- 51 The Global Design Services Market in \$bn, 2001-2010 336
- 52 The Global Fine Art Market in \$bn, 2001-2010 356
- 53 The Global Crafts and Hobbies Market in \$bn, 2001-2010 358
- 54 Average Time Use of European Men and Women Aged 20 to 74 in Hours per Day, 2000 366
- 55 Daily Domestic Activities of Men and Women in UK and Italy in %, 2000 367
- 56 Global Household Activities in \$bn, 2001-2010 368
- 57 The Global Religious Market in \$bn, 2001-2010 373
- 58 The Global Informal Economy in \$bn, 1990-2010 378
- 59 The Global Porn Market in \$bn, 1990-2015 386
- 60 The Global Number of Prostitutes, 2005 391
- 61 The Global Prostitution Market in \$bn, 1990-2010 392
- 62 The Global Experience Industries in \$bn, 1990-2010 405
- 63 Regional Shares of Global Experience Industries in %, 2005 406
- 65 Large Companies of the Experience Industries 409

Figures

- 1 International Tourist Arrivals in Millions, 1950-2005 45
- 2 The Largest Tourist Incoming and Outgoing Countries in \$bn, 2004 46
- 3 The Global Tourism Industry and Economy in \$bn, 1970-2015 48
- 4 The Tourism Industry and Economy Flows 49
- 5 Global Domestic and International Tourism in \$bn, 1970-2015 50
- 6 The Tourism Economy and Industry of the World's Largest Tourist Countries in \$bn, 2005 50
- 7 High Income and Low Income Countries' Share of World Tourism in \$bn, 2005 and 2015 51
- 8 Old and New Tourists 59
- 9 The Tourism Industry Value Chain 64
- 10 Regional Revenues of the Global Airlines Industry in \$bn, 2005 70
- 11 Europe's Top Eight Tour Operators' Revenues in \$bn, 2007 82
- 12 The TUI Tourism Value Chain 83
- 13 The Global Sports Market in \$bn, 2001-2010 123
- 14 The Global Sports Market in Regions and Revenue Sources in \$bn, 2005 124
- 15 The US TV Rights Fees Market in \$bn, 2001-2010 125
- 16 The West European Sports Market in \$bn, 2001-2010 128
- 17 Revenue Sources of the West European Sports Market in \$bn, 2001-2010 129
- 18 Revenues of European Top 20 Football Clubs, Top Five Leagues and All European Leagues in \$bn, 1996-2006 132
- 19 Nike's Revenues in \$bn, 1997/98-2007/08 136
- 20 Nike's Regional Markets in \$bn, 2000/01-2007/08 136
- 21 The Adidas Group's Revenues in \$bn, 1997-2007 138
- 22 Adidas' Regional Markets in \$bn, 2001 and 2007 138
- 23 Adidas' Product Segments in %, 2001 and 2007 139
- 24 Puma's Revenues in \$bn, 1993-2006 140
- 25 Puma's Regional Markets in \$bn, 1998-2006 141
- 26 Amer Sports' Revenues in \$bn, 1998-2007 143
- 27 Amer Sports' Regional Markets in \$bn, 1998-2006 143
- 28 Amer Sports Brand Segments in \$bn, 2006 144
- 29 The US Book Publishing Industry's Revenues in \$bn, 2005 162
- 30 The Global Broader Music Sector in \$bn, 2006 272
- 32 The Experience Economy Sector in \$bn, 2005 408

Abbreviations

ABC	American Broadcasting Company
AEO	Association of Event Organisers, Contractors and Venues
AGA	American Gaming Association
AHLA	American Hotel & Lodging Association
AOL	America Online
ATAG	Air Transport Action Group
ATC	Agreement on Textiles and Clothing
AT & T	American Telephone & Telegraph Company
ATW	Air Transport World
BBDO	Barton, Battin, Durstine & Osborn
BET	Black Entertainment Television
BMG	Bertelsmann Music Group
BN	Billion
BRIC	Brazil, Russia, India, China
CBS	Columbia Broadcasting System
CD	Compact Disc
CIA	Central Intelligence Agency
CIC	Convention Industry Council
CLIA	Cruise Line International Association
CNN	Cable News Network
CNTC	China National Tobacco Co.
CRM	Customer Relationship Management
DAB	Digital Audio Broadcasting
DBS	Direct Broadcast Satellite
DCIP	Digital Cinema Implementation Partners
DDB	Doyle, Dane Bernbach
DRM	Digital Radio Mondiale
DSL	Digital Subscriber Line
DTT	Digital Terrestrial Television
DVD	Digital Video Disc
DVR	Digital Video Recorder
EA	Electronic Arts
EMEA	Europe, Middle East, Africa
EMI	The Electric and Musical Industries
ERIA	European Recorded Industry Association
ESA	American Entertainment Software Association

ESPN	Entertainment and Sports Programming Network
ETC	European Travel Commission
EU	The European Union
FBI	Federal Bureau of Investigation
FCC	Federal Communications Commission
FDI	Foreign Direct Investment
FIFA	Fédération Internationale de Football Association
GDP	Gross Domestic Product
GE	General Electrics
GM	General Motors
HD	High Definition
IAB	Internet Advertising Board
IAC	InterActive Corporation
IAEM	International Association of Exhibitions and Events
IATA	International Air Transport Association
ICCL	Cruise Lines International Association
ICTI	International Council of Toy Industries
IDSA	Industrial Designers Society of America
IFEA	International Festivals and Events Association
IFPI	International Federation of Phonographic Industry
IGDA	International Game Developers Association
IOC	International Olympic Committee
IP	Internet Protocol
ISDA	Industrial Design Society of America
ISES	International Special Events Society
ISIC	International Standard Industrial Classification
ITU	International Telecommunication Union
ITV	Independent Television
JPEG	Joint Photographic Experts Group
JWT	James Walter Thomson Group
LAN	Local Area Network
LMC	Liberty Media Corporation
LP	Long Playing
LVMH	Louis Vuitton. Moët Hennesy
M	Million
MCA	The Music Corporation of America
MGM	Metro-Goldwyn-Mayer
MICE	Meetings, Incentives, Conferencing, Exhibitions

MLB	Major League Baseball
MMORPG	Massively Multiplayer Online Role-Playing Game
MPA	The Motion Picture Association
MP3	MPEG-1 (Moving Picture Experts Group) Audio Layer 3
MTV	Music Television
NAFTA	North American Free Trade Agreement
NASA	National Aeronautics and Space Administration
NASCAR	National Association for Stock Car Auto Racing
NBA	National Basketball Association
NBC	National Broadcasting Company
NFL	National Football League
NHL	National Hockey League
NTT	Nippon Telegraph and Telephone
OL	Olympic Games
PBS	Public Broadcasting Service
PDA	Personal Digital Assistant
PPR	Pinault-Printemps-Redoute
PR	Public Relations
P2P	Peer-to-Peer
PWC	PriceWaterhouseCoopers
RCA	Radio Corporation of America
RIAA	The Recording Industry Association of America
RKO	Radio-Keith-Orpheum
RMJM	Robert Matthew Johnson Marshall
ROW	Rest of the World
RTL	Radio Télévision Luxembourg
SAS	Scandinavian Airlines System
SBS	Scandinavian Broadcasting System
SBS	Spanish Broadcasting System
SFR	Société Française Radiotéléphonie
SNCF	Société Nationale des Chemins de Fer Français
TBS	Turner Broadcasting System
TDC	Tele-Denmark Communications
TIA	Travel Industry Association
TNT	Turner Network Television
TUI	Touristik Union International
TV	Television
UEFA	Union of European Football Association

UMG	Universal Music Group
UN	United Nations
UNWTO	World Tourism Organization of the United Nations
UPN	United Paramount Network
VCR	Videocassette Recorder
VIACOM	Video & Audio COMmunications
VNU	Verenigde Nederlandse Uitgeversbedrijven
VOD	Video on demand
VOK	Vereeniging van Oud Kweedingen
WB	Warner Bros.
WE	Western Europe
WEA	Warner Elektro-Atlantic
WHO	World Health Organization
WPP	Wire and Plastic Products Group
WTO	World Trade Organization
WTTC	World Travel and Tourism Council

1. Experience Industries