

## Table of Contents

Foreword .....	V
Preface .....	VII
Table of Contents .....	IX
List of Figures .....	XI
List of Tables .....	XIII
Abbreviations .....	XV
1 Introduction.....	1
1.1 Motivation and Research Sites.....	2
1.2 Research Focus and Epistemology.....	4
1.3 Chapter Overview.....	9
2 Specifics of the Motion Picture Industry.....	13
2.1 Value Chain and Profit Window Chain of the Movie Business .....	13
2.2 Business Strategies and Forms of Organization .....	20
2.3 Digital Elements and Components in Movie Production.....	22
2.4 Summary.....	23
3 Strategic Enterprise Architecture Modeling .....	25
3.1 Strategic IS and IT Management.....	25
3.2 Reference Modeling .....	28
4 Explorative Case Study Analysis.....	31
4.1 The Case of a Major Hollywood Movie Production Company .....	33
4.2 Overview of a Major Hollywood Movie Production Company .....	33
4.3 Business Process Overview.....	35
4.4 Development.....	38
4.5 Packaging .....	42
4.5.1 Bundling Resources .....	46
4.5.2 Distribution Deals .....	48
4.5.3 Financing the Project .....	49
4.6 Production .....	51
4.6.1 Pre-production.....	51
4.6.2 Physical Production.....	61
4.6.3 Post-production .....	72

5	Reference Modeling of an Integrated Movie Production System.....	79
5.1	Organizational Architecture: Departments, Actors and Roles .....	79
5.1.1	Business Sector: .....	82
5.1.2	Creative Sector: .....	85
5.1.3	Technical Sector: .....	87
5.2	Data Architecture: Content and Artifacts .....	96
5.3	Application Architecture: Use Case Overview .....	101
5.4	Technical Architecture: Components and Services .....	113
5.5	Information Architecture: Processes.....	120
6	Conclusions.....	141
	Appendix.....	143
	References .....	175
	Index.....	185