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Media Globalization in Cultural Industries on 21st Century: A Case Study of Taiwan's Online Gaming Industry (Lai Chi Chen) -- Chapter 9. A Patchwork of Potential: A Survey of the European Game Industry (David Nieborg and Jeroen de Kloet) -- Chapter 10. Contested Reception of the Free-To-Play Business Model in the North American Video Game Market (Matthew M. Chew) -- Session III. Mobile Play -- Chapter 11. Beyond the Game of Cat and Mouse: Challenges of Discoverability and Piracy In Mobile Gaming Market (Elaine Jing Zhao) -- Chapter 12. The Place of the Mobile Play: Camera Phone Play and Gamified Locative Media (Larissa Hjorth) -- Session IV. Online Games -- Chapter 13. Online Game Worlds as a Virtual Co-presence across National Borders (Holin Lin and Chuen-Tsai Sun) -- Chapter 14. The Decline of MMOs (Richard A. Bartle) -- Chapter 15. Governance Challenges in the Global Games Industry (Darryl Woodford) -- Index.

Sommario/riassunto

'As gaming overtakes heritage entertainments in East Asia as rapidly as elsewhere, Global Game Industries and Cultural Policy fills an important gap by surveying the region. Its focus on the continued role of national policy, from internal censorship to brand nationalism, constitutes an important corrective to the rhetoric of globalization.' – Professor Chris Berry, King's College London, UK 'The games industry globally has had astounding growth - overtaking music and film in global sector size some years ago - and Asia is where much of this growth and innovation in modes of player engagement is happening. Anthony Fung's new collection takes us to the rapidly beating heart of this industry, giving us the latest industry lowdown while situating the analysis in the broader contexts of dynamic creative industries and cultural policy initiatives.' - Stuart Cunningham, Distinguished Professor of Media and Communications, Queensland University of Technology This is the first book that sheds light on global game industries and cultural policy. The scope covers the emerging and converging theory and models on cultural industries and its development, and their connection to national cultural policy and globalization. The primary focus of the book is on Asian cultural policy and industries while there are implicit comparisons throughout the book to compare Asia to other global markets. This book is aimed at advanced undergraduates, graduate students and faculty members in programs addressing cultural policy and digital games. It will also be of interest to those within the cultural policy community and to digital games professionals. .
