

CONTENTS

i. EXECUTIVE SUMMARY.....	5
1. INTRODUCTION.....	7
2. DIGITAL REVOLUTION?.....	15
3. THE ACTIVE AUDIENCE.....	19
4. CROSS-MEDIA.....	32
5. OVER-PRODUCTION/UNDER-DISTRIBUTION.....	38
6. YOUNG AUDIENCES AND CINEMA.....	44
7. DIGITAL CINEMA.....	55
8. NEW DISTRIBUTION.....	61
9. FUTURE BUSINESS MODELS.....	68
10. CONCLUSIONS.....	80