## TABLE OF CONTENTS

	Table of Contents	i
	List of Project Members	ii
	Executive Summary	iv
CHAPTER 1	Background of this Research	1
CHAPTER 2	Trends in Content Industry	11
CHAPTER 3	Industry Structure	19
CHAPTER 4	Economic Contribution Analysis	33
CHAPTER 5	Case Studies	47
Снартек 6	Policies and Initiatives in the Audiovisual Content Industry	73
CHAPTER 7	SWOT Analysis	95
CHAPTER 8	Summary and Policy Recommendation	119
	Appendix	125