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Of video games, music, movies, and celebrities

Jehoshua Eliashberg, Thorsten Hennig-Thurau, Charles B. Weinberg,  
Berend Wierenga

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IJRM Special Issue on the entertainment industry

*Editorial*

Jehoshua Eliashberg (*University of Pennsylvania*), Thorsten Hennig-Thurau (*University of Münster*), Charles B. Weinberg (*University of British Columbia*) and Berend Wierenga (*Erasmus University Rotterdam*)

In the Fall of 2013, IJRM launched the Call for Papers for a Special Issue on the Entertainment Industry. There are many reasons that led us to believe that the timing was right for a special issue focusing on this particular field. They include: the industry has high economic importance in the global economy; with global entertainment industry revenues exceeding US\$ 1.9 trillion in 2015. (Statista 2016). The industry is quickly growing, and PwC estimates in its *Global entertainment and media outlook* that total worldwide entertainment and media revenues will rise at a compound annual growth rate (CAGR) of 5.1% to US\$2.23trn in 2019. Entertainment products account for a larger part of people's "consumed time" than any other product category. Technical advances have made entertainment a hotbed of innovation in both content creation and distribution. Digitization of media has also influenced the way people consume entertainment goods and services; the industry has both innovated to influence and to adapt to consumers becoming increasingly mobile and networked. The entertainment industry has high social and cultural significance, both at the level of "mass culture" and at the level of "high culture." Finally, the entertainment industry can teach other industries multifarious lessons which range from business storytelling—how to communicate and connect with employees, customers,

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