

imagine..



## ***imagine.. Annual Mappings 2005***

*The Danish Computer Games Industry*

*The Danish Design Industry*

*The Danish Fashion Industry*

*The Danish Film Industry*

*The Danish Recorded Music Industry*

*Copenhagen Business School*

*May 2005*



**Copenhagen  
Business School**  
HANDELSHØJSKOLEN

**“The Danish Computer Games Industry Annual Mapping 2005** sets out to identify the potential of the Danish games industry as well as barriers to its growth. The Danish games industry—dominated by only a few key players within game development—has in recent years received noteworthy international recognition and has achieved considerable economic success in terms of numbers of employees, turnovers and exports. Danish developers have succeeded in establishing themselves as highly reputable developers delivering high-end games. Nevertheless, the Danish game industry faces several barriers to growth in the future.”

**“The Danish Design Industry Annual Mapping 2005** sets out to identify the potential of the Danish design industry as well as its barriers to growth. It exemplifies how a small advanced country can build a strong early-mover design industry, supporting high export rates of a range of selected design products. However, after years of declining performance, the Danish design industry is at a crossroad, with significant organic restructuring of the industry and a range of public policy initiatives underway. A central issue is how publicly provided skills can correspond to current developments in the design industry’s different activity areas.”

**“The Danish Fashion Industry Annual Mapping 2005** sets out to identify the potential growth of the Danish fashion industry as well as its barriers to growth. As a result of the extensive economic success over the last couple of years, it has become the fourth largest export industry in Denmark, with clothing accounting for two-thirds of total exports. The outsourcing of production has in general brought about a change in the skills required in Danish clothing companies from production skills to knowledge skills. However, the future will hinge upon the industry’s ability to innovate, and to further redefine its activities in order to increase economic performance and to create more jobs.”

**“The Danish Film Industry Annual Mapping 2005** sets out to identify the potential for the Danish film industry as well as its barriers to growth. Despite the considerable artistic recognition Danish films have received in the last decade, substantial economic success in terms of turnovers, exports and number of employees is yet to come. It seems that whereas the Danish film industry has great strengths when it comes to creativity and craftsmanship, the economic and organizational side leaves something to be desired. Successful marketing and sales put high demands in terms of management and organization.”

**“The Danish Recorded Music Industry Annual Mapping 2005** sets out to identify the potential of the Danish recorded music industry as well as its barriers to growth. The firms involved in production of recorded music have demonstrated impressive economic growth rates relative to the overall Danish economy. However, in order to realize this potential further, the industry needs to cope with the general high uncertainty inherent to product innovation in entertainment industries. There are several critical conditions for future growth, such as improved network relations, investment opportunities, and education.”

## Order

\_\_\_ The Danish Computer Games Industry Annual Mapping 2005  
ISBN 87 7683 005 5 39 pages

\_\_\_ The Danish Design Industry Annual Mapping 2005  
ISBN 87 7683 007 1 31 pages

\_\_\_ The Danish Fashion Industry Annual Mapping 2005  
ISBN 87 7683 006 3 38 pages

\_\_\_ The Danish Film Industry Annual Mapping 2005  
ISBN 87 7683 009 8 41 pages

\_\_\_ The Danish Recorded Music Industry Annual Mapping 2005  
ISBN 87 7683 004 7 39 pages

Each Mapping costs DDK 1500,00 excl. VAT

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Looking for future potentials for the creative industries?

Imagine.. Mappings outline the future potentials as well as barriers to growth in some of the important industries in the Danish experience economy today. Based on statistics and meetings with leading figures within these industries the Imagine.. Mappings assess market opportunities, new technologies, and significant and current barriers to growth with a special emphasis placed on identifying bottlenecks, labour market dynamics, organizational arrangements and inter-firm interactions. Imagine.. Mappings are published annually with updated statistics and analysis.

The Imagine.. Annual Mappings 2005 include :

The Danish Computer Games Industry

The Danish Design Industry

The Danish Fashion Industry

The Danish Film Industry

The Danish Recorded Music Industry

Imagine..

Imagine.. Creative Industries Research, Copenhagen Business School, conducts research on the organization of creativity in firms, projects and networks. It is multidisciplinary in its approach and focuses on the on-going relation between creativity and commerce and has the aim to liaise closely with those working in creative industries and to present research results to practitioners, as well as to policy makers and government representatives.

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