

The Organization Design in the Japanese Content Industry and the Function of the Producer

: A study to assume Japanese film industry a main study domain

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The purpose of this study is to show a theoretical analysis frame to analyze a company organization in the content industry. As for the study viewpoint to analyze the organization into with a role and the nature of the producer, there was not the study viewpoint to analyze as a system till now though I met. In this study, I show the organization as a model (a concept construct) called "the producer system" consisting of it by a producer, a director, an investor and find the theory that can explain an organization of the content industry. The producer system is a real organization of the content industry not a name in the business, and it is a model for analysis. We can understand the various, complicated organization forms of a company belonging to content industry by this model. And we can understand a company organization in the contents industry on an organization theory enough.

This study consists of four chapters.

Chapter 1 is the chapter which I discussed about the content which is a study. can define the content as art commercialized on the basis of commerce. The object the study is over the content of a picture consisting of a movie, TV, a game.

Chapter 2 is a chapter showing a model to analyze content industry as one hypothesis. At first I considered the film industry, and I modeled the organization form. I decide this organization form as a basic model to analyze content industry, and it is the strategy how it analyzes other industry in the content industry into by the model. It is a real organization form of the film industry and can show this model that is a concept construct as "a producer system".

Chapter 3 is the chapter which I introduced a past study about the producer system and the study of the product manager to. However, these studies have a limit as a theory to analyze content industry.

With Chapter 4, we inspect the model that we showed with Chapter 2 through case study. At first I chose a case of "KEWAISHI" among film industry theoretically and inspected the model. And I chose the case of the title with the game industry to aim at "the analytic generalization" of the model and inspected the model. By both a result, the movie and the game, we were able to confirm the basic model.