

CONTENTS

- 1 Introduction** 1
Anthony Fung

Part I Creative Industries and Cultural Policy

- 2 Creative Industry and Cultural Policy in Asia Reconsidered** 15
Anthony Fung
- 3 Creative Industries and Cool Japan** 33
Koichi Iwabuchi
- 4 Before the Gold Rush: Culture Without Industry
in China** 53
Michael Keane

Part II Regional Game Industries

- 5 Globalizing the Chinese Online Game Industry:
From Incubation and Hybridization to Structural
Expansion in the Past Two Decades** 71
Carlos K. F. Cheung and Anthony Fung

6	The Role of Dual Institutional- and Technological Entrepreneurship in the Formation of the Japanese Social-Game Industry Mirko Ernkvist	91
7	Revisiting Creative Industry Models for Game Industry Development in Southeast Asia Pei-chi Chung	125
8	The Globally Integrated Network of South Korean Online Game Industry Pei-chi Chung	153
9	Media Globalization of Cultural Industries in the Twenty-First Century: A Case Study of Taiwan's Online Gaming Industry Lai Chi Chen	173
10	A Patchwork of Potential: A Survey of the European Game Industry David B. Nieborg and Jeroen de Kloet	201
11	Contested Reception of the Free-To-Play Business Model in the North American Video Game Market Matthew M. Chew	227
Part III Mobile Play		
12	Beyond the Game of Cat and Mouse: Challenges of Discoverability and Piracy in the Mobile Gaming Market Elaine Jing Zhao	253
13	The Place of the Mobile Play: Camera Phone Play and Gamified Locative Media Larissa Hjorth	271

Part IV Online Games

14 Online Game Worlds as a Virtual Co-presence across National Borders	285
Holin Lin and Chuen-Tsai Sun	
15 The Decline of MMOs	303
Richard A. Bartle	
16 Governance Challenges in the Global Games Industry	317
Darryl Woodford	
Index	331