Method 4

Referring to the text, we were able to identify the types of revenue models that firms in the film industry utilize, the benefits and consequences that come with innovation, and the relatively new form of backing a project found in crowdfunding. We found these four aspects of business to be relevant in the film industry because they not only make the difference of getting the competitive advantage above other filmmakers, but most importantly if that firm can even enter the market in the first place. Many successful businesses that have employed these tactics are now thriving in our society today- Netflix being a prime example of this- that have crept their way into becoming household names.