



***3D movies will probably save the movie industry from piracy...where is the new widget that will save the music industry?***

June 22, 2009

The other day, I went to see “Coraline”. The *manually* animated movie brought to us in 3D. Coraline is a combination of (*very*) old techniques -manual animation-, state of the art technology -Polyjet matrix molding- and recentish technology -Real3D- (which is in fact close to 30 years old).

Nothing groundbreaking here...!?

Be not mistaken: apart from it being a thoroughly brilliant piece of entertainment, with a picture quality and viewing comfort that is somehow superior to standard 2D movies, 3D film is the movie industry’s answer to **piracy**. Well of course...what is the point of stealing a film off the screen by filming it with a video-camera if all you will be able to see when you view it from your DVD player, is a blurred picture.

Here is an industry that is staying ahead of pirates by bringing a more exciting experience to its audience. And the best of it all is that not only have they reduced piracy but they have increased their profit margin by renting the 3D glasses (50% increase in price!). On the other hand, the music industry is clinging to restrictions, regulations and threatening people with jail if they download music (they are trying to do this in France but the representatives aren’t having it for the moment), rather than enhancing the customer experience.

So what will be the 3D of music? I don’t have an answer today but someone should be thinking hard about what new experience music could bring people rather than trying to restrict the access.

You cannot *force* people to buy something if they can get it for free. You *can* convince people to pay for something new and exciting.

Created in 2007, Channel Experts aims to provide strategic and tactical marketing consulting services to ICT Vendors seeking to create or enhance their Routes to Market in Europe.

Contact us by eMail at : [info@channel-experts.com](mailto:info@channel-experts.com)

Channel Experts  
[www.channel-experts.com](http://www.channel-experts.com)  
[info@channel-experts.com](mailto:info@channel-experts.com)  
+33 299 309 856