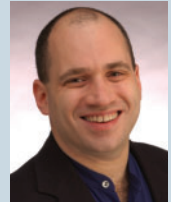


# How will continuing technological trends affect the entertainment industry?

**Jonathan L. Handel**  
of Troy & Gould in  
Los Angeles responds ...



- Technology will continue to empower individuals [as content creators and consumers] and electronic distributors at the expense of industry mainstays—studios, television networks, talent agencies, physical distributors and exhibitors. Competition from free content, either user-generated or pirated, and from low-cost content [created on digital video and distributed via the Internet], will lower prices for professional content and allow more independent niche content to thrive. The entertainment industry will adapt—not die—but will have to better understand technology.

When content is released via home video, televisions, cell phones, the Internet, on-line streaming and theaters—especially when released simultaneously, as will increasingly become the case—the business and legal issues are complex and difficult to resolve. Another challenge is to create business and legal models that anticipate the future—and it does matter, since copyright can last 95 years, and companies can survive indefinitely.

Holograms, holodecks, 3-D printers, ingestible media, mind-altering nanotechnology, electromagnetic simulation of the brain—this will be the face of entertainment technology in 20 years. Sorting it out will be a challenge for lawyers and businesspeople, but we can all look forward to more entertainment ... when, where and how we want it.



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