

Propositions

to accompany the PhD thesis by Miriam van de Kamp

Where Corporate Culture and Local Markets Meet Music and Film Majors in the Netherlands, 1990-2005

1. Globalisation and the worldwide operation of majors in the cultural industries do not result in cultural homogenisation. (This PhD thesis)
2. A major in the international cultural industries either perceives a local market as a revenue market or as a market to develop new talents and products. This contrast is strongly expressed in the operation of American and European majors and results in *American Star Companies* versus *European Talent Networks*. (This PhD thesis)
3. The local market approach of a major is the outcome of its interaction with the local market, not of its corporate strategy. (This PhD thesis)
4. At a centralised and hierarchical major, a local entrepreneur can make all the difference for being involved in domestic product. (This PhD thesis)
5. There is a future for local products; there is only uncertainty about their producers and distributors. (This PhD thesis)
6. To consumers, experience has become more important than the cultural content itself in the current music and film industry.
7. New insights in science are derived from inventive combinations of different disciplines, just as crossovers between sectors in the cultural industries lead to innovative products.
8. In their communication activities consumers daily cross geographical borders, companies in the cultural industries and governments have to adapt their territory-based activities and policy to this phenomenon.
9. The decisive factor for the development of a city area is first of all the presence of inspired individuals.
10. Online media and entertainment retailers offer an abundance of products but without good recommendations and search engines consumers will stick to the products they are familiar with.
11. In the spirit of Erasmus, all students at Erasmus University should be encouraged to study abroad.