

Ecological Communities in Digital Creative Industry

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- Abstract -

The digital creative industry has special productive elements, unstable organization pattern and peculiar developing environment. With the theory of ecology, this paper studies the community's ecological chain forming mechanism and successive model in digital creative industry based on the summarization of multiple famous examples. Linking to the current situation of Shanghai, one of the most developed city with creative industries in China, it give a concrete analysis of business model, covering profit model, value chain, and some features of this industry.