

Free-Riding and Luxury Brands on the Internet

Oliver Bomset

Abstract

Luxury is a complex industrial activity whose products combine strong vertical differentiation and a meaning value for the consumer. Luxury offers experiences, the economy of which is based on signalling. This gives rise to intense intangible investment internalized by trademark law and vertical restraints in distribution. However, the extent of the added value and the power of externalities associated with communication generate many sources of free-riding.

Using the tools of industrial economics, this article analyses how the digitization of information and transactions creates new forms of free-riding in relation to luxury brands. Identifying vertical disintegration as a major source of free-riding, it calls for improved internalization of the enforcement of trademark law by all players in the digital value chain.

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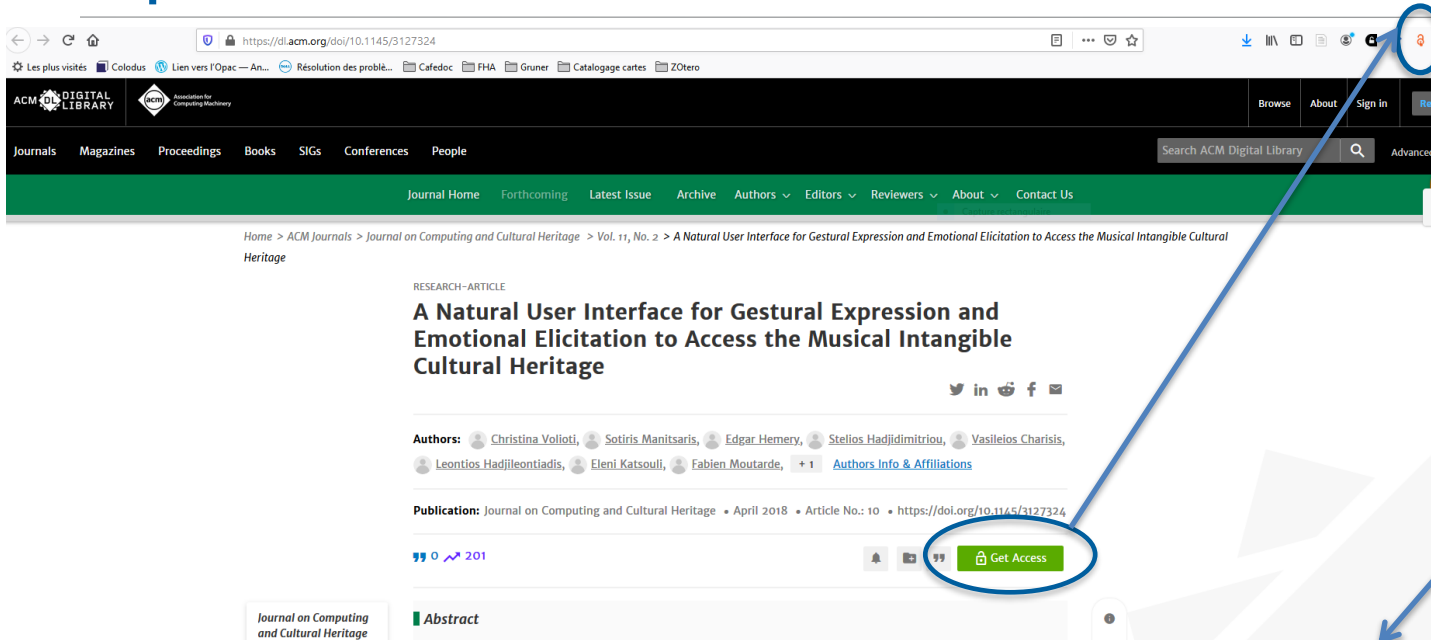
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RESEARCH-ARTICLE

A Natural User Interface for Gestural Expression and Emotional Elicitation to Access the Musical Intangible Cultural Heritage

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A Natural User Interface for Gestural Expression and Emotional Elicitation to access the Musical Intangible Cultural Heritage

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Abstract: This paper describes a prototype natural user interface, named the Intangible Musical Instrument, which aims to facilitate access to the knowledge of the performers that constitutes musical Intangible Cultural Heritage, using off-the-shelf motion capturing that is easily accessed by the public at large. This prototype is able to capture, model and recognize musical gestures (upper body including fingers) as well as to sonify them. The emotional status of the performer affects the sound parameters at the synthesis level. Intangible Musical Instrument is able to support both learning and performing/composing by providing to the user not only intuitive gesture control but also a unique user experience. In addition, the first evaluation of the Intangible Musical Instrument is presented, in which all the functionalities of the system are assessed. Overall, the results with respect to this evaluation were very promising.

Keywords: [Gesture Recognition](#) [Sonification](#) [Emotional status](#) [Expert knowledge](#) [Musical gestures](#)

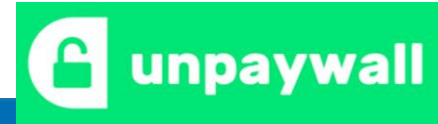
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Mac-Lan Nguyen-Tajan, Habibou Maitournam & Jean-Jacques Thomas

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