



E-Content

Peter A. Bruck, Andrea Buchholz, Zeger Karssen, Ansgar Zerfass

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Technologies develop rapidly and reach hurricane levels of velocity but quality E-Content and innovative applications lag behind. This book addresses the question how content industries change within a digital environment and what role information and communication technologies play in transforming the competitive landscape. The authors argue that post-industrial societies tend to pay substantial amounts for equipment and gadgets but invest far too little in the quality of the content. As a result, much effort is and has to be spent on the enhancement of E-Content. The contributions give an elaborate overview of:

- the specifics, challenges and prospects of content in the network economy;
- market developments of digital media services;
- paid content business models;
- impacts on scientific publishing;
- developments in the field of E-Learning;
- the interplay between technology and content with the example of interactive digital TV;
- the mobile games market;
- emerging new cross media markets;
- the need to enhance the usability of websites and mobile applications;
- how digital applications might be used to capture and store our personal experiences. A final chapter shows the prospects of the European E-Content market and gives an overview of valuable initiatives and resources dealing with the topic of E-Content.

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