

1. Record Nr.	UNINA9910130777703321
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Titolo	Internetökonomie der Medienbranche // Svenja Hagenhoff (Hg.)
Pubbl/distr/stampa	Universitätsverlag Göttingen, 2006 Göttingen : , : Universitätsverlag Göttingen, , 2006 ©2006
Descrizione fisica	1 online resource (xiv, 351 pages) : illustrations; digital, PDF file(s)
Collana	Open Access e-Books Knowledge Unlatched Göttinger Schriften zur Internetforschung, , 1863-0944 ; ; Bd. 1
Disciplina	384.31
Soggetti	Internet - Economic aspects Mass media - Economic aspects Mass media and technology Communication - Technological innovations Information technology - Economic aspects
Lingua di pubblicazione	Tedesco
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"Internetökonomie"--Cover.
Nota di bibliografia	Includes bibliographical references.
Sommario/riassunto	Products and services of the media industry can be digitized completely and distributed in electronic form. This fact makes the media industry more tangent to all innovations in information and communications technology than any other industries. The German Federal Ministry of Education and Research (BMBF) funds the Göttingen research project Mediaconomy, where changes in the media industry, which have been caused by internet technology, are being looked at from the point of view of different disciplines: library science, informatics, law, sociology and commercial information technology. In nine particular projects with focus on the mobile internet on the one hand and communications in sciences on the other hand explanatory models for phenomena of the internet economy are being developed.