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| | Nota di contenuto | Mobile Media and Applications - From Concept to Cash; Contents; Acknowledgements; About the Authors; Introduction; 1 Fundamentals of the Industries; 1.1 Mobile services - fiasco or roaring success; 1.2 Who needs mobile services, really?; 1.3 The telecom, media and IT industries coming together; 1.3.1 Telecom - a short story in time; 1.3.2 Convergence; 1.3.3 The IT and Internet story - going mobile; 1.3.4 Mobilizing media and content; 1.4 Content and media industries going mobile; 1.4.1 The music industry fighting for its rights; 1.4.2 Radio interaction |
| | | 1.4.3 The gaming industry putting the fun into our hands1.4.4 TV channels (media) and producers (content) enabling mobile TV; 1.4.5 Gambling, betting and lotteries; 1.4.6 Glamour and adult content; 1.5 Making a business out of it all; 1.5.1 Operators and their business models; 1.5.2 Aggregators - linking content and distribution; 1.5.3 The developer in the middle; 1.6 Summary; 2 Understanding the Customer; |

2.1 Why understand the customer?; 2.2 Mobile applications - the customer's viewpoint; 2.2.1 Voice - cutting the cord; 2.2.2 SMS - a 'killer' application

2.2.3 Ringtones and logos - the mobile phone as fashion2.2.4 The mobile Internet - two approaches, two outcomes; 2.2.5 Mobile e-mail - something for the business user; 2.2.6 MMS - a picture is worth a thousand words, or is it?; 2.2.7 Mobile music and mobile TV - the .nal frontier?; 2.3 A change to a market-led approach; 2.4 Understanding consumers; 2.4.1 The size of the consumer market; 2.4.2 Consumer segmentation; 2.4.3 Market adoption; 2.4.4 Applications for early adopters; 2.5 Understanding the business market; 2.5.1 High potential, slow growth; 2.5.2 The size of the business market

2.5.3 Segmenting the business market2.6 Summary; 3 Creating a Winning Service Offering; 3.1 Exploring service creation; 3.2 The three dimensions of service creation; 3.3 Technology push - creating services based on integration of technology enablers; 3.4 Market pull - creating services based on customer demand; 3.4.1 Planning and controlling the service creation process; 3.4.2 Service concepts and business case; 3.4.3 Development; 3.4.4 Introduction and market launch; 3.4.5 Service lifecycle management; 3.5 Building market channel access

3.6 Going forward, how can we create more winning services?3.7 Summary; 3.8 Further Reading; 4 Designing Services; 4.1 Designing services for success in the real world; 4.2 Services classification; 4.2.1 Server-side applications; 4.2.2 Multimedia streaming applications; 4.2.3 Browser-based applications; 4.2.4 Device-based applications; 4.2.5 Network-enabled mobile applications; 4.3 Key factors of strong mobile applications; 4.3.1 Easy access; 4.3.2 Design principles; 4.3.3 Capitalizing on wireless connectivity; 4.3.4 Wireless design considerations; 4.4 Creating mobile media services

4.4.1 A new age of mobile content creation

Sommario/riassunto

Experience the forces behind the changes in the IT, Mobile Telecom and Media industries through real-life cases from this converging market! Mobile Media and Applications - From Concept to Cash shows how to address the challenges of consumer marketing, technology strategy and delivery tactics for new 3G services from a pragmatic 'how they did it' approach. Combining the authors' technical competence, business experience and consumer understanding, the book pinpoints the pitfalls and keys to success in the industry.  The authors offer an end-to-end view, covering customer