

1. Record Nr.	UNINA9910346923903321
Autore	Kramer Jan
Titolo	Bundling telecommunications services : competitive strategies for converging markets
Pubbl/distr/stampa	KIT Scientific Publishing, 2009
ISBN	1000011570
Descrizione fisica	1 online resource (XII, 189 p. p.)
Collana	Studies on eOrganisation and Market Engineering
Lingua di pubblicazione	Tedesco
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	With the advent of digital convergence, incumbent telephone and cable companies have begun to offer their services, such as voice telephony, Internet and TV in so-called triple play packages. While carefully recognizing the technological, legal and economic framework of the fixed-line telecommunications industry, this book investigates whether bundling is indeed a profitable pricing strategy for the firms and if it can possibly facilitate the leverage of market power into neighboring markets.