

1. Record Nr.	UNISA996199883103316
Titolo	Ubiquität, Interaktivität, Konvergenz und die Medienbranche : Ergebnisse des interdisziplinären Forschungsprojektes intermedia // Thomas Hess (Hg.)
Pubbl/distr/stampa	Göttingen : , : Universitätsverlag Göttingen, , 2007 ©2007
Descrizione fisica	1 online resource (iv, 338 pages) : illustrations; digital, PDF file(s)
Collana	Open Access e-Books Knowledge Unlatched
Disciplina	338.4730223
Soggetti	Mass media - Economic aspects Communication and traffic Telecommunication - Economic aspects Information technology - Economic aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"Inter media"--front cover. "Internetökonomie"--Back cover.
Nota di bibliografia	Includes bibliographical references.
Sommario/riassunto	At the beginning of the 21st century, the complete digitization of products and processes presents the media industry with major and in some cases still unresolved challenges. This is leading to significant changes, particularly for content intermediaries such as television broadcasters, publishers and online aggregators. Their analysis was the aim of the interdisciplinary research project intermedia at the Ludwig Maximilians University in Munich. intermedia was funded by the Federal Ministry of Education and Research as part of the Internet Economy Priority Program. In ten sub-projects ubiquity and personalization, interactivity as well as convergence and other technical developments were examined from the point of view of business administration, computer science and communication science. This book presents selected results from intermedia especially for practice. This gives decision-makers a compact insight into current research efforts. Intermedia is sponsored by the Center for Internet Research and Media

Integration at the Ludwig Maximilians University in Munich, which investigates the effects of new technologies on individuals, companies, industries and society in a large number of projects.

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