



Interactive Broadband Media: A Guide for a Successful Take-Off (XEdition Accenture)

Nikolaus Mohr, Gerhard P. Thomas

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This book serves as a guide for companies to explore the path from traditional media to the new world of interactive broadband media. The key challenge is to base indispensable future investments on reliable business models. This book offers a comprehensive set of concepts and strategies for the interactive broadband realm, grounded in attractive service offerings and customer preferences. The authors explain and analyze the interaction of broadband technologies, its processes and the end customers' point of view. At the same time they provide current examples of successful long-term business models. By applying Accenture's tried and tested Get Audience / Sell Audience concept, companies can assess their position in the interactive broadband value chain and optimize their strategies accordingly.

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