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E-Content

Technologies and Perspectives for the European Market

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Technologies develop rapidly and reach hurricane levels of velocity but quality E-Content and innovative applications lag behind. This book addresses the question how content industries change within a digital environment and what role information and communication technologies play in transforming the competitive landscape. The authors argue that post-industrial societies tend to pay substantial amounts for equipment and gadgets but invest far too little in the quality of the content. In result, much effort is and has to be spent on the enhancement of E-Content. The contributions give an elaborate overview of - the specifics, challenges and prospects of content in the network economy; - Market developments of digital media services; - Paid content business models; - Impacts on scientific publishing; - Developments in the field of E-Learning; - The interplay between technology and content with the example of interactive digital TV; - The mobile games market; - Emerging new cross media markets; - The need to enhance the usability of websites and mobile applications; - How digital applications might be used to capture and store our personal experiences; A final chapter shows the prospects of the European E-Content market and gives an overview of valuable initiatives and resources dealing with the topic of E-Content.

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