



Marktanalyse des Video on Demand Marktes in Deutschland (German Edition)

Markus Bühler

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Diese Arbeit zeigt die aktuellen Entwicklungen im Video on Demand-Markt auf. Durch die flächendeckende Versorgung der deutschen Bevölkerung mit Breitbandanschlüssen haben sich die Marktbedingungen dafür positiv verändert. Immer mehr Anbieter, wie Fernsehsender oder Kabel- und Telefonnetzbetreiber, treten in den Markt ein, und ein deutliches Wachstum in den Kunden- und Abrufzahlen wird verzeichnet.

Ziel dieses Buches ist es, den deutschen Video on Demand-Markt zu analysieren. Im Vordergrund steht dabei eine intensive Bestandsaufnahme der aktuellen Aktivitäten und Akteure auf diesem speziellen Markt. Dabei werden zunächst die Grundlagen des Video on Demand-Business aufgezeigt. In jeweils eigenen Kapiteln erfolgt dann eine intensive Analyse der derzeitigen Video on Demand-Plattformen sowie der Strukturen des Video on Demand-Marktes insgesamt. Die gewonnenen Erkenntnisse werden durch aktuelle Marktzahlen untermauert. Das Buch schließt mit einer Beschreibung der Erfolgskriterien einer aussichtsreichen Video on Demand-Plattform und gibt zudem einen Ausblick auf die zukünftigen Entwicklungen auf dem Video on Demand-Markt in Deutschland.

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