



Mobile TV: Das Handy als audiovisuelles Medium der Zukunft (German Edition)

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Jederzeit und an jedem Ort genau das ansehen zu können, was man gerade möchte. Sei es Fußball, Nachrichten, Wetterbericht, Serien oder Spielfilm. So könnte die mobile Fernsehübertragung der Zukunft via Handy aussehen. Bis zu einer vollständigen Umsetzung dieser Vision ist es jedoch noch ein langer Weg, der mit verschiedenen Hürden, wie der Übertragungstechnik und der Wahl der Inhalte, versehen ist. Die vorliegende Untersuchung gibt einen Überblick über die Problematik des Handy-TV-Marktes, stellt Geschäftsmodelle dar und zeigt Inhalte auf, damit Produzenten diesen entstehenden Markt als neue Möglichkeit wahrnehmen und Konzepte für diesen Markt entwickeln können.

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