

DOWNLOAD

Interactive TV in the UK

By Barbara Katz

Diplom.De Jul 2001, 2001. Taschenbuch. Book Condition: Neu. 210x148x7 mm. This item is printed on demand - Print on Demand Titel. Neuware - Master's Thesis from the year 2001 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,4, Middlesex University in London (unbekannt), language: English, abstract: Inhaltsangabe:Abstract: Interactive Television (iTV) has been around for several decades. Most people have probably heard the term before. Having started in the USA with some trials it is now conquering the UK. The first interactive services on Digital TV (DTV) have been broadcasted 18 months ago and are continuously growing in number. The four platform providers Sky, NTL, ONdigital and Telewest are trying to make their interactive services as appealing as possible and are, of course, offering new advertising opportunities for advertisers on that new medium. The aims of this project are to analyse those new advertising opportunities and compare them to advertising on traditional TV and the Internet and find out whether advertising on iTV combines their strengths and overcomes some of their weaknesses. In order to achieve this, the literature review focuses on the identification of the strengths and weaknesses of advertising on traditional TV...

READ ONLINE
[3.15 MB]

Reviews

These kinds of ebook is almost everything and got me to searching forward and a lot more. It usually does not price excessive. Its been written in an exceedingly basic way and is particularly only following i finished reading through this pdf through which in fact modified me, alter the way i really believe.

-- ***Athena Jones***

This publication will never be straightforward to get going on looking at but really fun to see. This can be for all those who statte that there had not been a worth looking at. You wont really feel monotony at at any moment of your own time (that's what catalogs are for about should you request me).

-- ***Cale Hansen Sr.***

You May Also Like

Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG, Eignungstest für das Medizinstudium, Adult Attachment Interview,...

Programming in D

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers who are new to computer programming. Although...

You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most

Sourcebooks, Inc. Paperback / softback. Book Condition: new. BRAND NEW, You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most, Patricia Hermes, Thirteen-year-old Sarah Morrow doesn't think much of the fact that her mother winced a little...

Dom's Dragon - Read it Yourself with Ladybird: Level 2

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Dom's Dragon - Read it Yourself with Ladybird: Level 2, Mandy Ross, One day, Dom finds a little red egg and soon he is the owner of a friendly dragon called Glow! But...

Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age

Adams Media Corporation. Paperback. Book Condition: new. BRAND NEW, Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age, David Dutwin, TV. Web Surfing. IMing. Text Messaging. Video Games. iPods. Kids today are plugged into...

It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em

HarperCollins Publishers. Paperback. Book Condition: new. BRAND NEW, It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em, Greg Behrendt, Amiira Ruotola-Behrendt, A fabulous new guide to dating co-authored by Greg Behrendt, former writer on...