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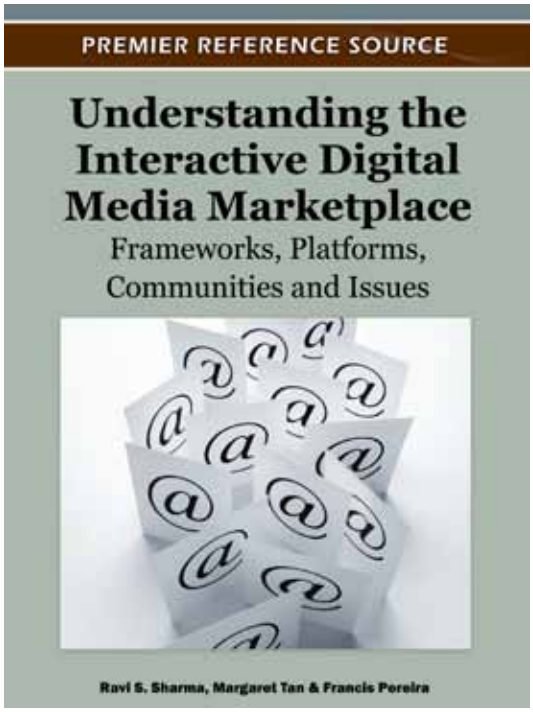
Released: October 2011

Understanding the Interactive Digital Media Marketplace: Frameworks, Platforms, Communities and Issues



ISBN: 9781613501474; © 2012; 427 pp.
Print: US $190.00 | Perpetual: US $285.00 | Print + Perpetual: US $380.00

Ravi S. Sharma (Nanyang Technological University, Singapore),
Margaret Tan (Nanyang Technological University, Singapore)
and Francis Pereira (University of Southern California, USA)

Increasingly, multimedia content—from music, movies, games, news, books, and digital art to sharable educational material, e-government services, and e-health services—is delivered over broadband networks. With technological advances, cloud computing applications, and social networking approaches, many exciting applications are emerging to deliver this content as Interactive Digital Media (IDM).

Understanding the Interactive Digital Media Marketplace: Frameworks, Platforms, Communities and Issues presents the results of a large, industry-oriented, multi-national research program. This research seeks to discover usable business models, technology platforms, market strategies and policy frameworks for the emerging global digital economy, particularly for digital media researchers and industry entrepreneurs who wish to reach users around the world.

Topics Covered:

- IDM Bundling Strategy
- IDM Business Models
- IDM Market Strategies
- IDM Policy
- IDM Regulation
- IDM Technology Platforms
- Interactive Digital Media (IDM)
- Pricing of IDM
- Role of Social Networks in IDM

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners and is ideal for classroom use.

Ravi S. Sharma is an Associate Professor at the Wee Kim Wee School of Communication and Information at the Nanyang Technological University since 2004. He is the Principal Investigator of an NRF-funded project on Interactive Digital Enterprises. He spent the previous 10 years in industry as Asean Communications Industry Principal at IBM Global Services and Director of the Multimedia Competency Centre of Deutsche Telekom Asia. He has (co-) authored over 100 technical papers in various journals, conferences, trade publications, and the broadcast media.

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