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


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