Index

A

access control technologies 20
after-market returns 77
after-market return variance 77
airline tickets 54, 59, 67
Amazon 55, 56, 59, 60, 63, 64, 206, 208, 213
Amazon Elastic Compute Cloud (EC2) 160, 161
Amazon Simple Storage Service (S3) 160, 161
American National Standard Code for Information Interchange (ASCII) 4, 5, 18
AOL 55
Apex 161, 189, 192
Apple 206
Application Service Provider (ASP) 154, 155, 157, 159, 162, 163, 185, 188, 190
artistic works 197
Associated Press (AP) 118, 137, 145

B

binary digits 2, 4, 18
biometric access controls 244, 245, 246
BlackBerrys 34, 48, 49
blogs 97, 98, 99, 100, 101, 103, 105, 106, 108, 110, 111
book readers 213
bootstrap financing 75
Brain-Computer Interfaces (BCI) 238, 262
break-even point (BEP) 169
bundling 53, 60, 64, 68, 69
business entities 20
business models 225, 229, 230, 232
business to business (B2B) 55

C

capital markets 77
case studies 73, 74, 81
CD-quality recordings 7
Coca-Cola 35
CODECs 7, 14
community-building 100
Competitive Advantage 140, 141
Computer Haptics 262
computer-literate public 214
computer security 19
computer systems 19
concert tickets 54
consumer organizations 195
content based products 85
Content Convergence 141
tcontrol plan quality management 219
copyrighted works 195, 196, 200, 205
copyrights 32, 33, 44, 47, 193, 194, 195, 196, 198, 199, 200, 201, 202, 203, 204, 205
Crawler Technology 262
Creative Commons 227
creative works 32, 33, 44, 47, 48
cross-media publishing 229
Crowdsourcing 150, 152
Customer Relationship Management (CRM) 160, 173, 176, 208, 250
CyberCash 80
cybermarkets 193
cybermediaries 126, 129
cybermediary 113, 127, 128, 129, 136

D

Daily Mail and General Trust (DMGT) 143
Index

data quality 229, 231, 232, 234
data security 19
decimal systems 3, 4
Deep Web Search 243, 262
Digital Age, the 53
digital attributes 54, 69, 72
digital books 193, 213
digital computer systems 1
digital content 19, 20, 25, 30
digital convergence 113, 114, 117, 123, 124
digital copyrights 193, 204
digital files 129
digital formats 32, 33, 36, 38, 47, 51, 206
digital goods 53, 54, 56, 58, 59, 61, 63, 65, 67, 72
digital information 19, 21, 24, 25, 26, 28
Digital Millennium Copyright Act (DMCA) 30
Digital Millennium Copyright Act, the 194, 203, 204
digital music 73
digital music services 206
digital piracy 20, 27
digital platforms 213
digital processing systems 4, 10
digital products (DP) 32, 34, 39, 45, 47, 73, 74, 75, 76, 77, 78, 79, 80, 81, 85, 86, 87, 88, 89, 90, 91, 92, 93, 96, 97, 98, 103, 117, 118, 129, 132, 134, 135, 141, 206, 207, 213, 214, 226, 227, 229, 230
digital products (DP) firms 73, 74, 75, 77, 78, 79, 81
digital representations 2, 8, 9, 10, 15, 16
digital rights management (DRM) 19, 20, 23, 26, 28, 29, 30, 194, 195, 205
digital security 19, 20
digital systems 2, 3, 5, 10, 11, 15, 16
digital technologies 1, 2, 3, 9, 13, 15, 16, 18, 33, 35, 46, 86, 142, 225
digital technology companies 35
digital trunk networks 7
digital video broadcasting project (DVB) 22, 23, 28, 30
digitization 208, 209, 214, 227
digitized services 208, 209
DNA Computers 242, 249, 262

E

e-book devices 206
e-books 32, 34, 47, 51, 73, 113, 119, 120, 124, 125, 126, 128, 129, 130, 131, 133, 134, 135, 136, 137, 206
Economic Espionage Act (EEA) 35, 36
Edison, Thomas 6
educational institutions 20
electrical signals 6, 11, 13
Electronic Arts (EA) 118, 122, 137
Electronic commerce (e-commerce) 85, 86, 87, 93, 193
Electronic Health Records (EHRs) 250
Electronic Ink (e-ink) 239, 258, 262
Electronic Paper (e-paper) 240, 262
encryption 19, 23, 24
e-newspapers 73
e-engineering change management 219

F

Facebook 96, 97, 98, 99, 100, 101, 103, 104, 105, 106, 107, 108, 110, 111
face-to-face 218, 220
financial institutions 20
Financial Times (FT), the 149
fixed-to-variable cost ratio (FCVC) 75
flow analysis 220
FMEA 219
forums 97, 108
Free Culture movement 227
freelance photographers 147

G

game industries 129
Gannett crowdsourcing strategy (GCS) 145
General Motors’ (GM) 208
global customers 53
globalization 208
Google 220, 221
graphics interchange format (GIF) 8, 18

H

hardware manufacturers 20
health services 208, 209, 210, 213
Hewlett-Packard (HP) 121
Index

Holographic Storage 241, 262
Horizontal Integration Strategy 126, 141
Hyper-Local News 152

I

IBM 5
identity theft 20
immaterial goods 193
indirect sales 218
industrial engineering 218
Industry Convergence 141
Influencers 108
information assurance (IA) 20
information goods 53, 54, 56, 58, 62, 64, 67, 68, 69, 70, 71
information security 19, 27
information systems (IS) 19
initial public offering (IPO) 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84
Intangible Asset 94
intensive care unit (ICU) 209
interactive transactions 53
Interplanetary Internet 247, 260, 262
intranets 220, 222
iPods 20, 206

J

joint photographic experts group (JPEG) 8, 18
J. P. Morgan 79, 80
judicial proceedings 197

K

Key Performance Indicator (KPI) 192
Kindle 206, 208, 213, 214

L

large-enterprise markets 80
legal challenges 32, 47
license agreements 194
licensing materials 32, 47
line balancing 219, 220, 221
Linux 74
Liverpool Daily Post 143, 144
long-term solutions 75

M

Mass Customization 130, 131, 132, 140, 141
Microsoft (MS) 221, 223
monthly product subscription fees 220
monthly subscriptions 222
moving pictures experts group (MPEG) 9, 18
MP3s 7, 131
MS.NET 221
MySpace 97, 98, 99, 106

N

Nasdaq 79, 80
National Readership Survey (NRS) 144, 153
National Taiwan University Hospital (NTUH) 209, 210, 211, 212, 213, 214
natural systems 2
net realisable value (NRV) 90
Network Externalities 234
newspaper readership 142, 144, 147
newspapers 96, 99, 118, 119, 125, 127, 129, 130, 131, 132, 133, 140, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 225, 228, 229, 230
Newspaper Society (NS) 144
news supplys 142, 143

O

one-to-one marketing 229
online games 124, 125, 126, 129
online newspapers 99
OpenID 246, 259
Open Mic nights 103
Operant Resources 234

P

parcel transfer packet (PTP) 248
paywalls 147
Paywalls 152
peer-to-peer (P2P) 194, 198, 199, 201, 202, 204
Index

PepsiCo 35
physical goods 54, 57, 58, 64
pirating 53
Platform as a Service (PaaS) 160, 161, 162, 167, 170, 172, 185, 187, 188, 189, 190, 192
podcasts 108, 109
pricing strategies 53, 54, 55, 69
Pricing Strategy Guideline Framework (PSGF) 154, 155, 178, 184, 185, 192
Private Copy 193, 205
product engineering 220
professional journalism 142
Proplanner 218, 219, 220, 221, 222
public service journalism 142, 152
publishers 226, 227

Q
Quantum Computer 242, 262
Quantum Encryption 245, 262

R
record industry 6
red-green-blue (RGB) 240
Regional Newspapers 142, 146, 152
remote engineering services 222
Research in Motion (RIM) 34, 122, 137
Reseller 192,
Return on Investment (ROI) 166, 179, 184, 185
revenues 220, 221, 222
rightholders 193, 194, 195, 196, 197, 198, 199, 200, 201, 202

S
sales methods 53
self-publishing technologies 227
sensitive information 19
service elements 207, 216
Service Level Agreement (SLA) 170, 172, 179, 180, 182, 184, 185
service metrics 206, 207, 213
service models 206, 207, 213
service systems 206, 207, 208, 209, 210, 212, 213, 214, 215, 216
short-term debt 75
social capital 98, 109
social media 96, 100, 102, 103, 105, 106, 107, 143, 148
Social Media 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 111, 112
social media networks 96
social media tools 96, 98, 103
Social Netiquette 109
social networking 96, 97, 98, 100, 101, 102, 103, 104, 107, 108, 111, 112
software as a product (SaaS) 218
software as a service (SaaS) 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 218, 219, 220, 221, 222, 223, 224
software developers 73
software ecosystem (SECO) 171
software programmers 98
software sales 219, 221
Software + Service (S+S) 154, 163, 185
software subscriptions 221
speaker technologies 6
Speech Recognition 239, 262
speedometers 3
Spider Technology 262
Sports Illustrated (SI) 119
stockholders 54
Strategic Management 115, 138, 139, 141

T
Taxation 91, 94
Technological Convergence 141
technological protection measures (TPM) 194, 195, 196, 198, 199, 201, 202, 205
technology acceptance model 212, 215
telephone systems 6, 7, 13, 14
telephone traffic 7
Texas Instruments (TI) 120
text messages 131
Three-Step Test, the 196, 198, 199, 200, 202, 203
Index

Ticketmaster 54

time estimations 219, 220, 221

trademarks 32, 33, 36, 37, 38, 45, 48

trade-related aspects of intellectual property rights (TRIPS) 196

trade secrets 32, 33, 35, 36, 41, 50

traditional firms 225

traditional networks 221

Traditional Systems Development (TSD) 228

Twitter 97, 99, 100, 101, 103, 105, 106, 107, 108, 110, 111

U

U-Health service system 206, 209, 210, 212, 213, 216

unbundling 53, 64, 70

Unicode standard 4, 5

uniform resource locator (URL) 15, 18

Uniform Trade Secrets Act 34, 49

U.S. Congress 32

U.S. Constitution 32, 50

User-generated Content (UGC) 225, 226, 227, 228, 229, 231

User Systems Development (USD) 228, 234

U.S. Patent and Trademark Office 33

U.S. Supreme Court 34, 43, 44, 46

V

value networks 207, 216

versioning 53, 55, 60, 62, 66, 71, 72

viral marketing 220

Virtual Retinal Displays (VRD) 240, 262

W

Wall Street Journal, the 149

Web 2.0 142, 145, 148, 149, 153, 154, 159, 162, 185, 186, 188, 189

web-deployed models 221

web sitcoms 99

web technologies 222

Whuffie 98, 105, 109

wikis 227, 231

windowing 53, 59, 60, 62

Windows 7 100

Wine Snobs 208, 214

winning services 212

work systems 207, 216

World Intellectual Property Organization (WIPO) 195, 196

Y

YouTube 97, 98, 99, 100, 106