Chapter IV

Motivations and Barriers to the Adoption of 3G Mobile Multimedia Services: An End User Perspective in the Italian Market

Margherita Pagani,
I-Lab Centre for Research on the Digital Economy,
Bocconi University, Italy

Danilo Schipani, Valdani Vicari & Associati, Italy

Abstract

This chapter provides an end-user perspective on mobile multimedia services that are likely to emerge with the roll out of Third Generation Mobile Services (3G). More specifically, the objectives of the study are:

• to provide an insight into current behavior in terms of attitudes towards, access and usage of multimedia mobile services by current end users;
Introduction

As telecommunications move into an era where the distinction between voice, video and data will be blurred, convergence of communications, information, entertainment, commerce and computing will lay the foundation for the development of an Information Society.

Over the last five years there have been a number of significant developments in multimedia computing power, CD-ROM technology, digital television, the Internet/Intranet, IP-based services, and terrestrial and satellite mobile communications, which could have a profound impact on our society. These technologies and systems may enable dramatic changes to take place in working practices, entertainment, education and health care.

Many organizations within the computing, entertainment, and communications industries are now looking to identify and capitalize on the promise of new market opportunities in multimedia created by these developments.

However, demand for multimedia services, should they be successful, is unlikely to be constrained to the fixed network. Greater pressure on time, and the need for flexibility and responsiveness in business, will lead to a growing demand for access to these services anytime, anywhere.

In order to meet the evolving needs of customers, and to capture the opportunity which this evolution represents, the mobile industry is looking to define
The Strategic Importance of E-Commerce in Modern Supply Chain
Peter R. Gibson and Janet Edwards (2004). *Journal of Electronic Commerce in Organizations* (pp. 59-76),
[www.igi-global.com/article/strategic-importance-commerce-modern-supply/3436?camid=4v1a](www.igi-global.com/article/strategic-importance-commerce-modern-supply/3436?camid=4v1a)