



## The Arrival of iDTV / Interactive Digital Television

By Lars Kirchhoff

Diplom.De Okt 2001, 2001. Taschenbuch. Book Condition: Neu. 210x148x6 mm. This item is printed on demand - Print on Demand Titel. Neuware - Diploma Thesis from the year 2001 in the subject Computer Science - Commercial Information Technology, grade: 1, Brunel University (International Management), language: English, abstract: Inhaltsangabe:Abstract: With the recent emergence of Interactive Television (iTV) in Europe, the TV set will rival the PC as an interface for interactive services in the European home. The purpose of this report is to look at the current situation and future prospects of Internet provision via TV in order to then identify possible changes within the traditional Internet world. Based on these findings, the study will give recommendations to Internet businesses regarding the appropriate choice of strategies to be pursued. In a first step, however, this report will introduce Interactive Television (iTV) and sum up its current and predicted market situation in Europe. This report consists of five chapters. Chapter 1 provides an introduction to Interactive Television and the Internet and states why the Net on TV stands the chance to influence the PC-based Internet world. In Chapter 2a detailed picture of Interactive Television and its features is created. Further, the European...



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