



Interactive TV in the UK

By Barbara Katz

Diplom.De Jul 2001, 2001. Taschenbuch. Book Condition: Neu. 210x148x7 mm. This item is printed on demand - Print on Demand Titel. Neuware - Master's Thesis from the year 2001 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,4, Middlesex University in London (unbekannt), language: English, abstract: Inhaltsangabe:Abstract: Interactive Television (iTV) has been around for several decades. Most people have probably heard the term before. Having started in the USA with some trials it is now conquering the UK. The first interactive services on Digital TV (DTV) have been broadcasted 18 months ago and are continuously growing in number. The four platform providers Sky, NTL, ONdigital and Telewest are trying to make their interactive services as appealing as possible and are, of course, offering new advertising opportunities for advertisers on that new medium. The aims of this project are to analyse those new advertising opportunities and compare them to advertising on traditional TV and the Internet and find out whether advertising on iTV combines their strengths and overcomes some of their weaknesses. In order to achieve this, the literature review focuses on the identification of the strengths and weaknesses of advertising on traditional TV...



Reviews

Excellent eBook and beneficial one. It is amongst the most amazing pdf i actually have study. Your daily life period will likely be convert when you full looking at this pdf.

-- Janelle Kub PhD

This book is fantastic. It normally fails to price excessive. Your daily life span will likely be enhance once you total reading this publication.

-- Heath Prosacco

Other eBooks



Hitler's Exiles: Personal Stories of the Flight from Nazi Germany to America

New Press. Hardcover. Book Condition: New. 1565843940 Never Read-12+ year old Hardcover book with dust jacket-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy- I ship FAST with FREE tracking!! *...



You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most

Sourcebooks, Inc. Paperback / softback. Book Condition: new. BRAND NEW, You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most, Patricia Hermes, Thirteen-year-old Sarah Morrow doesn't think much of the fact that her mother winced a little...



Joey Green's Rainy Day Magic: 1258 Fun, Simple Projects to Do with Kids Using Brand-name Products

Fair Winds Press, 2006. Paperback. Book Condition: New. Brand new books and maps available immediately from a reputable and well rated UK bookseller - not sent from the USA; despatched promptly and reliably worldwide by Royal Mail;



Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success

Brookes Publishing Co. Paperback. Book Condition: new. BRAND NEW, Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success, Eva M. Horn, Susan B. Palmer, Gretchen D. Butera, Joan A. Lieber, How can inclusive early educators plan and deliver...



Dom's Dragon - Read it Yourself with Ladybird: Level 2

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Dom's Dragon - Read it Yourself with Ladybird: Level 2, Mandy Ross, One day, Dom finds a little red egg and soon he is the owner of a friendly dragon called Glow! But...



Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age

Adams Media Corporation. Paperback. Book Condition: new. BRAND NEW, Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age, David Dutwin, TV. Web Surfing. IMing. Text Messaging. Video Games. iPods. Kids today are plugged into...