

Table of Contents

1. Introduction
2. Research approach
3. The macro environment
 - 3.1 Current state of the information society
4. The business environment
 - 4.1 The online music market
 - 4.1.1 Suppliers
 - 4.1.2 The music industry value chain and the change to digital distribution
 - 4.1.3 The supply of online music
 - 4.1.4 Pricing
 - 4.2 The online news market
 - 4.2.1 Suppliers
 - 4.2.2 The traditional media market value chain vs. the value chain of the online news market
 - 4.2.3 The supply of online news: Who has gone online?
 - 4.2.4 Current revenues in online news and the expected gains of being online
 - 4.3 Technology
 - 4.3.1 Reproduction and distribution technology (online music market)
 - 4.3.2 Technology for content in general
 - a) Payment systems
 - b) “Value-added services” technology
 - c) End-user devices
 - 4.4 Copyright issues in the world of e-content
 - 4.4.1 European approaches to protection of music copyright
 - 4.4.2 Digital Rights Management (DRM)
 - 4.4.3 Piracy
 - 4.4.4 World wide development of copyright law
 - 4.5 Consumers
 - 4.5.1 Internet consumer activities
 - 4.5.2 Internet consumer targeted by companies
5. Existing business models in the online music and the online news sectors
 - 5.1 The origin of content
 - 5.2 Online media companies in the music sector
 - 5.3 Online media companies in the news sector
 - 5.4 Telecommunications companies and technology providers
6. Key driving factors for the online content sector

References