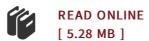




## Interactive TV in the UK

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

Undoubtedly, this is the very best job by any article writer. It can be rally interesting through studying time. Your way of life period is going to be transform as soon as you comprehensive reading this article pdf.

-- Louie Will

If you need to adding benefit, a must buy book. It really is rally interesting through reading through period. Your way of life period will probably be convert as soon as you total looking over this book.

-- Ms. Kirstin O'Kon