

Internet Giants Investing in Content: Not a Core Business But a Market Game Changer

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Abstracts

This report examines the market of digital content (video, music, games, books, press) from the specific perspective of the internet giants.

The introductory section describes market trends in digital content revenues, consumption and the various stakeholders (specialists, incumbent media groups, internet giants).

The major internet players are then analysed in detail with regard to their positioning in content and associated business models. We profile players from the United States (Amazon, Apple, Google, Facebook) and from China (Alibaba, Tencent).

The report presents a strategic analysis of key players' moves along the value chain (content production, services, aggregation, devices) and concludes with the content distribution objectives of internet giants and how they relate to their core business model.

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