

# The digital content economy: a demand-side view



Phone: +44 20 8123 2220  
Fax: +44 207 900 3970  
office@marketpublishers.com  
<https://marketpublishers.com>

## The digital content economy: a demand-side view

Date:	August 1, 2010
Pages:	21
Price:	US\$ 1,495.00
ID:	D53DE3B4C96EN

This report defines the micro-economic landscape that affects the monetization strategies and business models emerging in the digital content sector. We identify and describe the most powerful economic factors from a demand-side view, concluding that scarcity of consumer attention, network effects, consumer experience, new devices, and localization are the more important factors shaping demand in the digital content economy.

### Table of Content

Executive summary

In a nutshell

Ovum view

Business model choices affect demand

Local impacts are increasingly important

Key messages

Scarcity has moved from the supply side to the demand side

Race to claim audiences migrating to on-demand

When attention is scarce, search and discovery becomes key

Greater focus on less technically able consumers

Telcos need to rekindle network effects

New devices drive demand for content

Privacy champions could erode the power of data-dependent Internet giants

Report focus: the demand-side story

Demand-side forces affecting the digital content economy

Network effects

The importance of network effects

Overcoming switching costs

High expectations support network effects

New pricing strategies

Dynamic pricing and price elasticity

Personalized pricing or price discrimination?

The digital consumer experience

Scarcity of consumer attention

Search and discovery drives audience migration

Audience migration accelerated by new entrants

The "free" expectation

Piracy drains monetizable demand

Mainstream technology adoption crashes

Maintaining privacy and trust, not just best practice

Market-makers create demand

Apple iTunes still dominates digital music

The local environment

Local content an increasing priority

...but it can be a challenging proposition  
Translating into local language/dialects is only the start  
The indirect benefits of local content will be stronger  
Big opportunities in BRIC and emerging markets  
Young people have influence beyond their borders  
Piracy an acute problem in emerging markets  
Mobile becomes the prime channel for digital content in emerging markets  
Mass market has strong aspirations but limited means  
A long list of requirements needed to get the proposition right  
Appendix  
Research methodology statement  
Further reading

## **LIST OF TABLES**

Table 1: The needs of early adopters versus the early majority

## **LIST OF FIGURES**

Figure 1: Factors affecting the digital content economy  
Figure 2: Population percentage distribution by age (2006)  
Figure 3: High-level segmentation of consumers in emerging markets

### I would like to order:

**Product name:** The digital content economy: a demand-side view  
**Product link:** <https://marketpublishers.com/r/D53DE3B4C96EN.html>  
**Product ID:** D53DE3B4C96EN  
**Price:** US\$ 1,495.00 (Single User License / Electronic Delivery)

*If you want to order Corporate License or Hard Copy, please, contact our Customer Service: [office@marketpublishers.com](mailto:office@marketpublishers.com)*

### Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click 'BUY NOW' button on product page <https://marketpublishers.com/r/D53DE3B4C96EN.html>

### To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
E-mail:  
Company:  
Address:  
City:  
Zip/Post Code:  
Country:  
Tel:  
Fax:  
Your message:

\* All fields are required

Customer Signature \_\_\_\_\_

Please, note that by ordering from MarketPublisher.com you are agreeing to our Terms & Conditions at [https://marketpublishers.com/docs/terms\\_conditions.html](https://marketpublishers.com/docs/terms_conditions.html)

To place an order via fax simply print this form, fill in the information below and fax the completed form to **+44 20 7900 3970**