# TiVo Competition: German Market Analyses



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## TIVO COMPETITION: GERMAN MARKET ANALYSES



GRIN Verlag. Paperback. Condition: New. 56 pages. Dimensions: 8.1in. x 5.8in. x 0.3in.Essay from the year 2008 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1, 0, University of Applied Sciences Berlin (FOM), course: Master of Business Administration, language: English, abstract: Compared to the United States, where TiVo is a successful pioneer in, and even a leading provider of multimedia home entertainment, the German home entertainment market shows a stuttering image in this field. This Sector in German households is still dominated by game consoles, on the other hand there is a lot happening in the cell-phone sector. In the last 35 years, crucial changes in consuming media content occurred in Germany. While yesterday it was mostly television and radio transmission, today nearly three quartesr of the community, especially young people are using computers (89 of households) and game consoles. A huge amount of technical devices are existing nowadays with wide variety of applications, growing ever more. The internet, DVD players, MP-3 players, multimedia-cell phones are component parts of current living environment. As mentioned before, there are several branches of industry dealing with the interactive entertainment opportunities and are trying to establish a high performance level to strengthen their market position compared to their competitors in a dynamic, competitive environment. When TiVo wants to launch new products to find its way into the interactive television industry, adapting, and modifying known features for a new community with different likes and dislikes requiring a high level of market research to shape the needed marketing strategy. Therefore addressing the challenges of monitoring, and understanding consumer response in new generation entertainment should be the driving force instead of aimlessly adapting used features step by step. This item ships from multiple locations. Your book may arrive from...



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