

Developments in digital content (OECD Internet Economy Outlook 2012)

This chapter analyses intangible digital content products: goods and services that are downloaded, streamed or hosted over the Internet. It discusses key trends that have characterised the growth of digital content markets and factors that have enabled this development, focusing in particular on Internet infrastructure, the increasing availability of digital content products, and the skills required to create and access them. It analyses the growth of Web 2.0, social media networks, local content and adaptive approaches in the film, music, news, gaming and related industries leading to new business models, including the evolution of online advertising.

LinkToContentAt: <http://dx.doi.org/10.1787/9789264086463-8-en>

Knowledge Type: [Thematic report](#) [1]

Other Tag: [licensing](#) [2]

[adoption](#) [3]

[fixed broadband](#) [4]

[wireless](#) [5]

[pricing](#) [6]

[information and communications technology access](#) [7]

[value chains](#) [8]

[business models](#) [9]

[internet service provider](#) [10]

Parent URL: <http://dx.doi.org/10.1787/9789264086463-en> [11]

Source URL: <https://www.innovationpolicyplatform.org/document/developments-digital-content-oecd-internet-economy-outlook-2012>

Links

[1] <https://www.innovationpolicyplatform.org/knowledge-type/thematic-report-0>

[2] <https://www.innovationpolicyplatform.org/topic/licensing>

[3] <https://www.innovationpolicyplatform.org/topic/adoption>

[4] <https://www.innovationpolicyplatform.org/topic/fixed-broadband>

[5] <https://www.innovationpolicyplatform.org/topic/wireless>

[6] <https://www.innovationpolicyplatform.org/topic/pricing>

[7] <https://www.innovationpolicyplatform.org/topic/information-and-communications-technology-access>

[8] <https://www.innovationpolicyplatform.org/topic/value-chains>

[9] <https://www.innovationpolicyplatform.org/topic/business-models>

[10] <https://www.innovationpolicyplatform.org/topic/internet-service-provider>

[11] <http://dx.doi.org/10.1787/9789264086463-en>