

Internet users consume ... media of all types than non-Internet users. (2.5 Points) *

- ☐ similar
- ☐ None of the options
- ☒ more
- ☐ less

... is a type of digital music services. (2.5 Points) *

- ☐ Digital download
- ☐ None of the options
- ☒ The two options
- ☐ Streaming subscription services

1. ... is one of the revenue models of online content.

(2.5 Points) *

☒ All of the options

☐ Subscription

☐ A la carte

☐ Advertising

With the Internet transforming the entertainment industry, ... has a substitute product. (2.5 Points) *

☒ Traditional commercial entertainment

☐ Online Career Services

☐ All of the options

☐ Online Travel Services

Easier to manage publishment digital rights (DRM) ☐

High cost of printing ☒

Users request ☐

Making higher revenue ☐

Which of the following statements is one of the reasons that the Internet is transforming the entertainment industry?
* (2.5 نقطة)

Growth of broadband ☐

Subscription services ☐

All of the options ☒

Platform development ☐

... is one of the online publishing industry.
(2.5 Points) *

- ☐ Online movies
- ☐ Online music
- ☒ E-books
- ☐ Online games

... is one of the clear benefits of transforming books publishing to be online.
(2.5 Points) *

- ☒ Authors able to bypass traditional agent
- ☐ Fewer physical sales
- ☐ Distributor as agent must charge publisher's retail price
- ☐ Retailers pay wholesale price and establish retail price

... is one of the reasons that the publishing industry succeeded transforming online even with the failure to protect content from free distribution.
(2.5 Points) *

- ☒ All of the options
- ☐ New avenues for reading
- ☐ More users willing to pay for premium content
- ☐ Growing of online readership

Which of the following best describe the reason behind troubled segments in the online publishing industry?
(2.5 Points) *

- ☐ Low revenue
- ☐ High cost
- ☐ Less readership
- ☒ Stolen content