Nokia 206 Mobile Internet

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Social and Organizational Impacts of Emerging Mobile Devices: Evaluating Use Lumsden, Joanna 2012-02-29 "This book focuses on human-computer interaction related to the innovation and research in the design, evaluation, and use of innovative handheld, mobile, and wearable technologies in order to broaden the overall body of knowledge regarding such issue"--Provided by publisher.

DoCoMo John C. Beck 2003 In just two years since its formation as a division of Nippon Telephone and Telegraph, DoCoMo has become the second largest mobile phone service provider in the world. This text chronicles the Japanese company's meteoritic rise and examines the reasons behind its success. After interviewing top executives with the firm, the authors have concluded that the key ingredient in DoCoMo's success is not efficiency or dedication but human feelings. Annotation copyrighted by Book News, Inc., Portland, OR

Theories of the Mobile Internet Andrew Herman 2014-11-27 This volume proposes the mobile Internet is best understood as a socio-technical "assemblage" of objects, practices, symbolic representations, experiences and affects. Authors from a variety of disciplines discuss practices mediated through mobile communication, including current phone and tablet devices. The converging concepts of Materialities (ranging from the political economy of communication to physical devices) and Imaginaries (including cultural values, desires and perceptions) are touchstones for each of the chapters in the book.

The Ultimate VB .NET and ASP.NET Code Book Karl Moore 2008-01-01 Well-known programmer Karl Moore provides hundreds of useful, real-world code snippets showing developers how to take real advantage of the true secrets behind the programming language. The attraction of this book is the idea that someone picks up the book, looks at the outline and sees three or four things that they didn't know how to do.

Wireless Internet & Mobile Business Harvey M. Deitel 2002 This text is designed for wireless internet/web courses and advanced internet/web programming courses focusing on the wireless internet found in computer science, CIS, MIS,

business, and engineering departments. While the rapid expansion of wireless technologies such as cell phones and palm pilots offers many new opportunities for businesses and programmers, it also presents numerous challenges related to issues such as security and standardization.

Internet Forensics Robert Jones 2005-10-07 Because it's so large and unregulated, the Internet is a fertile breeding ground for all kinds of scams and schemes. Usually it's your credit card number they're after, and they won't stop there. Not just mere annoyances, these scams are real crimes, with real victims. Now, thanks to Internet Forensics from O'Reilly, there's something you can do about it. This practical guide to defending against Internet fraud gives you the skills you need to uncover the origins of the spammers, con artists, and identity thieves that plague the Internet. Targeted primarily at the developer community, Internet Forensics shows you how to extract the information that lies hidden in every email message, web page, and web server on the Internet. It describes the lengths the bad guys will go to cover their tracks, and offers tricks that you can use to see through their disguises. You'll also gain an understanding for how the Internet functions, and how spammers use these protocols to their devious advantage. The book is organized around the core technologies of the Internet-email, web sites, servers, and browsers. Chapters describe how these are used and abused and show you how information hidden in each of them can be revealed. Short examples illustrate all the major techniques that are discussed. The ethical and legal issues that arise in the uncovering of Internet abuse are also addressed. Not surprisingly, the audience for Internet Forensics is boundless. For developers, it's a serious foray into the world of Internet security; for weekend surfers fed up with spam, it's an entertaining and fun guide that lets them play amateur detective from the safe confines of their home or office.

Internet Marketing: Integrating Online and Offline Strategies Mary Lou Roberts 2012-03-28 INTERNET MARKETING, 3RD EDITION provides comprehensive coverage of the rapidly changing field of Internet marketing that is timely and relevant. It relies on extant marketing theory where appropriate and introduces many conceptual frameworks to structure student understanding of Internet marketing issues. Above all, it works on the premise that the Internet--whether used as a medium of communication or as a channel of distribution--is only one component of the contemporary marketer's arsenal. The key issue facing marketers today is how to best integrate this powerful new component, continuing developments in Internet marketing into their strategies and media plans. That ongoing challenge represents the essential theme of this text. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

HWM 2007-09 Singapore's leading tech magazine gives its readers the power to decide with its informative articles and in-depth reviews.

The Internet and Mobile Telecommunications System of Innovation Charles Edquist 2003 Some of the specific topics discussed within the book include: the

challenges for Europe of fixed data communications; second and third generation mobile telecommunications systems; data communication via satellite and television subsystems; the dynamics and trends of the Internet services industry; and policy implications for the future of the telecommunications sectoral system of innovation.

Encyclopedia of Information Science and Technology Mehdi Khosrow-Pour 2009 "This set of books represents a detailed compendium of authoritative, research-based entries that define the contemporary state of knowledge on technology"--Provided by publisher.

OECD Information Technology Outlook 2006 OECD 2006-10-03 Describes recent market dynamics and trends in industries supplying IT goods and services and offers an overview of the globalisation of the information and communication technology (ICT) sector and the rise of ICT-enabled international sourcing.

Mobile Applications and Knowledge Advancements in E-Business Lee, In 2012-08-31 "This book covers emerging e-business theories, architectures, and technologies that are emphasized to stimulate and disseminate cutting-edge information into research and business communities in a timely fashion"--Provided by publisher.

M-Commerce Norman Sadeh 2003-01-03 The first complete introduction to the technology and business issues surrounding m-commerce With the number of mobile phone users fast approaching the one billion mark, it is clear that mobile e-commerce (a.k.a. "m-commerce") is the next business frontier. Authored by a recognized international authority in the field, this book describes the brave new world of m-commerce for technical and business managers alike. Readers learn about the driving forces behind m-commerce, the impact of WAP, 3G, mobile payment, and emerging location-sensitive and context-aware technologies. A comprehensive look at emerging m-commerce services and business models, as well as the changing role of mobile network operators, content providers, and other key players. The author concludes with informed predictions about the future of m-commerce.

Beginning Smartphone Web Development Gail Frederick 2010-04-15 Today's Web 2.0 applications (think Facebook and Twitter) go far beyond the confines of the desktop and are widely used on mobile devices. The mobile Web has become incredibly popular given the success of the iPhone and BlackBerry, the importance of Windows Mobile, and the emergence of Palm Pre (and its webOS platform). At Apress, we are fortunate to have Gail Frederick of the well-known training site Learn the Mobile Web offer her expert advice in Beginning Smartphone Web Development. In this book, Gail teaches the web standards and fundamentals specific to smartphones and other feature-driven mobile phones and devices. Shows you how to build interactive mobile web sites using web technologies optimized for browsers in smartphones Details markup fundamentals, design principles, content adaptation, usability, and interoperability Explores cross-platform standards and best practices for the mobile Web authored by the W3C, dotMobi, and similar organizations Dives deeps into the feature sets of

the most popular mobile browsers, including WebKit, Chrome, Palm Pre webOS, Pocket IE, Opera Mobile, and Skyfire By the end of this book, you'll have the training, tools, and techniques for creating robust mobile web experiences on any of these platforms for your favorite smartphone or other mobile device.

FCC Record United States. Federal Communications Commission 2010-05-20

Kingdom of Nokia Carl-Gustav Lindén 2021-04-29 Kingdom of Nokia tells a fascinating story of corporatism in Finland. How did the mobile phone giant Nokia make the Finnish elite willing to serve the interests of the company? Nokia became a global player in mobile communications in the 1990s, and helped establish Anglo-Saxon capitalism in Finland. Through its success and strong lobbying, the company managed to capture the attention of Finnish politicians, civil servants, and journalists nationwide. With concrete detailed examples, Kingdom of Nokia illustrates how Nokia organised lavishing trips to journalists and paid direct campaign funding to politicians to establish its role at the core of Finnish decision-making. As a result, the company influenced important political decisions such as joining the European Union and adopting the euro, and further, Nokia even drafted its own law to serve its special interests. All this in a country considered one of the least corrupt in the world.

Telecoms in the Internet Age Martin Fransman 2002 The telecoms industry is one of the most important in the global economy. Without it the Internet and Information Society would not exist. But how does it work? How has it been changed by the Internet? Why was $2,500 billion wiped off its stock market value in 2000/1? How have its incumbentoperators (such as ATandT, BT, Deutsche Telekom, France Telecom, and NTT) and their aggressive rivals (for example WorldCom, Qwest, and COLT) adjusted to the radical changes sweeping the industry? Why has Japan succeeded but Europe failed in creating the latest incarnation of the industry, themobile Internet? These are some of the key questions analysed. The book begins with an explanation of the telecoms boom and bust, 1996-2002. It tackes the questions regarding who was to blame and why, and also examines the consequences of the bust. An analytical framework is created to understand the main forces driving the telecoms industry as it istransformed by the Internet into the infocommunications industry. It is shown that knowledge in its various manifestations and changes in knowledge are responsible for the key changes that have taken place. The foundation of the infocommunications industry comprises a combination of specialist technology suppliers (such as Cisco, Nokia, NEC, and Nortel) and network operators. Their changing relationship lies at the heart of the forces driving the industry. The author looks at how these changes haveaffected the struggles of the incumbent network operators and their new entrant rivals. He also analyses some of the main new entrpreneurs in the industry, looking at why they managed to enter so successfully, what has become of them, and why. The continuing changes in the knowledge base of theindustry are examined, as are some of the latest developments in the mobile Internet. Finally, the future of the industry is confronted. The book is complemented by the interactive web site: www.TelecomVisions.com

Mobile Internet For Dummies Michael J. O'Farrell 2008-10-06 You're on the go all the time — maybe for business, maybe because it's a byproduct of your busy lifestyle. But either way, your life would be easier if you had Internet access wherever you are. Well, when it comes to the Internet, you CAN take it with you! You just need the right stuff, and Mobile Internet For Dummies tells you what that is, how to find it, and how to use it. This easy-to-follow guide is packed with tips on choosing the best mobile device, software, and service provider for your needs, but that's not all. You'll see how to use your mobile Web browser, find made-for-mobile content (and create your own) and much more. Mobile Internet For Dummies explains how the Mobile Internet differs from the garden-variety Internet, and shows you how to: Find your mobile phone browser Use the Mobile Internet to surf, shop, blog, watch movies, and more — on the go Send and receive e-mail from your mobile device Locate other mobile applications Watch TV on your mobile phone Manage your kids' access to the Mobile Internet Secure and name a mobile Internet site and acquire mobile Web development tools Build your own made-for-mobile Web site Use your Mobile Internet site to promote your business and generate revenue With the help of Mobile Internet For Dummies, you'll be able to stay connected wherever you happen to be, and maybe even make it pay off with a bit of income.

Computational Modelling of Objects Represented in Images. Fundamentals, Methods and Applications João Manuel R.S. Tavares 2018-05-08 This book contains keynote lectures and full papers presented at the International Symposium on Computational Modelling of Objects Represented in Images (CompIMAGE), held in Coimbra, Portugal, on 20-21 October 2006. International contributions from nineteen countries provide a comprehensive coverage of the current state-of-the-art in the fields of: - Image Processing and Analysis; - Image Segmentation; - Data Interpolation; - Registration, Acquisition and Compression; - 3D Reconstruction; - Objects Tracking; - Motion and Deformation Analysis; - Objects Simulation; - Medical Imaging; - Computational Bioimaging and Visualization. Related techniques also covered in this book include the finite element method, modal analyses, stochastic methods, principal and independent components analyses and distribution models. Computational Modelling of Objects Represented in Images will be useful to academics, researchers and professionals in Computational Vision (image processing and analysis), Computer Sciences, and Computational Mechanics.

Developing .NET Enterprise Applications John Kanalakis 2008-01-01 The author Kanalakis gives in-depth and detailed guidance on how to build a single, scalable enterprise application with C# and using .NET technologies.

Net Neutrality Christopher T. Marsden 2010-01-18 This book is available as open access through the Bloomsbury Open Access programme and is available on www.bloomsburycollections.com. Chris Marsden maneuvers through the hype articulated by Netwrok Neutrality advocates and opponents. He offers a clear-headed analysis of the high stakes in this debate about the Internet's future, and fearlessly refutes the misinformation and misconceptions that about' Professor Rob Freiden, Penn State University Net Neutrality is a very heated

and contested policy principle regarding access for content providers to the Internet end-user, and potential discrimination in that access where the end-user's ISP (or another ISP) blocks that access in part or whole. The suggestion has been that the problem can be resolved by either introducing greater competition, or closely policing conditions for vertically integrated service, such as VOIP. However, that is not the whole story, and ISPs as a whole have incentives to discriminate between content for matters such as network management of spam, to secure and maintain customer experience at current levels, and for economic benefit from new Quality of Service standards. This includes offering a 'priority lane' on the network for premium content types such as video and voice service. The author considers market developments and policy responses in Europe and the United States, draws conclusions and proposes regulatory recommendations.

Mobile Marketing Alex Michael 2006 Global business-to-consumer mobile and wireless revenues are predicted to reach £120 billion by the end of 2004, and mobile marketing has now become a mainstream marketing tool. To achieve such tremendous gains, marketers must identify and reach their mobile audience. This book is designed to teach marketers how to tap into this potential. Mobile Marketing is as different from traditional marketing as Internet marketing was, and this book will outline methods and techniques for: defining and implementing a wireless marketing strategy Making sense of what can be a technically and commercially confusing industry. Providing a wealth of carefully chosen international cases and examples to demonstrate techniques in the real world Written by experienced practitioners with experience of advising major international companies on both strategy and individual campaigns in the mobile sector, and supported by a website to update users on developments in the filed it will be an essential guide and reference for professional marketers and marketing students. * A complete and authoritative overview of marketing strategies for the mobile world * Written by practitioners with real experience of mobile marketing in action and packed with international case studies * Supported by an updated website detailing events and developments in the sector

Analyzing Data Through Probabilistic Modeling in Statistics Jakóbczak, Dariusz Jacek 2021-02-19 Probabilistic modeling represents a subject arising in many branches of mathematics, economics, and computer science. Such modeling connects pure mathematics with applied sciences. Similarly, data analyzing and statistics are situated on the border between pure mathematics and applied sciences. Therefore, when probabilistic modeling meets statistics, it is a very interesting occasion that has gained much research recently. With the increase of these technologies in life and work, it has become somewhat essential in the workplace to have planning, timetabling, scheduling, decision making, optimization, simulation, data analysis, and risk analysis and process modeling. However, there are still many difficulties and challenges that arrive in these sectors during the process of planning or decision making. There continues to be the need for more research on the impact of such probabilistic modeling with other approaches. Analyzing Data Through Probabilistic Modeling

in Statistics is an essential reference source that builds on the available literature in the field of probabilistic modeling, statistics, operational research, planning and scheduling, data extrapolation in decision making, probabilistic interpolation and extrapolation in simulation, stochastic processes, and decision analysis. This text will provide the resources necessary for economics and management sciences and for mathematics and computer sciences. This book is ideal for interested technology developers, decision makers, mathematicians, statisticians and practitioners, stakeholders, researchers, academicians, and students looking to further their research exposure to pertinent topics in operations research and probabilistic modeling.

Nokia Smartphone Hacks Michael Juntao Yuan 2005-07-25 Nokia's smartphones pack a powerful computer into a very small space. Unlike your desktop or laptop, your smallest computer can be connected to the Internet all the time, and can interact with the world around it through its camera, voice recognition, and its traditional phone keypad. Nokia smartphones combine these features with impressive storage options and a host of networking protocols that make this smallest computer the only thing a road warrior truly needs. If you're still cracking open your laptop or pining for your desktop while you're on the road, you haven't begun to unlock your Nokia's full potential. Nokia Smartphone Hacks is dedicated to tricking out your smartphone and finding all the capabilities lurking under the surface. Learn how to: Unlock your phone so that you can use it with any carrier Avoid and recover from malicious mobile software Watch DVD movies on the phone Use the phone as a remote control Use the phone as a data modem for your notebook Check your email and browse the web Post to your weblog from your phone Record phone conversations Choose mobile service plans Transfer files between the phone and your computer Whether you want to use your smartphone as your lifeline while you're on the road, or you're just looking for a way to make the most of the time you spend waiting in lines, you'll find all the user-friendly tips, tools, and tricks you need to become massively productive with your Nokia smartphone. With Nokia Smartphone Hacks, you'll unleash the full power of that computer that's sitting in your pocket, purse, or backpack.

Mobile Services in the Networked Economy 2005-01-01 The mobile services industry is going through a major transformation, which challenges many of the basic assumptions behind the existing business models. As the business paradigm shifts from voice-centric to data-centric mobile services, the ways of analyzing the industry need to evolve as well. Mobile Services in the Networked Economy provides new insight into the structure and dynamics of the mobile services industry by combining novel ideas from the complexity theory, from the research of vertical integration strategies and from the theories of networked organizations. These ideas and theories are then applied to the context of three different types of mobile services markets in Japan, Finland and the UK. The case analyses demonstrate how the three markets are currently going through very distinct phases of evolution in a continuum between two very different kinds of business environments. The analysis of the mobile services industry presented in this book will help the reader not only to understand the logic

behind the way the industry looks today, but also to foresee possible future trends in the development of a given mobile services market.

Great Global Grid Robert Marcus 2002 Emerging Technology Strategies and the Great Global Grid The next generation of the Internet will produce dramatic economic and social changes exceeding even the World Wide Web. Several emerging technologies are converging to create a Great Global Grid infrastructure where universal connectivity to large computing resources will be available for consumers and enterprises. The goal of this book is to provide a systematic survey of the full spectrum of Great Global Grid technologies from an enterprise viewpoint. The Great Global Grid - The range of technologies comprising the Great Global Grid is very wide. One of the main contributions of the book is to categorize these technologies in detail and to explain the dependencies among them. The technologies include: Application Servers and Portals Enterprise Application Integration and B2B Middleware Web Services and XML Messaging Peer-to-Peer Collaboration Pervasive Computing: Middleware and Software Platforms Distributed Resource Managers, Clusters and Grids Global Grid Middleware Conclusions for the Future Emerging Technology Strategies - The book does not hype these technologies or their benefits. Section 1 of the book describes examples of past emerging technologies that failed to realize their initial vision. Based on the lessons learned from these experiences, a pragmatic technology evaluation template is created that includes: Overview of the technology Relationships to other technologies Important technical and business trends Specific applications Industry and official standards Vendor overview by application area Leading implementation approaches Advice on deployment Future technical and business directions Recommendations Audience - The information collected in this book is not available from any other single source. The broad range of technologies, standards and vendors covered is necessary to understand the future enterprise applications of the Internet. The following groups should find the contents of this book especially valuable. Decision makers for the evaluation strategy and discussions of current products, standards and open issues Developers and architects for the overview of many advanced software technologies and their relationships Consultants for the industry analysis of vendors and business applications Futurists for the trends and research that are the basis of the next generation Internet Students for the industrial applications and open source projects

The Internet Encyclopedia: G-O Hossein Bidgoli 2004

Wireless Horizon Dan Steinbock 2003 Steinbock (a senior advisor for the Institute for Mobile Market Research) provides a global overview of successful strategies, policies, and innovations in the most developed (i.e. "globalized") wireless technologies markets since the 1980s. After identifying globalization drivers and technology innovators, he analyzes recent industry evolution. He discusses the strategies of the leading equipment manufacturers, as well as enablers and service providers. Annotation copyrighted by Book News, Inc., Portland, OR

The Internet Encyclopedia, Volume 2 (G - O) Hossein Bidgoli 2004-05-11 The Internet Encyclopedia in a 3-volume reference work on the internet as a business tool, IT platform, and communications and commerce medium.

Electronic Commerce: Concepts, Methodologies, Tools, and Applications Becker, Annie 2007-12-31 Compiles top research from the world's leading experts on many topics related to electronic commerce. Covers topics including mobile commerce, virtual enterprises, business-to-business applications, Web services, and enterprise methodologies.

Handbook of Research on Cloud and Fog Computing Infrastructures for Data Science Raj, Pethuru 2018-05-18 Fog computing is quickly increasing its applications and uses to the next level. As it continues to grow, different types of virtualization technologies can thrust this branch of computing further into mainstream use. The Handbook of Research on Cloud and Fog Computing Infrastructures for Data Science is a key reference volume on the latest research on the role of next-generation systems and devices that are capable of self-learning and how those devices will impact society. Featuring wide-ranging coverage across a variety of relevant views and themes such as cognitive analytics, data mining algorithms, and the internet of things, this publication is ideally designed for programmers, IT professionals, students, researchers, and engineers looking for innovative research on software-defined cloud infrastructures and domain-specific analytics.

The Complete Idiot's Guide to Networking Chris Negus 2001 A guide for beginners offers diagrams and instructions for creating and updating computer networks in the home and office, covering new technologies, troubleshooting, and security.

Mobile Computing: Concepts, Methodologies, Tools, and Applications Taniar, David 2008-11-30 "This multiple-volume publication advances the emergent field of mobile computing offering research on approaches, observations and models pertaining to mobile devices and wireless communications from over 400 leading researchers"--Provided by publisher.

Mobile Disruption Jeffrey L. Funk 2003-12-29 A disruptive technology is a technology or innovation that results in worse product performance different from the expected or predicted performance; an example is that the Internet accessible mobile phone was thought to be a portable substitute for the PC-the actual applications of mobile phones are far different from this Describes business models, user needs, and key technologies to create long-term strategies that are profitable in both the long- and short-term

The Rough Guide to the Internet Peter Buckley 2007 An introduction to the Internet provides information on getting connected, e-mail and file transfer, newsgroups, websites, and netiquette.

Mobile Web 2.0 Syed A. Ahson 2010-12-07 From basic concepts to research grade material, Mobile Web 2.0: Developing and Delivering Services to Mobile Devices

provides complete and up-to-date coverage of the range of technical topics related to Mobile Web 2.0. It brings together the work of 51 pioneering experts from around the world who identify the major challenges in Mobile Web 2.0 applications and provide authoritative insight into many of their own innovations and advances in the field. To help you address contemporary challenges, the text details a conceptual framework that provides modeling facilities for context-aware, multi-channel Web applications. It compares various platforms for developing mobile services—from the developer and user perspectives—and explains how to use high-level modeling constructs to drive the application development process through automatic code generation. Proposes an expanded model of mobile application context Explores mobile social software as an Information and Communications Technology (ICT) Discusses the effect of context on mobile usability Through empirical study, the book tests a number of hypotheses on the use of software implementation technology and location context in mobile applications. It introduces Reusable End-User Customization (REUC)—a technique that allows users to adapt the layout of Web pages and automatically reapplies those preferences on subsequent visits. It also investigates the need for non-visual feedback with long system response times, particularly when downloading Web pages to mobile devices.

Distributed Data Applications with ASP.NET Alex Homer 2008-01-01 * The only Enterprise level book that concentrates on distributed techniques. * Fully updated for ASP .NET 1.1 and Visual Studio 2003. * Authors were both anointed as software legends by Microsoft (www.softwarelegends.com). * Demonstrates the range of possibilities and ease of development for distributed data-driven applications with .NET. * Shows how easy it is to take advantage of several different types of client devices, and how to provide the best user experience possible for each one. * Explores all aspects of building ASP.NET 1.1applications that handle data and work across the Internet or other HTTP networks such as local intranets.

Webmasters Guide To The Wireless Internet Syngress 2001-12-03 The wireless Web is a reality - don't get left behind! The wireless Web is not a future dream. It is here today. Already, more than 20 million people have access the Internet through PDAs, mobile phones, pagers and other wireless devices. What will people find on the Wireless Internet? This is the question that every Webmaster and Web developer is being challenged to answer. The Webmaster's Guide to the Wireless Internet provides the Wireless Webmaster with all of the tools necessary to build the next generation Internet. Packed with the essential information they need to design, develop, and secure robust, e-commerce enabled wireless Web sites. This book is written for advanced Webmasters who are experienced with conventional Web site design and are now faced with the challenge of creating sites that fit on the display of a Web enabled phone or PDA. The rapid expansion of wireless devices presents a huge challenge for Webmasters - this book addresses that need for reliable information There are lots of books for wireless developers - this is the first designed specifically for Webmasters Looks at security issues in a Wireless environment

Global Competition Between and Within Standards Jeffrey L. Funk 2001-11-13
Managing technology and globalization are two of the main concerns facing
companies today. This book argues that the success of firms such as Ericsson
and Nokia is a function of how they have managed these two areas
simultaneously. The author summarises the development of the global mobile
communications industry to date, examining how global standards have been
established, and why particular firms have succeeded within these standards. He
goes on to examine the factors that will determine the market leaders in third-
generation mobile communications systems and phones, and shows how other high
technology industries can benefit from the strategies used.

Film and Television Distribution and the Internet Andrew Sparrow 2016-04-15
There is no area of business that is more dramatically affected by the
explosion of web-based services delivered to computers, PDAs and mobile phones
than the film and television industries. The web is creating radical new ways
of marketing and delivering television and film content; one that draws in not
simply traditional broadcasters and producers but a whole new range of
organizations such as news organizations, web companies and mobile phone
service providers. This companion volume to Andrew Sparrow's Music Distribution
and the Internet: A Legal Guide for the Music Business focuses on the practical
application of UK and EU law as it applies to the distribution of television
and film through the internet. This includes terms of contract and copyright as
they affect studios, broadcasters, sales agents, distributors, internet service
providers, film financiers, and online film retailers; as well as areas such as
the licensing of rights. It also covers the commercial aspects of delivering
film and television services to a customer base, including engaging with new
content platforms, strategic agreements with content aggregators, protecting
and exploiting intellectual property rights, data and consumer protection, and
payment, online marketing and advertising. The opportunities for companies
operating in this area are extraordinary (as are the legal implications) and
Andrew Sparrow's highly practical guide provides an excellent starting point
for navigating through what is a complex area of regulation, contract,
copyright and consumer law.