




[Home](#) > [Vol 6, No 1 \(1998\)](#) > [Loebbecke](#)

Font Size:   

Content Provision on the Web: an economic challenge for TV stations

Claudia Loebbecke

Abstract

Increasingly, TV stations are introducing online services as they seem to hold economic potential and open new markets. Nevertheless, networks have apparently until now been neglecting a careful evaluation of online services' strategic and economic potentials, which ultimately is a prerequisite to develop these markets and thus to profit from them.

Objective of this paper is to analyse some exemplary TV online services offered by the Globo TV network, the largest television network in Brazil, as well as to assess their strategic potential and their economic benefit.


Full Text: [PDF](#)

Reading Tools

- [Review policy](#)
 - [About the author](#)
 - [How to cite item](#)
 - [Indexing metadata](#)
 - [Notify colleague*](#)
 - [Email the author*](#)
 - [Add comment*](#)
- RELATED ITEMS
- [Author's work](#)
 - [Book searches](#)
 - [Web search](#)

* Requires [registration](#)

Search

 
Web [dl.acs.org.au](#)

About the ACS

- [Membership](#)
- [E-learning](#)
- [Scholarships](#)
- [Library](#)
- [Bookstore](#)