IMPACT OF HIGH TECH ON MEDIA BUSINESS MODELS

FIVE MAIN TECHNOLOGIES ARE BEING DISCUSSED:
1. Artificial Intelligence 22.1%
2. Blockchain 10.7%
3. Virtual Reality 16.9%
4. Machine Learning 13.9%
5. Augmented Reality 10.5%

RESEARCH DESIGN & METHODOLOGY:
Research question: What level of influence do high-technology developments have on media business models? Type of study: Mixed-method research design, combining quantitative and qualitative data. Sample size: 500 respondents across various media sectors.

STUDIES:
- Artificial Intelligence: 22.1%
- Blockchain: 10.7%
- Virtual Reality: 16.9%
- Machine Learning: 13.9%
- Augmented Reality: 10.5%

HIGH TECH HAS THE MOST IMPACT ON THE VALUE PROPOSITION MODEL:

MEDIA INDUSTRY OF MINOR RELEVANCE:

ALL THE SOURCE TYPES FOCUS ON THE VALUE CHAIN MODEL:

RELEVANCE OF TYPE CHAIN PHASES:
- Phase 1: Innovator Friction: 44.6%
- Phase 2: Field of Inverters Expectations: 9.9%
- Phase 3: Domain of Minor Relevance: 22.2%
- Phase 4: Scope of Mastery: 15.2%

ALL EXAMINED HIGH TECHNOLOGIES IN A SINGLE VIEW:

WHAT IS THE INFLUENCE OF SOURCES OF HIGH TECHNOLOGIES ON CUSTOMER SATISFATION?