

Table of Contents:

Copyright	3
Preface	4
1. Executive Summary	7
2. Introduction – <i>Paid Content</i> and <i>Paid Services</i>	9
3. Approach and Methodology.....	13
4. Definition and Classification of digital Content and digital Services.....	16
4.1 Definitions	16
4.2 Classifications.....	17
5. Market Analysis of <i>Paid Content</i> and <i>Paid Services</i> in Germany	22
5.1 Market Development	22
5.2 Market Characteristics	27
6. Characteristics and Analysis of Business Models for Paid Content and Paid Services in individual Market Segments	48
6.1 Arts & Media	50
6.2 Business	59
6.3 Computers	70
6.4 Games	81
6.5 Home	92
6.6 News.....	101
6.7 References.....	113
6.8 Society.....	123
6.9 Adult	132
6.10 Shopping.....	141
7. Fundamental Results of the Study	153
8. Current Trends and Projections: <i>Paid Content</i> – <i>Paid Services</i>	156
References.....	158
The Authors.....	159