

T-Home Entertain Comfort

Hybrid Offering	
Brief description	The T-Home Entertain Comfort is a bundle of services and devices that enables the user to watch TV and movies in high quality over the internet.
Hybrid offering's industry	Entertainment
Company details	
Deutsche Telekom www.telekom.com	The Deutsche Telekom is the largest telecommunication provider in the European Union and was founded in the year 1995 as the former state-owned monopoly Deutsche Bundespost was privatized. Its headquarter is located in Bonn Germany.
Company's industry	Telecommunication
Country of origin	Germany
Dimensions	
Product dimension	Two products are offered. The DSL router is used to connect the media receiver to the internet. With this internet connection, the media receiver can be connected to a TV where it offers various features to the user. The features are high quality IPTV, time shifted TV and the record of TV programs.
Service dimension	The services that are provided by T-Home are that public TV channels are broadcasted and can be watched with the media receiver. In addition to that, movies can be ordered and watched separately on demand.
Other links	www.t-home.de
Other Crucial Dimensions	
Hybrid orientation	
Community as service	No
Target market	Pay As You Consume (movies), Subscription Based (IPTV)
Revenue model	B2C

Images

Product dimension



Service Dimension

