

WiiConnect24



Hybrid Offering	
Brief description	The WiiConnect24 is a complementary service for the Wii video gaming console. It offers the user access to various information channels as well as shopping channels. With those channels it is possible to chat with friends and to download games or add-ons for existing ones.
Hybrid offering's industry	Entertainment
Company details	
Nintendo www.nintendo.com /	The Nintendo Company Ltd. was founded in the year 1889 in Kyoto, Japan. The company is one of the biggest players in the video gaming market and produces hardware as well as software.
Company's industry	Entertainment
Country of origin	Japan
Dimensions	
Product dimension	The product consists of the Nintendo Wii video gaming console. It focuses rather on game play than on sophisticated graphics and technology. The Wii is equipped with WiFi and cable based internet connection capabilities.
Service dimension	The WiiConnect24 is a service bundle for the Wii. Various "channels" such as the news, weather, shopping and photo channel are available for the user. Furthermore, it is possible to surf on the internet and chat with friends via the console. In the shopping channel classic console games can be purchased whereas the photo channel enables the user to exchange and view pictures.
Other links	
Other Crucial Dimensions	
Hybrid orientation	Product Oriented
Community as service	No
Target market	B2C
Revenue model	Free of charge

Images

Product dimension



Service Dimension

