

Apple TV



Hybrid Offering	
Brief description	Apple TV is a device that connects via a wireless network to the iTunes store where movies and series can be bought. It is also possible to view free of charge YouTube videos.
Hybrid offering's industry	Entertainment
Company details	
Apple Inc. www.apple.com	Apple was founded in the year 1976 in Cupertino USA. Originally, it was a computer company but in the last years Apple Inc. expanded into other industries such as entertainment or telecommunication.
Company's industry	Computer, computer software, entertainment, telecommunication
Country of origin	USA
Dimensions	
Product dimension	The product is a device with a hard disk drive which is connected to a TV in order to watch movies.
Service dimension	The service is the iTunes store where the user can buy movies and series in HD quality. Connections to other platforms such as YouTube are also available.
Other links	www.apple.com/de/appletv
Other Crucial Dimensions	
Hybrid orientation	
Community as service	No
Target market	B2C
Revenue model	Pay As You Consume

Images

Product dimension



Service Dimension

