

XBOX Live



Hybrid Offering	
Brief description	XBOX Live a complementary service for the XBOX 360 video gaming console. The service requires an internet connection, preferably broadband. Various services such as game demos, game expansions, movie rentals and trailers are offered on XBOX live.
Hybrid offering's industry	Video gaming
Company details	
Microsoft Corporation www.microsoft.com	Microsoft was founded in the year 1976 and is headquartered in Redmond, USA. It is a multinational computer technology corporation that develops, manufactures, licenses, and supports a wide range of software products for computing devices.
Company's industry	Computer, computer software, entertainment, business applications
Country of origin	USA
Dimensions	
Product dimension	The XBOX 360 is a video gaming console with internet connectivity.
Service dimension	XBOX Live is a complementary online service for the console. It has to be distinguished between non-subscription silver, and the subscription based gold service. The service includes video and voice communication as well an online marketplace which offers game demos, game expansion material (e.g. extra maps, vehicles, songs), trailers, television shows, music videos, movie rentals, and more.
Other links	http://www.xbox.com/de-DE/live/
Other Crucial Dimensions	
Hybrid orientation	Product oriented
Community as service	No
Target market	B2C
Revenue model	Free of charge, Pay As You Consume

Images

Product dimension



Service Dimension

