

## Digital Interactives: Key Technological Factors

The following budget category assumes video production already complete.

Format	Distribution Method	Market	Development Costs	Advantages	Disadvantages
Website including interactive	Internet	Education New audiences/ Global	Interface design Hardware Software ISP costs (High – Low)	Enormous Distribution	Restrictions in narrow band transmission Inability to handle high quality video Slow data transmission Development of secure online payment system
CD ROM	Existing CD ROM distribution channels Direct sales retail and over the Internet	Education Existing audience	CD ROM Design & Production costs Software Costs  (Med – Low)	Most computers include CD ROM readers installed in the computer High quality audio and video Decreasing production costs	Further demand for CD ROM Products Yet to achieve market penetration Improved data compression and storage capacity Format cannot be updated
Web Cast	Web	Existing audience Niche market Globally	(Med – Low)	Live streaming of audio	Wider acceptance of IRC, environments outside the niche Web community
Inter Relay Chat (IRC) Text based chat medium	Web	Global	(Low – free)	Free to participate No design costs	Wider acceptance of IRC, environments outside the niche 'Web community

Palace Extended Web chat medium provides a 2D environment	Web	Global	Palace Design costs Hardware & Software Ongoing monitoring of palace ISP Costs  (Med-Low)	More sophisticated than IRC & the use of 2D characters/avatars are entertaining	Wider acceptance of Palace, environments outside the niche 'Web community
Virtual Worlds 3D eg 'Furcadia' Extended Web chat medium	Web	Niche markets Global	Design elements Software & hardware  Med – Low	3D characters to interact with but limited range of characters/avatars	Wider acceptance of Virtual environments, environments outside the niche 'Web community
Audio Streaming	Web	Niche markets Global	Audio Production Streaming Costs Low	High – low audio on demand now available on the Web Can be streamed in real time or available in packets such as developments with MP3 developed & Web radio	Secure online payment systems  Digital/Web radio still developing
DVD  Promoted as the CD ROM replacement	Existing and new distribution channels Direct sales retail and over the Internet	Existing audience New audiences Education	DVD Design & Production Costs Software Costs  Medium	Digital quality images and audio  Larger storage capacity than CD ROM Fast access speed  Same size as CD ROM DVD players will play CD ROM & CD	Development of DVD as an more accepted multimedia format with the availability and affordability of DVD readers Needs a take up of DVD in the education sector A format which cannot be changed cannot update
Hybrid CD ROM/Website	Existing and new channels for the CD ROM Web	Existing audiences New audiences Education	Web deign Software	As the CD ROM has limited storage capacity the hybrid product has formed	

