Flash Research Assignment: Xbox Live

Prepare a diagram which describes this ecosystem.

Envision a new digital product or service that can be delivered via this ecosystem. Prepare a 1 page paper that describes this product or service, explains how it will be delivered using this ecosystem, and describes the business model which surrounds this new product or service.

The maximum length of the body of this paper is 1 page. Additional pages may be used for optional diagrams and required references.

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       Our company has an opportunity to generate revenue by investing in ConnectMe for the Xbox system. ConnectMe is an app that allows Xbox and PlayStation users to interact and play video games against each other. By charging a monthly subscription fee for users, an additional fee for every game bought on ConnectMe, and a fee for video game developers to be featured on the app, we will be able to create additional revenue from ConnectMe.

       ConnectMe links two or more users to play the same video game regardless of what gaming system they are using. The ConnectMe app is included on both the Xbox and PlayStation app stores. Whether users are Xbox fans or PlayStation fans, they will be able to challenge their friends through this app. ConnectMe acts as a social networking app where users create a profile and add their friends who are using a different gaming system. Game developers, such as EA Sports and Infinity Ward, are linked to the app allowing their games to be featured and bought by Xbox and PlayStation users. Big games such as Madden and Call of Duty already work on the Xbox and PlayStation systems making ConnectMe not only convenient for players, but for game developers as well.

       Revenue streams are generated through a monthly subscription to users and game developers will pay a fee to allow their games to be featured on the app. Players will pay for the games through ConnectMe and there will be an additional fee for every game bought. All revenue generated from this additional fee will go to ConnectMe.