Flash Research Assignment: Amazon Kindle

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.

Rachael Voluck
Professor Doyle
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Flash Research Paper #8: Amazon Kindle

Our company can increase revenues by implementing an application for Amazon's

Kindle store called "Book Tunes" that will allow customers to listen to music playlists that

compliment the books that they are reading on their Kindle. Listeners will be able to browse

through playlists that are preselected to enhance the type of book they are reading. Revenues

from the application will be generated through advertising and premium memberships that users

can purchase.

"Book Tunes" will play music that is streamed through the Internet. Users will be able to

select the book that they are currently reading, and view playlists that other readers have

uploaded to go with that book. Each book will be categorized by genre, and will have suggested

music genres for customers to listen to while reading that book. Users will have the ability to

create an account, upload playlists, and recommend music to go with books. When users visit

the application they will be able to search a specific book title or a genre and see playlists that

appear for those filters. Ratings and reviews will allow users to provide feedback for each

playlist, enhancing the overall experience.

The main revenue streams for "Book Tunes" would come from advertising and

membership fees. Companies can pay to advertise between songs for standard accounts or users

can pay for a premium account to remove the advertisements. The costs for implementation

would include a sales representative to sell advertisements. The main risks for creating this

application include legal rights surrounding music distribution. With the high popularity of the

Amazon Kindle as a reading platform this application could potentially realize millions of dollars

in revenues.