



Final Case Study: RealNetworks Rhapsody

Carolin Kinder

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Seminar paper from the year 2004 in the subject Business economics - Business Management, Corporate Governance, grade: 1,7, University of Constance (Department of Politics and Management), course: Strategic Management, 3 entries in the bibliography, language: English, abstract: The RealNetworks Rhapsody is a subscription service in the Internet, which offers streaming and managing digital media run by RealNetworks, Inc. . It has its origins in the acquisition of Listen.com by RealNetworks in May 2003. In this way, Real replaced its own Internet platform MusicNet with Listen.com's Rhapsody service site and launched RealOne Rhapsody.

Through analysing the strengths, weaknesses, opportunities and threats (SWOT), this study sets out to identify RealNetworks Rhapsody's current standing in the Multimedia Internet Industry. Relating to the SWOT, the study will additionally examine Rhapsody's business strategy to look at future prospects including possible directions for a better positioning in the global context.

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