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<th>Multimedia creation company : a case study of off-line multimedia business.</th>
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<tr>
<td>Author(s)</td>
<td>Surachet Vetchapitak.</td>
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</tbody>
</table>
Contents

- Off-line Multimedia Business
- MultiMedia Creation Company: A Case Study of Off-line Multimedia Business
- Recommendation
Off-line Multimedia Business

- Platform
- Category of Multimedia Products
- Development Procedure
- Actors
- Marketing
Platforms
CD-ROM (PC, MAC, Hybrid)
CD-I
DVD
Category of Off-line Multimedia Products

- CD title based on book
- CD magazine
- Dictionary and Encyclopedia on CD-ROM
- Entertainment
- Edutainment
- Infotainment
Development Procedures

- Concept
- Content
- Design
- Production (art, audio, digitization, engineering, testing)
- Replication
- Packaging
Marketing of Off-line Multimedia Products

- Licensing
- Bundling
- Wholesales
- Retailing
MultiMedia Creation Company: A Case Study

- Born as a CD-ROM Publisher
- Becoming a Multimedia Studios
- Lessons learned during the past 4 years
Recommendation

- Focus, focus and focus on your strength
- A multimedia product cannot be done by a single person!
- Project management: Keep a close look at budgeting and cost control
- Marketing must be clear before project start
- Book Fair and electronic fair: Which one?
- On-line & Off-line Multimedia: Both will stay long