



Mobiles Geschäft: Verlage liegen mit Apple im Clinch (German Edition)

J. Kessler

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Apple will künftig Zeitungen und Zeitschriften für das iPad und das iPhone nur noch über seinen Onlineshop iTunes verkaufen. Die Verlage werfen dem Computerhersteller vor, den Verkauf digitaler Inhalte zu monopolisieren. Den Medienhäusern droht, der direkte Kundenkontakt verloren zu gehen. Die Verlage hoffen derweil auf die Konkurrenz. Eine Alternative könnte der Internet-Konzern Google sein.

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