



4.5. Product Disruption





Product Disruption:

Examples of Digitization Across Industries

Industry	Traditional Format	Digital Format
Product Substitution		
Recorded music 	LP records, tapes	➡ CDs, MP3
Journalism 	Newspaper, magazine, television, radio	➡ Web site

Product Digitization:

Examples of Digitization Across Industries

Industry	Traditional Format	Digital Format
Service Substitution		
Banking 	Cash, check	 Smart card, web banking and payment systems
Photo-finishing 	Film to paper	 Digital to paper, film to digital