

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