



Online-Appendix zu

„Die Legitimation einer Innovation durch
Cultural Entrepreneurship - Explorative
Fallstudie eines symbiotischen Zusammenspiels
zwischen einem Start-up und dessen
Schlüsselkunden“

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Appendix. Empirische Quellen

Leitfadeninterviews:

EQ#1 TBS, 2018	Bernhard Prokop
EQ#2 TBS, 2018	Marc Goodchild
EQ#3 Tonio, 2018	Dr. Florian Novak
EQ#4 Tonio, 2018	Dr. Wolfgang Nuebert

Interne Dokumente von TBS:

PowerPoint Präsentationen:

EQ#5 TBS, 2016	Presentation Tonio TI_EC_Meeting
EQ#6 TBS, 2017	Strategy for Market Implementation
EQ#7 TBS, 2018	CNN Tonio Introduction_print
EQ#8 TBS, 2018	Intro Tonio
EQ#9 TBS, 2018	Gumball VIP What Is It Intro Presentation
EQ#10 TBS, 2018	Gumball VIP Activity Performance

Andere:

EQ#11 TBS, 2018	Executive Summary AT&T and Tonio
EQ#12 TBS, 2018	Gumball Info for Each Local Market

Internetquellen:

EQ#13 Tonio, 2018	https://www.tonio.com/
EQ#14 Die Presse, 2018	https://diepresse.com/home/kultur/medien/5077247/ORF-holt-sich-SecondScreenHilfe-von-Tonio
EQ#15 PwC, 2018	https://www.pwc.de/de/technologie-medien-und-telekommunikation/gemo-2018.pdf
EQ#16 Deloitte, 2018	https://www2.deloitte.com/tr/en/pages/technology-media-and-telecommunications/articles/media-and-entertainment-industry-outlook-trends0.html
EQ#17 W&V, 2018	https://www.wuv.de/medien/so_will_lineares_fernsehen_ueberleben
EQ#18 TBS, 2019	https://www.turner.com/about-us
EQ#19 Radioszene, 2005	https://www.radioszene.de/news/loungefm_200605.htm
EQ#20 Ashoka, 2016	http://ashoka-cee.org/austria/ashoka-partner/wolfgang-neubert/
EQ#21 Tonio, 2018	Newsletter
EQ#22 der Standard, 2017	https://derstandard.at/2000066316109/Wiener-Startup-Tonio-aktiviert-fuer-Turner-den-Second-Screen
EQ#23 der Standard, 2018	https://derstandard.at/2000090265368/Turner-setzt-Tonio-App-aus-Oesterreich-in-zehn-weiteren-Laendern
EQ#24 trendingtopics, 2017	https://www.trendingtopics.at/tonio-kooperation-turner/
EQ#25 animationmagazine, 2017	http://www.animationmagazine.net/tv/turner-emea-and-tonio-team-for-gumball-vip-uk-experiment/

- EQ#26 infodigital, 2017 <https://www.infosat.de/digital-tv/gumball-vip-turner-emea-und-startup-tonio-starten-tv-experiment>
- EQ#27 licensing.biz 2017 <https://www.licensing.biz/entertainment/turner-and-tonio-partner-for-the-amazing-world-of-gumball-live-quiz-experiment>
- EQ#28 adobomagazine, 2018 <https://adobomagazine.com/digital-news/icymi-gumball-vip-launch-singapore-philippines-australia-and-new-zealand>
- EQ#29 animationmagazine, 2018 <http://www.animationmagazine.net/gaming/turners-gumball-vip-on-the-roll-internationally/>
- EQ#30 broadbandtvnews, 2018 <https://www.broadbandtvnews.com/2018/10/29/turner-to-rollout-second-screen-gumball-internationally/>
- EQ#31 TBS, 2018 <https://www.turner.com/pressroom/turner-international-announces-roll-out-gumball-vip-following-successful-uk-trial>