



Architectural and Component Innovation

Look again at the 'Changing nature of the music industry' case study. Try and identify which of the changes are architectural and which are component. What are the implications for different players in terms of the likely threat to them and the ways in which they could respond?

Use the following framework to capture your answers.

	Architectural innovation	Component innovation
Likely threat/opportunity for player 1 – and why		
Likely threat/opportunity for player 2 – and why		
Etc. ...		