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<td>Author(s)</td>
<td>Rao, Madanmohan</td>
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Madanmohan Rao
Consultant
Microland, India

CONTENT-DRIVEN E-COMMERCE: THE VENDOR-MEDIA-CONSUMER TRIANGLE

AMIC 9TH ANNUAL CONFERENCE
THE DIGITAL MILLENNIUM: OPPORTUNITIES FOR ASIAN MEDIA
June 29 – July 1, 2000, Singapore
Content-Driven e-Commerce: The Vendor-Media-Consumer Triangle

Madanmohan Rao
Consultant, Microland
Bangalore, INDIA

Net Focus

• 1996: "Content is king"
• 1997: "Community is king"
• 1998: "Commerce is king"
• 1999: "Content is prince"
Business Models
- Advertising
- Co-branding
- Commissions (e-commerce)
- Promotion
- Subscription

Content as a Differentiating Factor
- High-quality branded content
- Participatory content
- Contextual relevance
- Content textures: news, community messaging, reference information, dynamic chat
"The real convergence is not between computers, TV and telephones – but between entertainment, information, and selling."

Barry Diller
CEO, USA Networks
Evolution of Audience Development

- **Generation 1**
  - Overall traffic, mass audience, "eyeballs"
- **Generation 2**
  - Personalisation, database marketing, "stickiness"

Blurring between Content & Commerce

- Sports
- Travel
- Hobbies
- Personal finance
- Pornography
- Services
"Content and commerce are headed for a collision. In the future, the two will be inseparable. You will buy equities at WSJ.com without having to click away to Schwab."

George Colony
CEO, Forrester Research
"We are aiming to get our users to not only publish and exchange information about themselves, but to eventually start selling products and services to one another."

Bo Peabody
CEO, Tripod.com
Site Design Issues
- Interaction
- Identity
- Interface
- Information architecture
- Transactional components

Design Considerations: Convergence between Content and Commerce
- Access to complex information, transactions
- Intuitive navigation
- Comparisons (features, shopping)
- Automation (agents, alerts)
- Localisation (multiple languages, cultures)

Challenges for the Media
- Role: Media => Merchandiser
- Editorial mission
- Conflict between retailers and media properties
- Consumer privacy
"For businesses, Web publishing has gone beyond re-defining publishing. It is re-defining business itself."

Craig Cline
Vice-president, Ziff-Davis Publications

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