<table>
<thead>
<tr>
<th>Title</th>
<th>Monetising eyeballs : from content to commerce</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author(s)</td>
<td>Arora, Varun</td>
</tr>
<tr>
<td>Date</td>
<td>2000</td>
</tr>
<tr>
<td>URL</td>
<td><a href="http://hdl.handle.net/10220/3266">http://hdl.handle.net/10220/3266</a></td>
</tr>
<tr>
<td>Rights</td>
<td></td>
</tr>
</tbody>
</table>
Varun Arora
Director of Strategic Services
Edge Consultants
Singapore

MONETISING EYEBALLS – FROM CONTENT TO COMMERCE

AMIC 9TH ANNUAL CONFERENCE
THE DIGITAL MILLENIUM: OPPORTUNITIES FOR ASIAN MEDIA
June 29 – July 1, 2000, Singapore
Monetising Eyeballs -
From Content to Commerce
Varun Arora
Director, Strategic Services
The Edge Consultants
www.edge.com.sg

Agenda - Monetising Eyeballs
- Part One: Where will the eyeballs be?
  - Strategic watchpoints towards reaching them
- Part Two: Having done that, how do you monetise them?
- And finally: What we're doing in this area

The Convergence-era is upon us...
- Everything moves towards the 'net
- Access is possible through:
  - PCs
  - Television sets
  - Fixed-telephones
  - Car PCs
  - EVEN REFRIGERATORS!!!
... or is it really DIVERGENCE???

- Divergence in access platform has started
  - By the year 2002, 490 million people around the world will have Internet access
  - At the same time, there will be 630 million wireless subscribers (1.2 billion by 2003!)
  - And 50% of all Web access will not be via PCs, etc.
  - By 2003, 125 million handheld PCs and PDAs will be:
  - Net device sales will zoom from 12 m in 1999 to over 300 m in 2005!

The perils of divergence...

- Little consistency between devices
  - Broadband allows full-motion video, but does a 56k home PC do the same??? Sensitivity to access speed is a must!!!
  - Can you surf the net and drive at the same time??? Voice conversion tags are a must!!
  - WebTV has display restrictions
  - Mobile phones are still limited to S-L-O-W 14.4k, ...
  - To say nothing about divergence in protocols: HTTP? WAP? What's next? XXXP?

But there is SOME centricity...
Interactive access points - 2000

Office
Lap Top
Desktop PC
PDA
Mobile

In Transit

Kiosks

Interactive access points - 2001

Office
Lap Top
Desktop PC
PDA
Mobile

In Car Entertainment
In Flight Entertainment

Video Phones
Games Consoles

Kiosks

In TV
White Goods

Vending Machines

Public

Home

The Edge Consultants Pte Ltd

Mobile service offering is a MUST:

- Broader user base: Access to non-IT user group and Generation Y
- More pervasive nature of service is possible
- Mobile devices will overtake fixed terminals as the primary online tool
- Mobile Services will become one of the key success differentiators in an online strategy

in Introduction
Strategic elements in a multi-channel world

Building an online business strategy

- Understand which channels your audience is likely to use
  - overall channel-spread
  - percentage splits
  - who will use what

- Understand HOW your audience is likely to use these channels today and tomorrow
  - why will different audiences use the different channels?
  - what is their mind-set when using a specific channel?

Building an online business strategy

- Understand the strengths and weaknesses of each channel

- Understand how to manage and deliver services over multiple channels
  - figure out the infrastructure road-map required to migrate to newer technologies

- Apply this to your business using the characteristics of the channel to your advantage
Single Infrastructure for Multiple-channel Delivery

![Diagram showing multiple channels including WAP, WEB, and ITV]

Critical "Gotchas"

- New channels - e.g. wireless services - are not a new form of e-business but a new channel for delivery.
- Enterprises should NOT have separate channel units working independent from Internet Business units e.g. wireless vs. Web proceeding independently.
- Build solution around a content management system right from the START (or put one in NOW!!!)
- The element and form of expression may be different, but plan for delivery using a single infrastructure designed for multi-channels.

Overall Message

Eventually:
Online = PC/Web + Mobile/Web + ITV/Web +

Today:
Online = Internet + Wireless

An Introduction
Monetising these eyeballs:
A step-by-step process

Step 1: Extend your rationale
> What have YOU done lately to enhance stickiness?
  - The Model-T is dead!
  - Facilitate personalisation
  - Engender community

Introduction
Step 1: Extend your rationale

- What have YOU done lately to enhance stickiness?
  - The Model-T is dead!
  - Facilitate personalisation
  - Engender community
  - Exploit multi-channel capabilities
  - Consider an auction system - this only SOUNDS trivial!
Step 1: Extend your rationale
- AND LINK THE AUCTION SYSTEM TO CLASSIFIEDS!!

Step 2: Understand your audience
- Profiling profiling profiling
  - Explicit profiling
    - Registration is required
    - It must lead to reward e.g., archival information
    - Figure out what you're going to do with the information FIRST
    - Don't try to play God - you don't REALLY need the user's life history!
  - Implicit profiling
    - Appropriate keyword tagging is a must!
    - Tagging and retrieval planning process could require over a month!
    - Consider Vignette, BroadVision

Step 2: Understand your audience
- You're sitting on gold! Mine it!
  - Traffic analysis
    - Hits are NOT!
    - Look at clickstreams, time online, most popular sections.
    - Look at on-site search keywords
    - Look at ex-site referrals and keywords
  - Co-relate with profiling information
    - Create the potential of 1:1 marketing
    - Cluster into groups for easier business rules creation
    - Consider netAnalysis Pro, ARIA, GroupLens
Step 3: Exploit all revenue opportunities
- Advertising
  - CPM, Pay-per-**, Sponsorships, etc
- E-commerce
  - Direct on-site
  - Affiliation models
- Subscriptions (?)
- Content Provisioning

... and truly EXPLOIT them!
> Banner advertising is dead. Long live the banner!
  - CTRs < 1% ... BUT WHY???
  - How far will advertising beef to an Indian Hindu get you???
  - Put 5 ads on one page and it's like the classifieds - how many do YOU notice??
- The banner has evolved
  - higher bandwidths enable multimedia and banner-interactivity

... and truly EXPLOIT them!
> Banner advertising is dead. Long live the banner!
  - Remember the profiling? Use it for 1:1 marketing
  - targeted CTRs can be much higher
  - Consider professional advertising management software like netGravity / DoubleClick
  - Use networks for indirect sales of unused inventory
... and truly EXPLOIT them!

And what about Internet radio?
- “Banner” advertising is a b-a-d idea
  - Go for audio with links
- Specialised Internet audio ads work better
- Everstream model: personalised radio
- Targeted @ US$ 50 - 100 / 30 seconds

- Advertising
- E-commerce
  - Why? Because you have the traffic
  - How? A phased approach...
    - Phase One: Pure-referral model

Introduction
... and truly EXPLOIT them!

Advertising
E-commerce

Why? Because you have the traffic
How? A phased approach...

• Phase One: Pure-referral model
• Phase Two: Targeted-referral model
• Phase Three: Targeted-mail / owned model
Enjoy an Annual of ... (and all the usual discounted prices for selected fragrances)!

From $50 spent is equivalent to one chance in the Christmas Lucky Draw.

Check out our Ignited Fireworks Sale!

WE DO NOT SHIP TO INDONESIA!

... and truly EXPLOIT them!

» Advertising
» E-commerce
» Subscriptions

» NOT inconceivable - but different strokes for different folks

ATTENTION: The Singapore Copyright Act applies to the use of this document. Nanyang Technological University Library
A MAGNET FOR ODD INTRUDERS

ACCOMPANY-

The breach began at an unusual place: the White House. Recent reports of cameras and surveillance systems going to some degree of security alerts when they were never set up or the like. The White House was one of the most secure places in the world, with a strong wall around it and a high fence.

In one week, the White House became a magnet for odd intruders. Only three days after the breach, a man climbed over the fence and entered the building. The man was identified as a former employee of the White House grounds crew. He was later arrested for burglary.

The incident raised questions about the security measures in place at the White House. After the breach, the White House grounds were searched for any signs of intrusion. The security measures were reviewed, and additional security checks were implemented.

The incident also highlighted the challenge of securing such a large and complex building. The White House is the official residence of the President of the United States and is the center of political and diplomatic activity.

Despite the challenges, the White House remains a target for those who seek to gain access to its facilities. The incident serves as a reminder of the ongoing need for security measures to protect this national treasure.
... and truly EXPLOIT them!
- Advertising
- E-commerce
- Subscriptions
- Content Provisioning
  - Perhaps the MOST often overlooked (and easiest!)

And now, the obligatory sales pitch!

Who We Are
- MultiChannel (wireless-internet+) enabling technology product company with services contingent
- Specialised in strategic, creative and technical solutions for multiple digital channels delivery
- What it means? Building infostructure products that leverage on technology convergence
- 145 professionals in 3 offices in Asia Pacific (Singapore, Hongkong, Australia, India, China, Taiwan coming soon)
Our Products So Far...

- **WAPman**
  - A wireless client-side product that allows browsing of WAP sites for PDA and phones like Netscape in the WAP world

- **VirtuaCom WAPgate**
  - A wireless server-side product which allows Telcos/Enterprises to develop and deploy wireless information services over WAP as well as older technologies interoperable (Nokia, Motorola, Ericsson, Alcatel phones)
  - FAST (100s of tsp, reduced OTA data through binary compression)
  - Scalable (millions of users)
  - High reliability (load balancing)
  - Security (RSA cryptography capability)
  - Billing and gateway management

- **WAPgo**
  - Wireless Online Portal Infrastructure designed for MISP to manage their content/services and target market their customers over the Internet and wireless channels
  - My WAPgo
    - Personalisation, customisation
    - User profiling
    - Content Aggregation/Management
    - Advertising Management
    - Content-based Billing
    - User Tracking
    - Data Mining and Reporting
Our Solutions

- We have the skills, experience and enabling technology to build
  - Self-serve eCommerce
  - Secure Experiences
  - Content Management
  - Profiling/Personalisation
  - Portal/Communities
  - Online Banking/Trading
  - Brand Awareness/Online Communications
  - Intranets/Extranets

- Multiple Digital Channels
- Delivery

To summarise...
Net-net (pun not intended!):

- Plan for a multichannel environment now
- Plan for growth
  - content management
  - professional advertising system
- The key to exploiting revenue opportunities is understanding your audience
  - profile ➔ analyse ➔ customise ➔ personalise ➔ exploit (entire opportunity-spectrum)

Questions:
Varun Arora  
varun.arora@edge.com.sg  
Tel: +65-226-0788 extn 186  
Fax: +65-226-0733

Thanks for your time