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<tr>
<td>Author(s)</td>
<td>Rao, Madanmohan</td>
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<td>Rights</td>
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Paper No. 6
Madanmohan Rao
Consultant
Microland, India

ALLIANCING STRATEGIES AND THE INTERNET:
OPPORTUNITIES FOR CONTENT PROVIDERS
Alliencing Strategies and the Internet: Opportunities for Content Providers

Madanmohan Rao
Consultant, Microland
Bangalore, INDIA
“The Internet will destroy more business than it creates.”

Rupert Murdoch, News Corporation

early 1999
The Eight Cs of the Internet Economy
- Connectivity
- Content
- Community
- Commerce
- Capacity
- Capital
- Culture
- Cooperation

The Internet Delivery Chain
- ISPs
- End-user equipment providers
- Distributors
- Access centres
- Content creators, syndicators
- Vendors, merchants, "middlemen"
- "Hub and spoke" players

Net Focus
- 1996: "Content is king"
- 1997: "Community is king"
- 1998: "Commerce is king"
- 1999: "Content is prince"
"We are witnessing the birth of a content renaissance."

Gene DeRose
CEO, Jupiter Communications

Strategic Partnership Classification Guide:

<table>
<thead>
<tr>
<th>Type of Partnership</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distribution Partnerhips</td>
<td>Linking to Tabool services for Tabool search, Tabool Finance, My Tabool from your site.</td>
</tr>
<tr>
<td>Content Partnerhips</td>
<td>You would like Tabool to distribute media link to your community. Please select the type of content from the list below.</td>
</tr>
<tr>
<td>Technology Partnerhips</td>
<td>You have a technology that would enhance the Tabool service.</td>
</tr>
<tr>
<td>E-commerce</td>
<td>Partnering with Tabool for E-commerce.</td>
</tr>
</tbody>
</table>

Type of Partnership: Additional Information

<table>
<thead>
<tr>
<th>Content/Partnerhips</th>
<th>Regional</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select Content Type</td>
<td>News and Entertainment Science and Technology Business and Finance</td>
</tr>
</tbody>
</table>

Description of Partnership:

Please give a brief description of your proposed partnership.
Please include specifics on how your partnership would benefit Tabool and/or the Tabool user base. For example, the traffic that would be driven to Tabool per month, how your content technology would enhance the Tabool user experience, etc.
Business Models

- Advertising
- Co-branding
- Commissions (e-commerce)
- Promotion
- Subscription
Alliances: Categories

- Cross-media alliances
- Event coverage
- Web suites
- Content re-packaging
- Device-driven alliances
- ISP alliances
- Content syndication
Differentiation

- Frequency of generation, updates
- Breadth of content
- Media richness, push/pull
- Aggregate vs link
- B2B hubs
- Entry/growth points
- Ownership/partnership

Investment/Acquisition

- Internet pure-plays
  - Yahoo: GeoCities, Four11, ViaWeb
- Traditional + pure-play media companies
  - Disney + InfoSeek, Excite + @Home
- Media + non-media company (eg. direct marketing agency)
  - Lycos + USA Networks

Shop for Content
Syndicate Your Content

iSyndicate

SYNDICATE your content

Your browser, direct links to your site and gain additional exposure to 90,000 leading Web sites

Syndicate's Web Content Catalog
Content Models

- Commodity news
- Original reportage, analysis
- Aggregated content
- Syndicated content
- Photo archives
- User-generated content (directory, chat)
- Business listings
ISPs and Portals: A Natural Synergy

- Guaranteed captive audience
- Local traffic retention; less load on feeder bandwidth
- Better services for "newbies," greater retention
- Long term revenue potential
- Hook for launching future online ventures (e.g., co-hosting, e-commerce)
Yellow Pages Strategy Online

- Leveraging the Net as a medium
- City-wise rollout, linkages
- Online + offline promotion
- Content alliances: news, events, maps
- Distribution alliances: ISPs
- Value for the advertisers: user profiling
- Value for vendors: e-commerce

The e-services company
Supporting Technologies
- Microtransactions
- User profiling
- Selective targeting
- Personalisation, customisation
- Re-purposing content
- Watermarks
- "Stickiness"
The Crystal Ball

- WebTV, broadband access
- XML
- Digital copyright
- Ethical issues (e.g. conflict of interest)
- "The third wave" (consumer devices, WAP)

The Crystal Ball

- Multilingual publishing
- Real world integration
- Globalisation, localisation
- Community centres, kiosks

"A brand can no longer make it on one site alone. Programs like content syndication develop awareness, increase traffic, and generate revenue through long-term relationships."

Tom Feegel, VP
NetResponse
"Content and commerce are headed for a collision. In the future, the two will be inseparable."

George Colony
CEO, Forrester Research

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digitalnomad@hotmail.com