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

ALLIANCING STRATEGIES AND THE INTERNET:
OPPORTUNITIES FOR CONTENT PROVIDERS

AMIC 9TH ANNUAL CONFERENCE
THE DIGITAL MILLENNIUM: OPPORTUNITIES FOR ASIAN MEDIA
June 29 – July 1, 2000, Singapore
Alliancing Strategies and the Internet: Opportunities for Content Providers

Madanmohan Rao
Consultant, Microland
Bangalore, INDIA

Take advantage of IBM's proven e-commerce expertise

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“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

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<table>
<thead>
<tr>
<th>Strategic Partnership Classification Guide:</th>
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<tbody>
<tr>
<td><strong>Type of Partnership</strong></td>
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<tr>
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<tr>
<td>Distribution Partnership</td>
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<tr>
<td>Content Partnership</td>
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<tr>
<td>Technology Partnership</td>
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<tr>
<th>Type of Partnership</th>
<th>Additional Information</th>
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<tr>
<td>Content Partnership</td>
<td>Required: 3</td>
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Description of Partnership:

Please give a brief description of your proposal. 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

Alliances: Categories

- Spidering services
- Organisational Intranets
- Multimedia content
- Business listings, trade hubs
- Niche portals
- Press releases
- Other (government initiatives, etc.)
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

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## 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 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

madam@microland.net
digitalnomad@hotmail.com