**Diversity and Opportunity:**
*Delivery of New Content Goods and Services*

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**Agenda**

- Background
- Dimensions of Diversity: Content and Delivery
- Opportunities: Public and Private
- Policy Recommendations

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**Content Goods and Services on the Web:**
*Observations and Questions*

+ Considerable investment in content sites / outlets  
  + About highest page visit numbers of all sites  
  + Any e-business site that is not content goods and services?

- Limited ‘profitability’  
- Millions of web sites - variety or overload?  
- Millions of ‘users’ - How many ‘buyers’?

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**Content / Digital Goods - Various Kinds**

- Software  
- Reports and documents (easy multiplication and indexing)

- Searchable databases  
- Multimedia objects

- Dynamic information (e.g. financial quotes, news)  
  - Interactive services (e.g. online forums, chat-rooms, telephone calls, games)

- On-line magazines and newspapers  
  - Information services (e.g. travel agencies, ticket agencies, stock brokerages)

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**Table Content / Digital Goods - Various Kinds**

- Software  
- Reports and documents

- Health ‘content’  
- Education

- Governmental / Public Services  
- Tele-Conferencing

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Variety of Providers: Competition for 'Publishers'

Source: Diebold (1999)

Variety of Providers: Competition for 'Publishers'

Plus ...

- Health 'content'
- Education
- Governmental / Public Services
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"A wealth of information creates a poverty of attention."

Herbert Simon

What Delivery will Users Pay For?

High Interactivity

Low Networking

High

PC & CD-ROM
Interactive TV
PC & Online
TV & VCR
Cable TV
Satellite TV

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Highly Complex Digital Content Market

000's of Creators

000's of Distributors

Syndication

Consumers

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New Content Products and Services: Opportunities for Value Creation

Public / Governmental
- Please citizens
- Extended service spectrum
- Increased accessibility / availability
- Reduced costs of service provision

Private / Business
- Utilize new applications!
- Create / maintain positive profit margin
- Enter new markets

Value Creation ... ?

What? For whom? At what price?
- Truly new products and services? - Suppliers? - What makes something 'create value'?
- Lower prices for a given product/service? - Customers? - Somebody offers it?
- Higher margin? - (Intermediaries)? - Somebody pays for it?
- Anytime, anywhere, anyhow? - Citizens? - Somebody pays for it?

Further Thoughts on Value Creation
- Value creation via process innovation?
- Value creation via technological solutions?
- Extended archiving, searching and exploitation tools (beyond text)
- Customer friendly platform switching (similar to telephone)
- 'best' media and communication mix
- Value creation via application development and testing
- Value creation via branding?

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Content Policy Wish List (Recommendations)
- Increase funding for governmental / public applications to test, develop markets, and improve public service levels
- Push for internationally compatible infrastructure development
- Provide business with a fair chance across borders (harmonize VAT, legal settings, etc.) – do not protect local / national providers (economies of scale and economies of scope)
- Allow / develop for varying degrees of bandwidth, security, price
- Sound economic analysis could be provided to back up each recommendation!

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Thank you very much for your attention!

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