

Electronic Commerce on the Internet: The Role of Content Providers

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Abstract

This paper analyzes the business environment for content providers on the Internet. Currently, especially small content providers whose main business is not managed over the Internet do not generate sufficient additional profit from the content they offer on the Internet. After an analysis of the current situation from a content provider's perspective, this paper illustrates the discussed phenomenon with the examples of two small, internationally operating companies. Furthermore, satisfactory Internet security, the feasibility to pay small amounts via the net, and manageable content saleability are outlined as major prerequisites for content providers to successfully participate in Internet business. For each of the three prerequisites, innovative software and hardware-based approaches are discussed and evaluated. Finally, the paper briefly investigates potential impacts of the according approaches on the Internet business environment and proposes a framework for further research along the inter company value chains.