Electronic Trading in Online Delivered Content (ODC)

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Traditional versus Electronic Commerce

Source: Choi, Stahl, Whinston 1997

Towards a Definition of Online Delivered Content

Online Delivered Content

Towards ODC Classification

ODC Characteristics

1 Indestructibility / Non-Subtractivity
2 Transmutability
3 Reproducibility

Choi, Stahl, Whinston characteristics of Digital Products:
1 Transfer mode
2 Timeliness
3 Intensity in Use
4 Operational Usage
5 Externalities
Discussion Issues

1. Dimensions of Added Value
2. Peculiarities of Electronically trading in ODC
   - Pricing ODC as a peculiar problem
   - ODC abundance
3. Relevance of specific business models
4. Suggestions for existing best practices / literature coverage

Dimensions of Added Value

Peculiarities of Electronically Trading ODC

1. Pricing ODC
2. ODC Abundance

Discussion Issues

1. Relevance of specific business models
2. Suggestions for existing best practices / literature coverage