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Won Kim
Tok-Wang Ling
Yoon-Joon Lee
Seung-Soo Park (Eds.)

The Human Society and the Internet

Internet-Related Socio-Economic Issues

First International Conference, Human.Society@Internet 2001
Seoul, Korea, July 2001
Proceedings

Human.Society @ Internet



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Foreword

During the past several years, the world has entered the first phase of the Internet Revolution. Investors showed confidence and faith in the prospects of the Internet-driven economy. In the US alone, some 30,000 dot com companies have sprung up to support electronic commerce with a wide variety of business models, technologies, and/or items or services to sell or even give away. Traditional businesses, so-called brick and mortar, or offline, businesses, have started to respond to challenges by Internet-based new competitors by augmenting their own businesses with Internet-based, or online, businesses and/or filing lawsuits against them. The initial business-to-consumer orientation of electronic commerce is giving way to business-to-business commerce, with large corporations forming electronic exchanges or consortia to conduct commerce among members.

Government, industry, and civic groups have started addressing social issues related to the Internet, such as taxation on electronic commerce, privacy, intellectual property rights, security, hacking, cyber crimes, digital divide, etc. Governments have started legitimizing electronic signatures and stepping up efforts to track down perpetrators of cyber crimes. The courts have started to wrestle with issues of privacy, intellectual property rights, crimes, and impediments to Internet-driven economy.

Although most of the innovations in Internet technology and business models are being created in the United States by hundreds of thousands of entrepreneurs funded by tens of billions of dollars of venture investment, both Europe and Pacific Asia have adopted these innovations remarkably fast, and have used them to fuel Internet-based economies.

With the above "Internet scenery" as backdrop, the First International Conference on Human.Society@Internet aims to provide a forum for meeting, holding discussions, and exchanging ideas and information for researchers, students, Internet-related business people, and government policy makers from Pacific Asia countries on the socio-economic issues and changes brought on by Internet technology. The conference technical sessions are organized around the following major themes: digital divide, law and regulations, contents control, culture, cyber education, digital governance, human computing, e-commerce/digital economy, and medical computing. The technical sessions include presentations of refereed research and position papers and invited talks by leading experts, tutorials, panel discussions, and product exhibits.

Total of 85 research papers were submitted from 14 countries and were reviewed through 11 country/regional program committees. Each paper was refereed by three experts chosen from the respective areas. Thirty-two papers were selected to be presented at the conference, based upon their technical quality and relevance to the conference. There were also 22 invited talks. Among the 54 contributions, 32 regular and 4 invited papers are included in the proceedings.

Many people deserve special thanks for their efforts to make the Human.Society@Internet 2001 a success. We express our appreciation to all the organizers and committee members of the participating countries for their tireless work. We are also grateful to all the sponsors for the financial support. Last not least, we thank Springer-Verlag for publishing the conference proceedings as a volume in its Lecture Notes in Computer Science series.

May 2001

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Market Strategies in the Internet Content Business

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Abstract: This project begins with introductory comments on the need for the market strategy for the Internet content business. This project deals with the market status globally and locally, and then set the strategies for the success of the Internet business, that is, strategies for increase of subscriber number & advertising revenue, strategic alliances for effective distribution, and pay service development.

1. Introduction

The Internet content business has some myths[1]: Bandwidth is increasing and cost is decreasing. Internet users demand rich audio-visual presentation and they want interaction with content providers. Community builds loyalty.

Digitized content is the key driver in the Internet business. The digital content means a targeted bundle of information, communication and transaction services in the paradigm of the convergence of the computer and telecommunications industries. However, strategies to create the attractive digital content will build on traditional media content and add communication and commerce facilities.

At the center of the Internet content business is the competence of companies to build communities of users, who need to address needs of highly specific groups by integrating content, communication and commerce services. This includes joining traditional contents with content-related advertising, information from other content providers and a wide range of new services, such as opportunities for customer interaction through chatting, discussion forums, bill-boards & consultation, governmental services & online financial transactions and so on. The Internet content provider needs satisfactory technical solutions in the area of media integration, secure transaction systems, user-oriented interfaces and high speed network access at reasonable prices.

On the other hand, companies have a strong interest in content distribution in several distribution channel or media. The importance of the cross-selling, i.e. repackaging content for distribution is increasing. The content is the most valuable asset for the Internet business. Therefore, the content competition in the value chain is increasing.

The purpose of this paper is to generate key strategies for the success of the Internet content business.