

Graphics Research Laboratory

Publishing on the Internet: the Library, Saloon and Mall

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WEB EXAMPLE
<http://www.yahoo.com/>

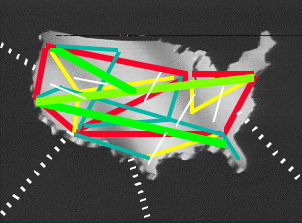
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Paper Magazines

- ◆ Ad sales up 6.7% in first half
- ◆ Paper costs up 37% over last year
- ◆ Postage costs up 12% since January

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Internet Geography



- ◆ University supercomputers
- ◆ College minis & PCs
- ◆ Corporate research
- ◆ Commercial access providers
- ◆ Dial-up end users

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Volumes and Growth

- ◆ 6.6 million domains
 - 1.4M educational, 1.7M commercial
- ◆ 13 to 30 million users
- ◆ 3 to 8 million WWW browsers
- ◆ U.S. PC households:
1995: 32% 1999: 45%

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Traffic Examples

- ◆ 600,000 Prodigy WWW users since Jan
- ◆ 9,000 newsgroups, 50 megabytes/day
- ◆ Advertising Market
 - \$10,000/mo TimeWarner, \$15,000/mo *Hot Wired*
- ◆ Internet Shopping Network
 - 10,000 daily visitors, 500 daily orders
- ◆ >1.25M visitors to White House WWW

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Three Uses of the 'Net

- ◆ Publication
 - software, text files, multimedia
- ◆ Communication
 - email, listserv, chat
- ◆ Transaction
 - Telnet, World Wide Web interaction

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Magazines on the Web

- ◆ Content (The Library)
 - Subscription and Ad-supported multimedia
- ◆ Community (The Saloon)
 - Newsgroups, bulletin boards
- ◆ Commerce (The Mall)
 - Advertising, direct response

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Web Magazine Content

- ◆ Six benefits of new media
 - customization
 - searchability
 - timeliness
 - economy
 - comprehensiveness
 - transaction

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Web Magazine Content

- ◆ Multimedia forms
 - typography
 - hyperlinks
 - illustration
 - sound
 - photography
 - animation
 - video
 - interaction

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WEB EXAMPLE

<http://www.pathfinder.com/>

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WEB EXAMPLE
<http://www.zdnet.com/>

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Web Magazine Community

- ◆ **Email**
 - Email mailing lists
- ◆ **Newsgroups and bulletin boards**
 - Open and moderated
- ◆ **Chat lines**
 - Event-driven

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WEB EXAMPLE
<http://www.hotwired.com/>

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Web Magazine Commerce

- ◆ **Subscriptions**
 - Electronic newsstand
- ◆ **Advertising**
 - Audited readership
- ◆ **Catalogs**
 - Selling—and delivering—on-line

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WWW Advertising

- ◆ **Tempting the click**
 - Why would anyone log in?
 - Why would they come back?
 - Developing “prospect incentives”
- ◆ **Direct response sensibility**
- ◆ **Video game orientation**

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WEB EXAMPLE
<http://www.zima.com/>

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WWW Production

- ◆ Desktop Publishing Tools
- ◆ HTML coding
- ◆ Multimedia illustrations
- ◆ Instant, continuous publishing

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Magazine Futures

- ◆ More electronic, less paper
 - Multimedia, virtual reality
- ◆ More community
 - Bidirectional publishing
- ◆ More commerce
 - Audited advertising, on-line selling

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Magazine Futures

- ◆ More international access
 - Global Internet penetration
- ◆ More competition
 - Lowest barriers to entry in magazine history

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Magazine Essentials

- ◆ CONTENT
- ◆ COMMERCE
- ◆ COMMUNITY

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A paper magazine is only a three-dimensional token signifying a reader's access to content, community and commerce in any medium.