

2003-12-09

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자료: JMM(The International Journal of Media Management), 1999

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1960-1980



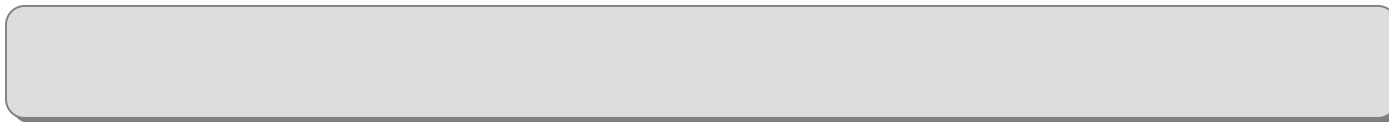
, S/W

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1980-1995

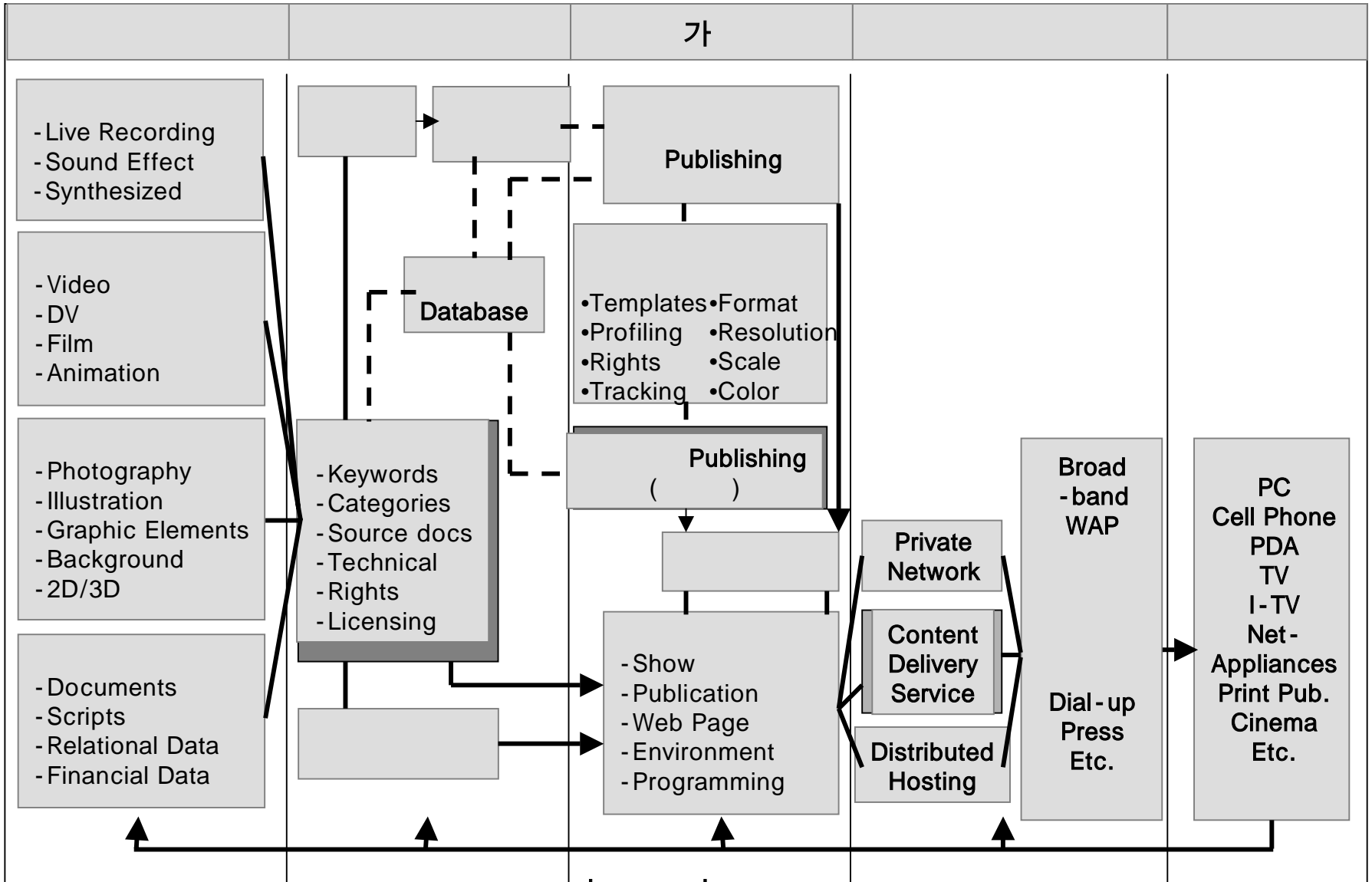
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1995-2005

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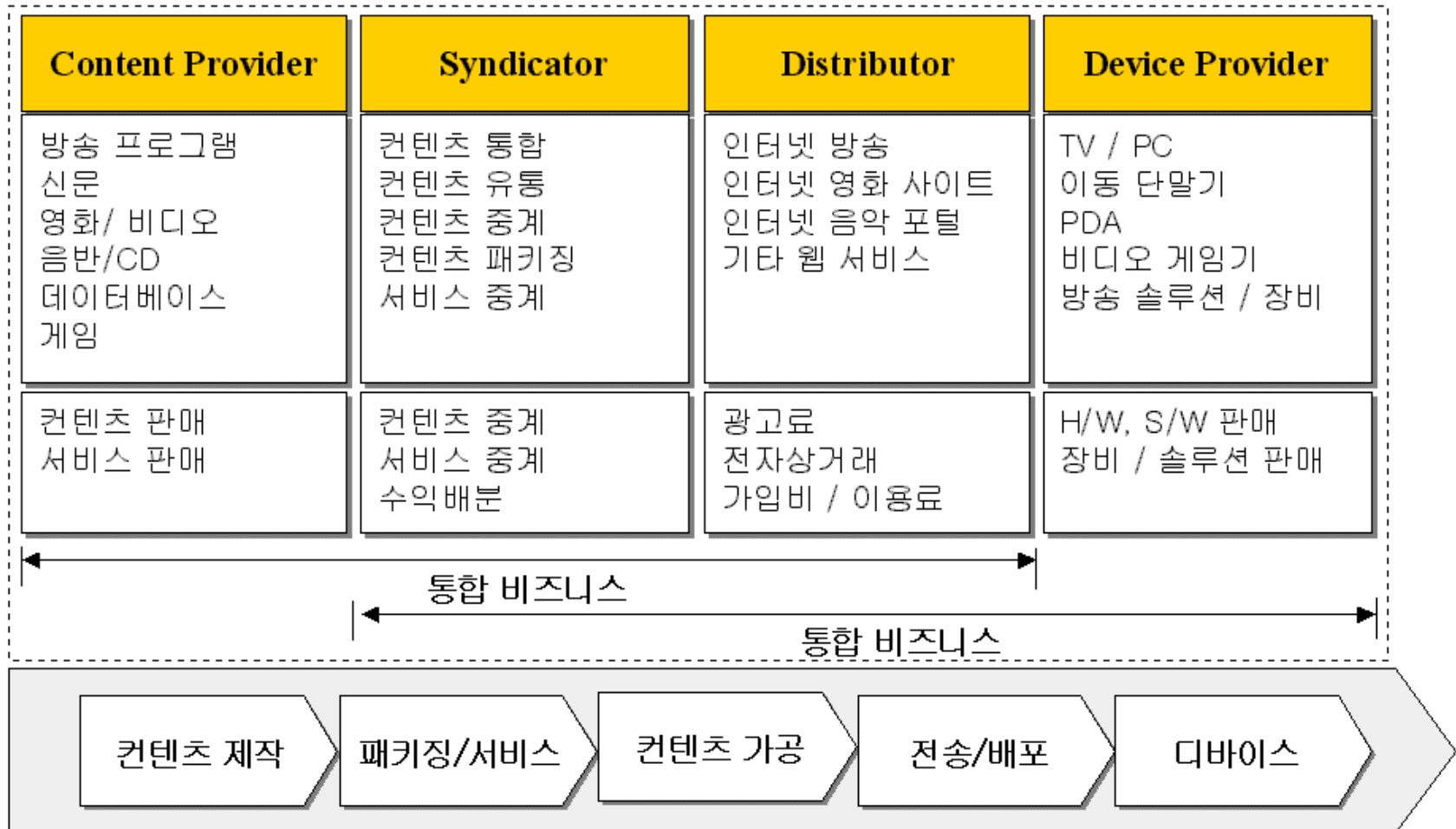
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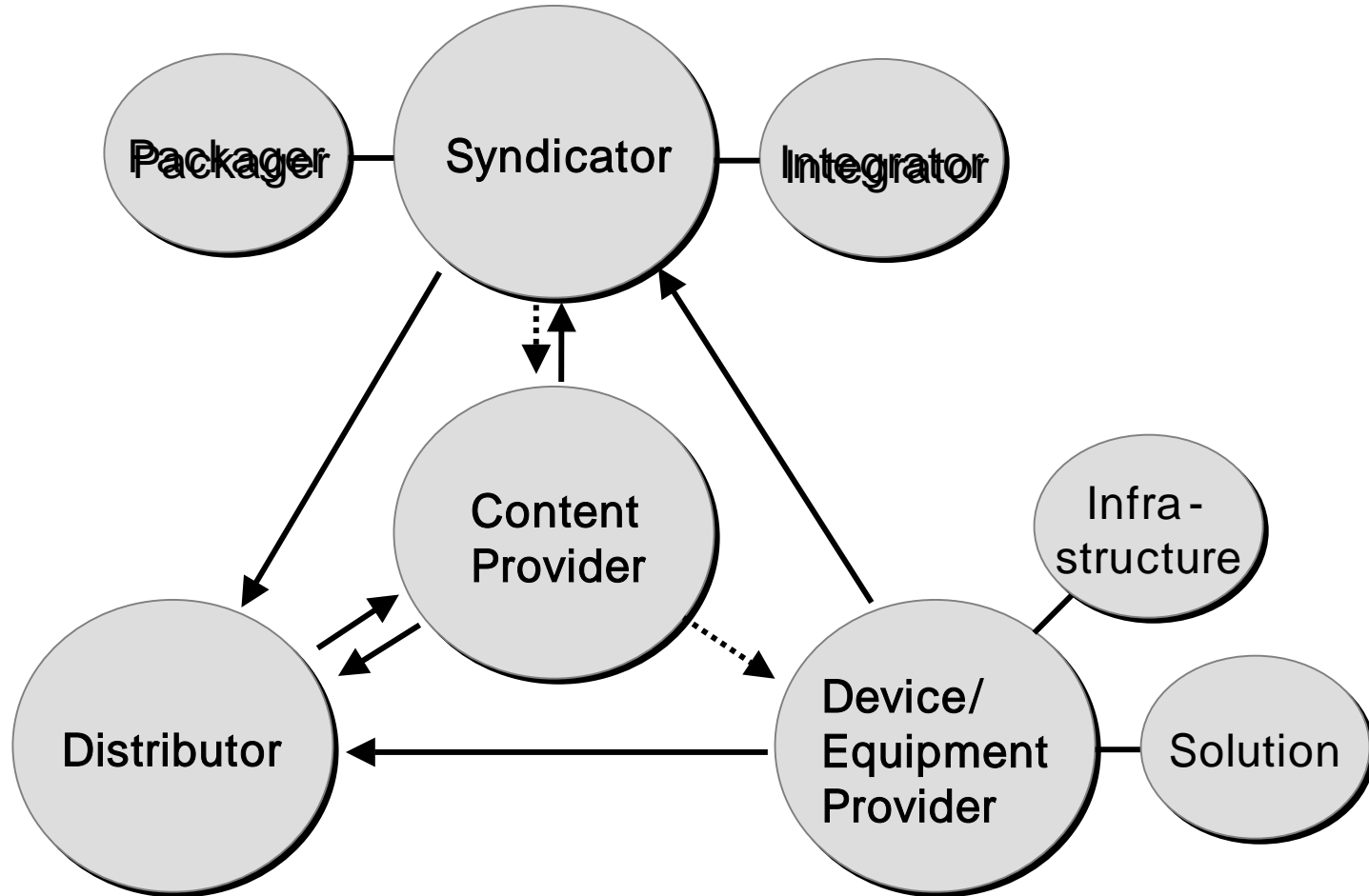
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Value Chain



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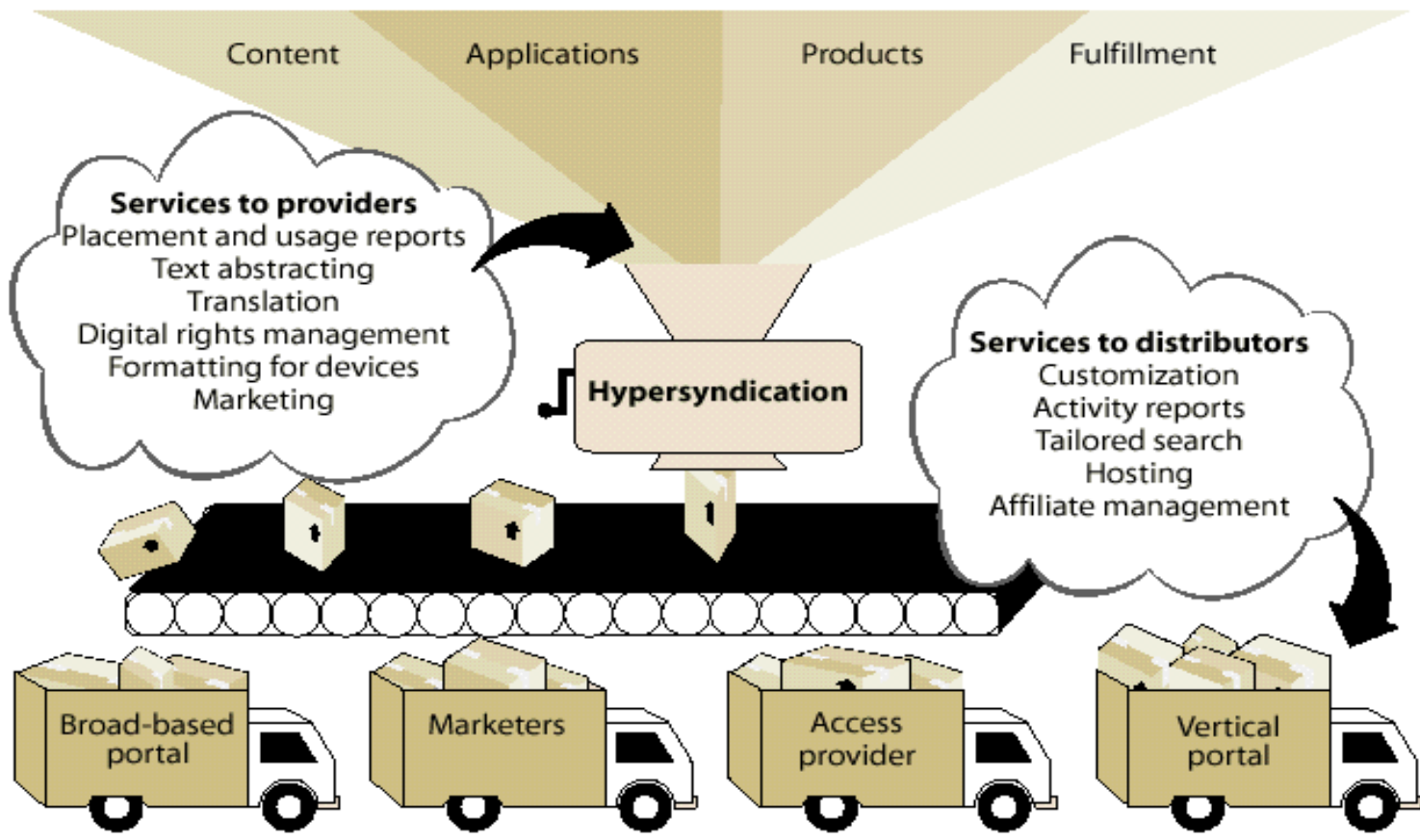
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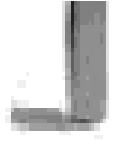


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**Figure 7** Hypersyndicators Match Provider Resources To Distributor Needs



Source: Forrester Research, Inc.

**Players****Originators****Syndicators****Distributors****Consumers**

<b>Role</b>	Create original content	Package content and manage relationships between originators and distributors	Deliver content to consumer	View or use content; create revenue through fees, purchases, or viewing ads
<b>Traditional Examples</b>	Dreamworks Charles Schulz Oprah Winfrey	King World United Features	New York Times CBS CNN	
<b>Web Examples</b>	Inktomi Quote.com Motley Fool	iSyndicate LinkShare Motley Fool	Women.com Yahoo! Motley Fool	

PSN(Private Syndication Network)  
iSyndicate가



iSyndicate

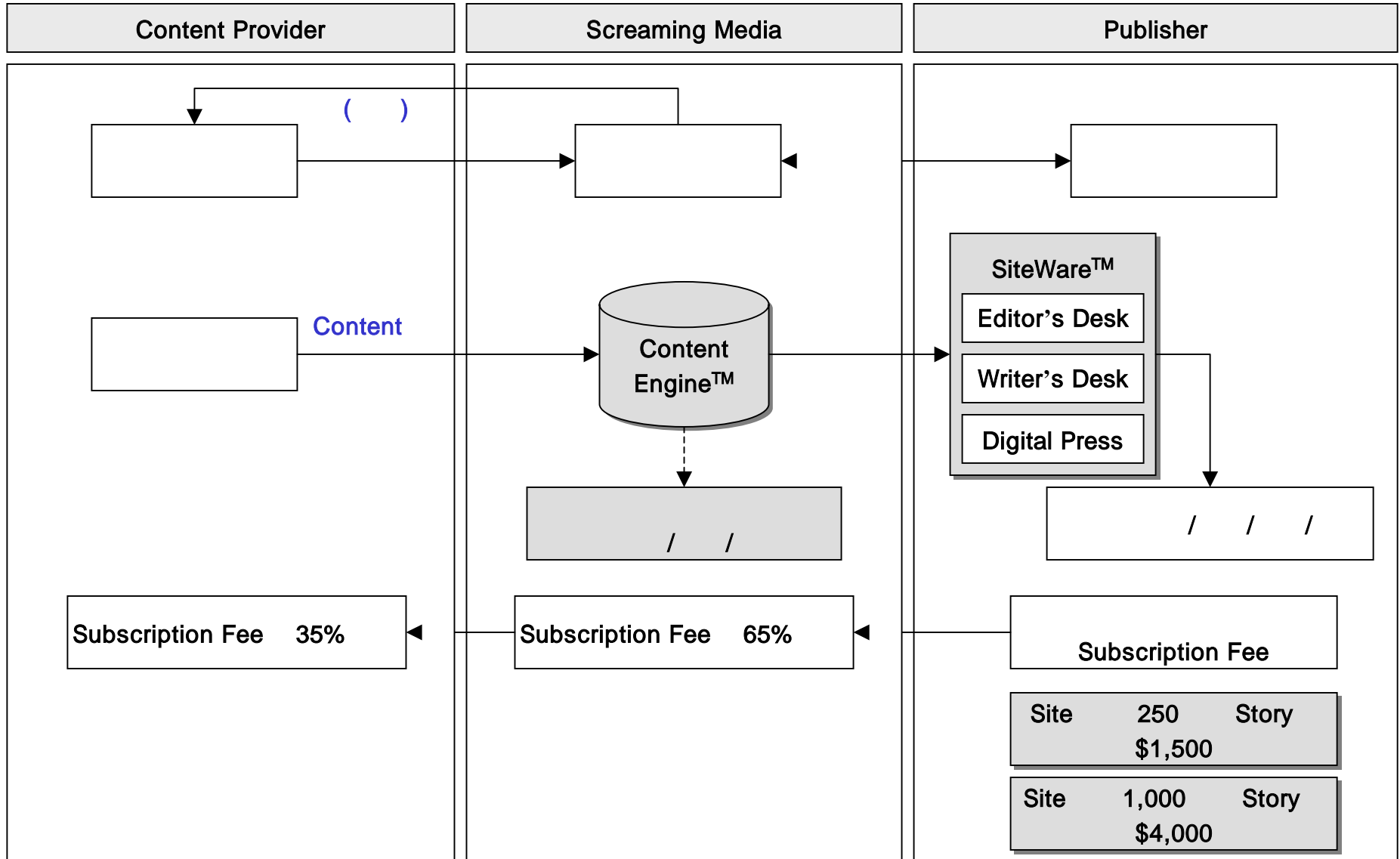
<b>The Network infrastructure</b>	PSN 가
<b>Content choices</b>	, 가 , 3가
<b>Tools and technologies</b>	/ , meta-tagging
<b>Services and support</b>	consultative solution PSN - needs customized

MetaMedia M  
m0m

m0m.co.kr URL



# -Screamingmedia



customization editorial control

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Custom!Edition

- Full - Service 가

News!Stand

- 

Content!Toolkit

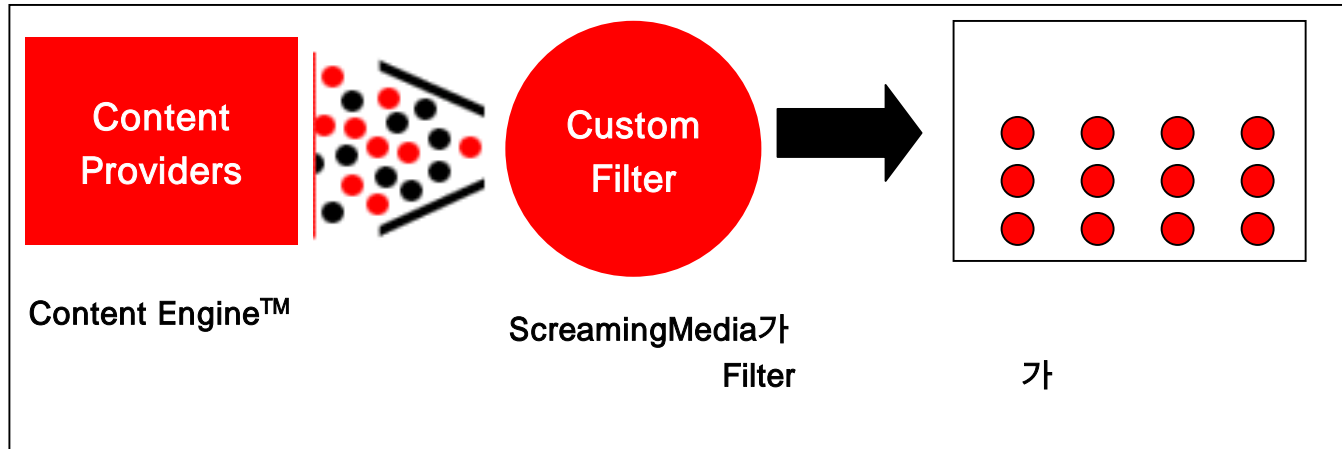
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Content!Direct

- 가 가 가 Content Provider

### Custom!Edition

- - 가 가
- - 가 AP,UPI,PicturesNow
- SiteWare
  - SiteWare Editor's Desk
- - , 가



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News!Stand

- 가 Antitrust News, Telecommunications News, Entertainment News or Sports
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Content!Toolkit

- - AccuWeather 가
- - Hyperfeed 가

The image shows a screenshot of a website titled "YourSite". On the left, there is a navigation menu with items: Home, Today's News, Features, Columns, Search, Contact Us, and Weather. The main content area displays "National News" with several article snippets. On the right, there is a "Today's Markets" section. A callout bubble on the left points to the "Weather" menu item, showing a grid of weather icons (sun, clouds, rain, snow). A callout bubble on the right points to the "Today's Markets" section, showing a table of stock market data.

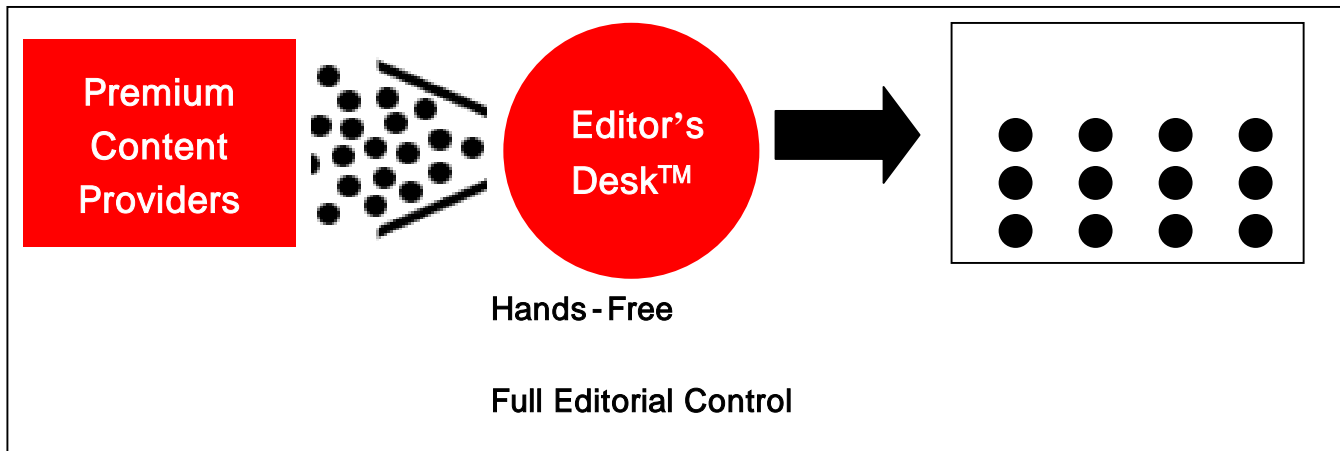
	Change
9.54	+ 4.42
2.59	- 17.5
	+ 1.0

Weather and Weather News

Stock Quote Look-ups and Market Watches

**Content!Direct**

- Premium Content Provider
  - Associated Press, Red Herring, Business 2.0, Business Week, RollingStone.com
- Content Provider 가
- 가 , 가 가
- (Full Editorial Control) Hands-Free 가



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Atomfilms.com

Distributor      Syndicator

( Personalization)  
(Recommendation)

Bill Plympton

100

VHS, DVD,      가



on2.com

(Broadband Application Service Provider)  
TV



Vignette, Interwoven, Allaire , ATG,  
IT

(Contents Management System)

, KINECTA, OPENPAGE,

Digital Island, Akami

## Corbis

- 
- 6 5 (historical, contemporary, celebrity, news, and fine art images)
- 210 가 가
- 35 (designing personal Web pages, building screensavers, creating greeting cards, or enhancing school reports) 가
- wallpaper \$3 ~ \$3.95



# -Audible

Audible.com™:

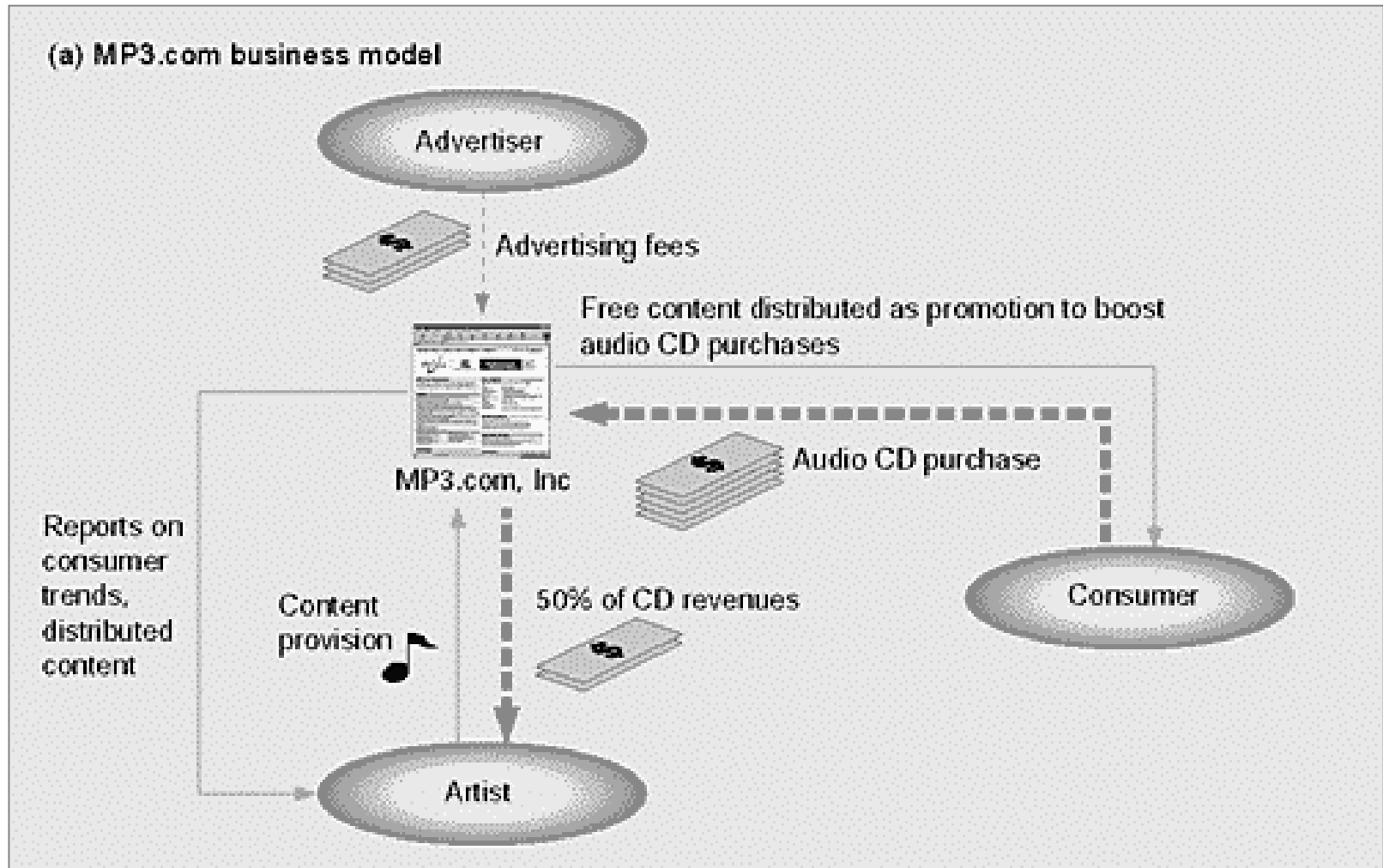
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17,000

1 \$10+

-RIO





**Business Music Service**

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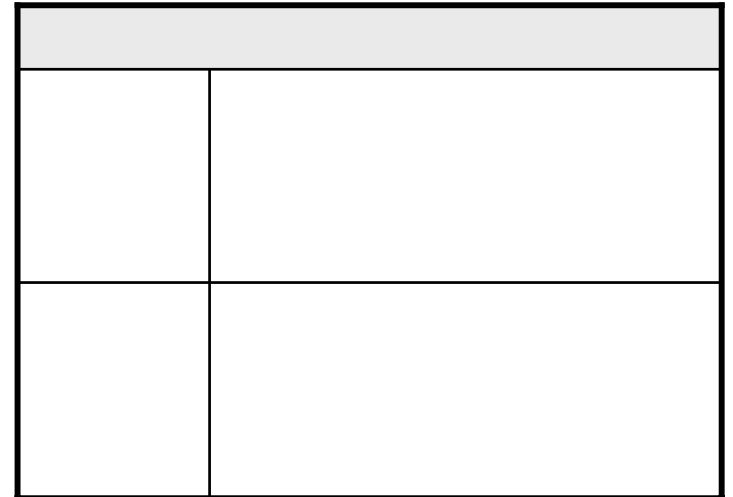
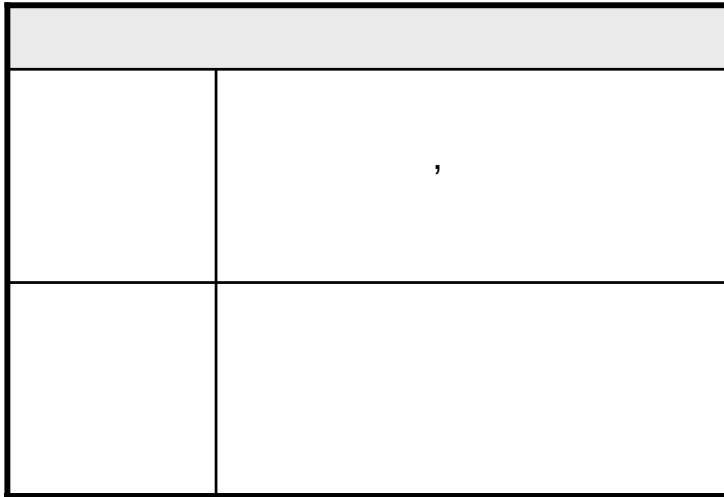
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Contents, Community, Commerce

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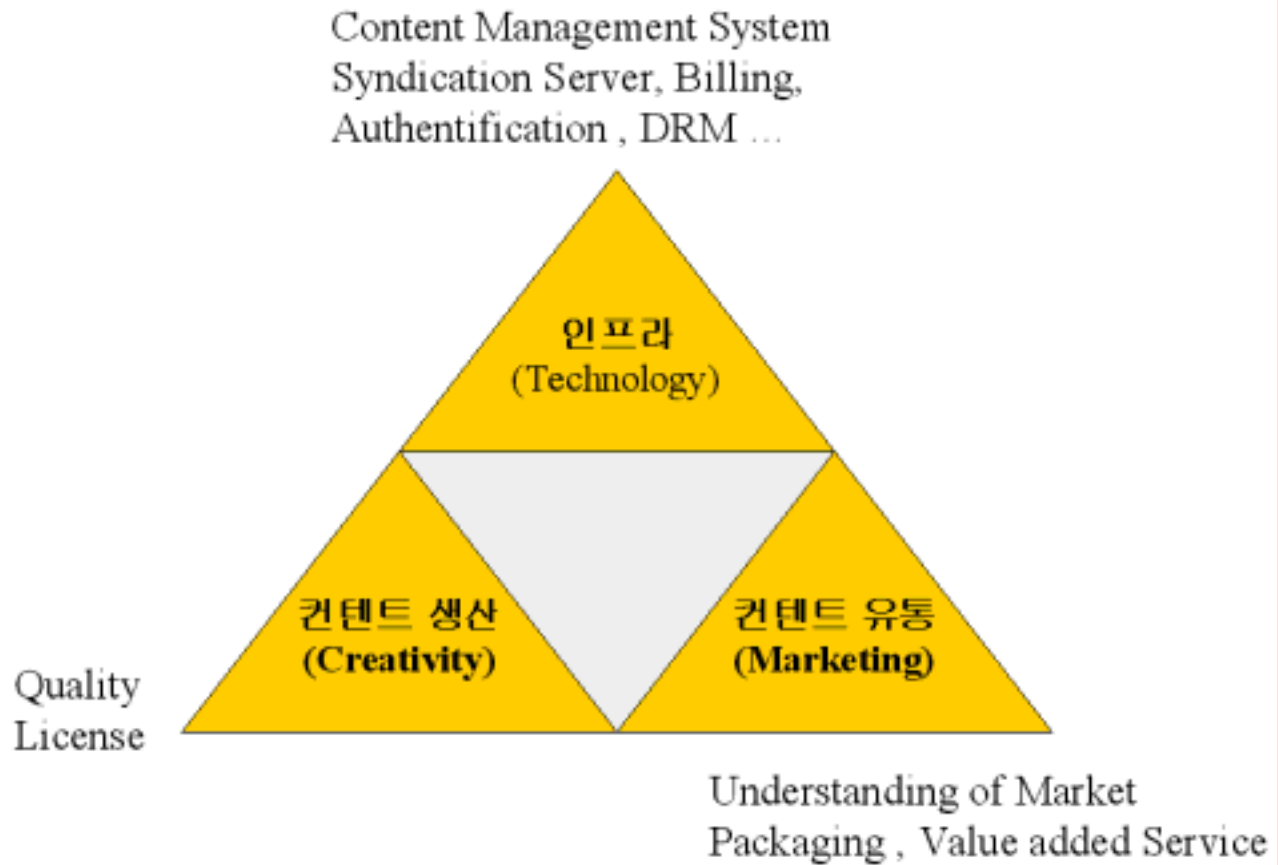
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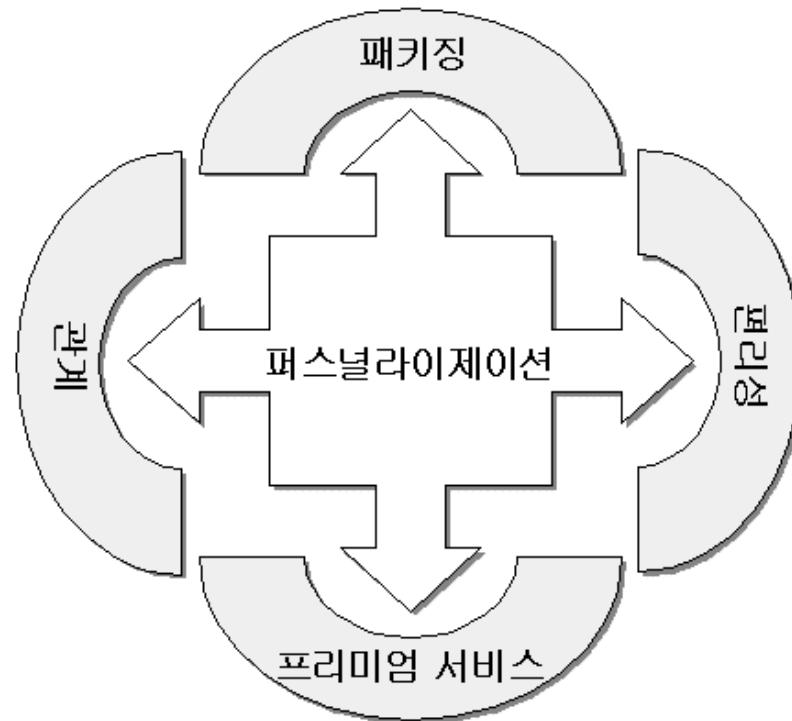
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**경쟁요소 :**

- 번들링, 패키징
- 콘텐츠 갱신
- 이용상황 분석
- OEM 커스터마이제이션

**주요 성공요인 :**

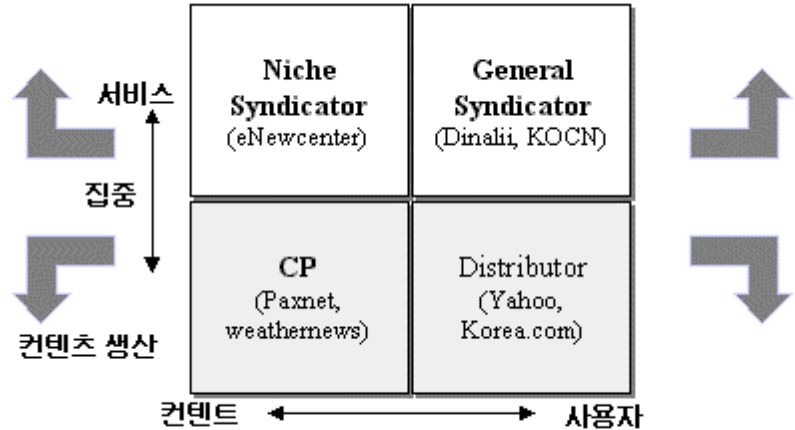
- 우수 CP 육성

**경쟁요소 :**

- 번들링, 패키징
- 콘텐츠 갱신
- 이용상황 분석
- OEM 커스터마이제이션

**주요 성공요인 :**

- 다수의 CP 풀 형성



**경쟁요소 :**

- 편집능력
- 콘텐츠 생산력
- 고객 취향에 대한 이해

**주요 성공요인 :**

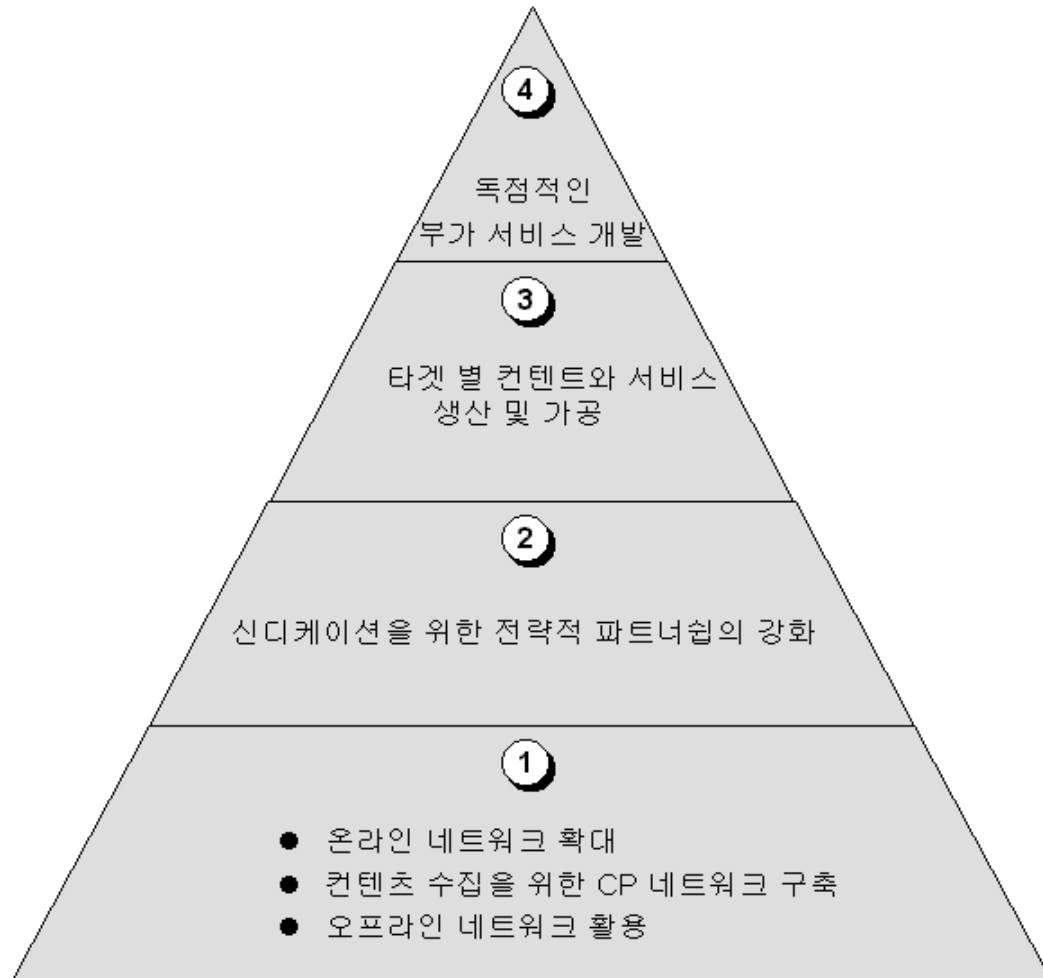
- 창작자들과의 관계형성
- 고객에 대한 이해
- 콘텐츠 질의 유지

**경쟁요소 :**

- 고객 분석 능력
- 마케팅 서비스 능력
- 콘텐츠 통합 능력

**주요 성공요인 :**

- 사용자 편리성 제공
- 사이트 퍼포먼스





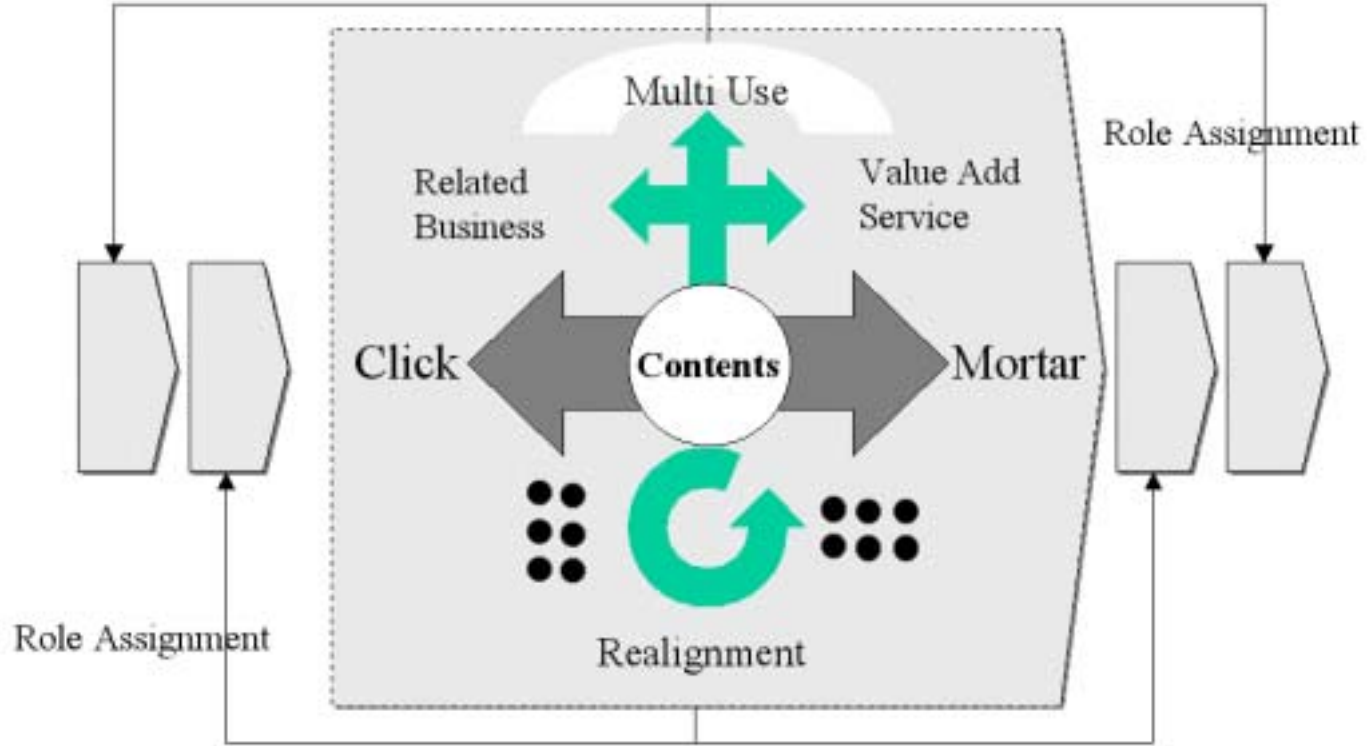
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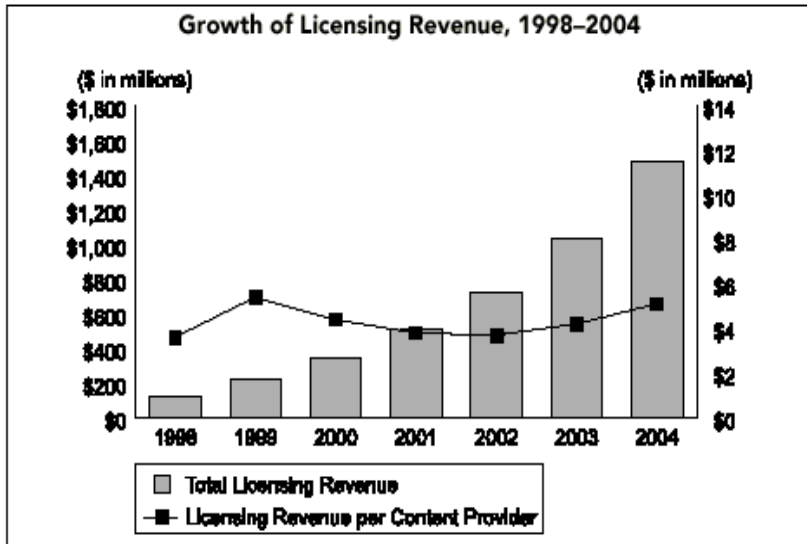
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(S in millions)	1998	1999	2000	2001	2002	2003	2004
Total Licensing Revenue	126	222	343	515	723	1,033	1,481
Licensing Revenue per Content Provider	3.6	5.4	4.4	3.8	3.7	4.2	5.1

세계 시장 전망						(단위: 억\$)
연도	1999	2000	2001	2002	2003	연평균성장률
시장규모	522	696	928	1,237	1,650	33.3%
자료 : 한국소프트웨어진흥원 (1999)						
국내 시장 전망						(단위: 억원)
연도	1999	2000	2001	2002	2003	연평균성장률
교육용	2,050	3,040	4,500	6,660	9,860	48%
출판	1,100	1,480	2,000	2,700	3,640	35%
게임	2,030	3,180	5,000	7,950	12,320	57%
영상	1,620	2,380	3,500	5,140	7,360	47%
계	6,800	7,980	15,000	22,480	33,180	47%
자료 : 한국소프트웨어진흥원 (1999)						

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(Content Provider)

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**Thank you.**