Agenda

- Web 2.0 – A Definition
- Characteristics of Web 2.0 platforms
- Components of Business Models
- Mobile 2.0
- Summary
Web 2.0 - Impressions

YouTube

Google Maps

Riya

del.icio.us

social bookmarking

» all your bookmarks in one place

» bookmark things for yourself and friends

» check out what other people are bookmarking

Tags

A tag is simply a word you use to describe a bookmark. Unlike folders, you can make up tags as you need them and you can use as many as you like. The result is a better way to organize your bookmarks and a great way to discover new things on the Web.

tags to watch

history

Pearl Harbor

Back to the Future: The Story of Spielberg

SMB HEO in 1996 (IBM 300 RAMAC)

utilities

Guide to Linux: Visualize your hard drive usage.
Web 2.0 - Definition

- Web 2.0 = Participatory web
  - Read-Write-Web
- Web 2.0 is based on User Generated Content and Social Software

New Web 2.0 Platforms and Communities

New interactive tools and com. instruments

New active role of user
Classification of Web 2.0 Platforms

- **Content-oriented Web 2.0 Platforms:**
  - Blogs
    - Technorati
  - Wikis
    - Wikipedia
  - Social Bookmarking
    - del.ico.us
  - Media Sharing Platforms
    - YouTube, Sevenload
  - Informationsharing Platforms
    - digg.com, hausarbeiten.de

- **Social Networks**
  - Xing, StudiVZ

- **Online Tools offered as Services**
  - Google X

- **Virtual Worlds**
  - Second Life, Habbo

- **Mobile Extensions:**
  - Mobile extension of existing platforms (Mobile Blogs, Google maps, ....)
  - Physical Tagging (BeeTags, ...)

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Prof. Dr. K. Stanojevska-Slabeva
Web 2.0 Platforms – Common Features

- Concentration on User Generated Content
- Mechanisms for extraction of „Collective Intelligence“
  - Collective opinion building
- Support for self-organization
- Functions for fast and automatic connection
Web 2.0 Platforms – Common Features

- Strong lock-in effects
- Strong network and viral effects
- Social networks are becoming a basic criteria for relevance
Components of Web 2.0 Business Models

• Customers
  – Prosumers
• Product
  – Platform and user generated content
• Value chain
  – Platform providers as intermediaries
  – Customers as important content producers
  – Increasingly new distribution channel for content providers
• Revenue models
  – Advertising (YouTube)
  – Subscription (Xing)
  – Sponsoring of content (YouTube)
  – Affiliate Networks and Leads
  – Donation (Wikipedia)
Mobile Web 2.0 services are mobile services based on user-generated content of different kind.
Web 2.0 offerings with mobile extensions

<table>
<thead>
<tr>
<th>Service</th>
<th>Mobile Access</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bloglines</td>
<td>User Agent</td>
<td>User-Agent based redirection of a mobile version of the web site</td>
</tr>
<tr>
<td>Bubbleshare</td>
<td>MMS</td>
<td>Mobile upload of picture using the mobile phone camera and the built-in mobile email function. Creation of a special mobile album.</td>
</tr>
<tr>
<td>Google Maps</td>
<td>User Agent</td>
<td>Mobile Applications - Yellow Pages with maps and routing functions</td>
</tr>
<tr>
<td>MusicStrands</td>
<td>User Agent</td>
<td>Mobile Application for Windows Mobile and Symbian 60 and a mobile Site</td>
</tr>
<tr>
<td>MySpace</td>
<td>Specific</td>
<td>Special co-operation with Helio (handset vendor) and Cingular (MNO)</td>
</tr>
<tr>
<td>Technorati</td>
<td>URL</td>
<td>Special web site adapted to mobile devices: <a href="http://m.technorati.com">http://m.technorati.com</a></td>
</tr>
<tr>
<td>YouTube</td>
<td>MMS</td>
<td>Mobile Uploading of content based on the MMS technology after creating a mobile profile on the Internet site. In addition, YouTube offers a mobile web page, which was empty.</td>
</tr>
</tbody>
</table>
## Overview stand-alone Mobile Web 2.0 services

<table>
<thead>
<tr>
<th>Features of the medium</th>
<th>SeeMeTV</th>
<th>TinyTube</th>
<th>3gpforfree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upload per MMS, Download and Streaming</td>
<td>3GP download and streaming in different quality levels</td>
<td>Combination of fixed and mobile internet</td>
<td></td>
</tr>
</tbody>
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<tr>
<td>Video clip platform with additional commercial content</td>
<td>Mobile Extension to different video platforms, such as YouTube, Google Video, etc.</td>
<td>Internet Portal for 3GP Video clips</td>
<td></td>
</tr>
</tbody>
</table>

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<th>Value chain</th>
<th>SeeMeTV</th>
<th>TinyTube</th>
<th>3gpforfree</th>
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<tr>
<td>Platform operated by 3UK</td>
<td>TinyTube is only the mobile extension to existing service.</td>
<td>User generated content</td>
<td></td>
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</table>

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<th>Financial Flows</th>
<th>SeeMeTV</th>
<th>TinyTube</th>
<th>3gpforfree</th>
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<tbody>
<tr>
<td>User is paying for uploading (99p) and downloading, revenue share</td>
<td>Advertisements</td>
<td>None</td>
<td></td>
</tr>
</tbody>
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<th>Flow of good and services</th>
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<tbody>
<tr>
<td>MMS Upload from the user, monitoring by platform operators, download by user</td>
<td>Only downloading and streaming of video clips</td>
<td>Downloading video clips with the computer and transfer to mobile device</td>
<td></td>
</tr>
</tbody>
</table>

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TinyTube is only the mobile extension to existing service.

3gpforfree

Internet Portal for 3GP Video clips

TinyTube is only the mobile extension to existing service.

User generated content

Download only video clips with the computer and transfer to mobile device.
“Mobile Clipfish” and “SeeMeTV”

Mobile Clipfish

- Mobile extension of the Internet version
- Clear earning logic (0.99 Eur per download)

EyeVibe

(lookAtMe + SeeMeTV)

- Stand-alone service provided by Hutchinson 3 UK
- Fee for up- and download of video files
- Revenue sharing between video provider and Hutchinson 3 UK of the generated fees
Summary

• Web 2.0 is the participatory web
• There are no sustainable business models yet
• Mobile extensions are considered as promising paid channels
• Mobile 2.0 is just starting to emerge