

Providing Information on the Internet - Limits to an Economic Perspective

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This presentation analyzes the business environment for content and online service providers on the Internet. Especially content providers who offer their information beyond their traditional business activity and content 'outlet' do not yet generate sufficient additional profit from their Internet operations. We discuss and evaluate the example of an Internet-based bookstore as well as those of recently introduced TV online services. Satisfactory Internet security, advertising income from web pages, the feasibility to pay small amounts via the net, and manageable content 'saleability' are outlined as major prerequisites for content providers to successfully participate in the Internet business.