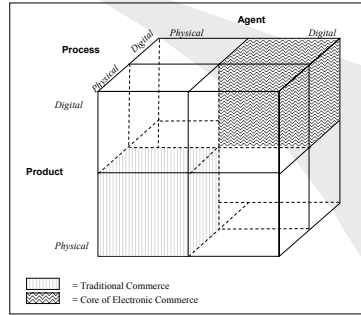


## Electronic Trading in Online Delivered Content (ODC)

**Claudia Loebbecke**  
Copenhagen Business School  
Loebbecke@CBS.DK

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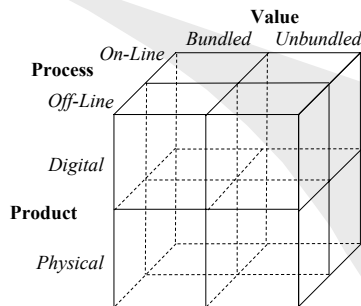
## Traditional versus Electronic Commerce



Source: Choi, Stahl, Whinston 1997

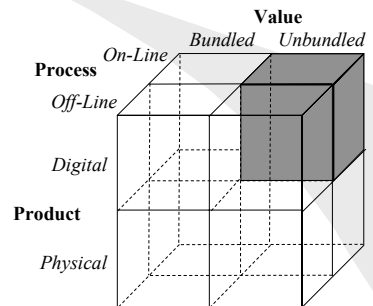
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## Towards a Definition of Online Delivered Content



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## Online Delivered Content



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## Towards ODC Classification

Choi, Stahl, Whinston  
characteristics of  
Digital Products:

- 1 Transfer mode
- 1 Timeliness
- 1 Intensity in Use
- 1 Operational Usage
- 1 Externalities

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## ODC Characteristics

- 1 Indestructibility / Non-Subtractivity
- 1 Transmutability
- 1 Reproducibility

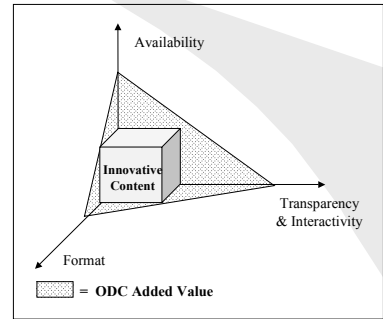
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## Discussion Issues

- 1 Dimensions of Added-Value
- 1 Peculiarities of Electronically trading in ODC
  - ¶ Pricing ODC as a peculiar problem
  - ¶ ODC abundance
- 1 Relevance of specific business models
- 1 Suggestions for existing best practices / literature coverage

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## Dimensions of Added Value



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## Peculiarities of Electronically Trading ODC

- 1 Pricing ODC
- 1 ODC Abundance

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## Discussion Issues

- 1 Relevance of specific business models
- 1 Suggestions for existing best practices / literature coverage

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