

## WHAT ARE THE MAJOR MARKETS?

The major markets which are currently developing for the videotex industry include:

- the business market (for financial, stock, business news, technical reference and other business information and perhaps an electronic newsletter);
- the home market (for games, home reference information, home management services, shop-at-home services);
- retail point-of-sale systems
- closed user groups (professional, special interest, community, libraries, museums, etc.)
- education

## WHAT ARE THE BUSINESS RELATIONSHIPS?

Having decided on the type of business, the market and the product, the Information Provider must consider the desired relationships which need to be established within the videotex and information industries. Some of the available options are:

### 1. Contract Development

- ie. developing custom information banks and services for a specific client under contract
- potential clients may include advertisers, publishers, system operators, corporate users, retailers or the government

### 2. Special Relationships

- establishing joint development activity with a client or an information utility. It should be noted that such an arrangement may reduce some of the risk of a development project.

### 3. Independent Information Provider

- develop information content and services independently and then distribute to a broader range of system operators.

It should be noted that this alternative requires the highest level of resources committed well in advance of any revenue being generated by the development project and therefore may entail the greatest business risk.