

### 1.3 THE INFORMATION PROVIDER

The Information Provider (IP) is a key element in the creation and the evolution of the new information industry. The Information Provider assembles, adapts and distributes information in a useable and saleable form for distribution through an information utility. In some instances, the Information Provider may also choose to operate a specialized network providing information to the subscribers directly or through gateway services with other utilities. (eg. CompuServe provides its subscribers access to the Official Airlines Guide network through a gateway).

Information Providers will be required to develop quality content to feed the rapidly increasing demand for information to service the home, business and public access markets. Like the newspapers and magazines which preceded the electronic distribution of information, this information content will serve to inform and entertain its audience while providing a new medium for advertising as well as commercial and financial services.

Information Providers will play an important role in the emerging information society. Those providers who can adapt or create useful and marketable content in a form suitable for distribution through information networks will be able to benefit from the opportunities which are only now developing.