

2.4 WHAT ARE THE BUSINESS OPPORTUNITIES FOR AN INFORMATION PROVIDER?

There are three basic types of businesses for Information Providers:

1. Page Creation

The page creation business focuses primarily on the graphic design and the adaptation of specific information (usually of a commercial nature) to the videotex medium. Often it is an outgrowth of graphics design and / or advertising experience. Much of the revenue is from contract work for Information Content Developers, Advertisers and the System Operators who may require the specialized skill of the page creation shop. One example of this type of business is St. Clair Videotex of Toronto, Ont. or Videographics of Winnipeg, Man..

2. Information Content Development

The primary focus of the content developer is on the information itself. They may develop original information content or adapt existing content to the videotex medium. The graphics and design work may be contracted out to page creation businesses. One example of this type of business is Home Management Systems of Winnipeg.

3. Information Service

Like the Information Content Development business, the Information Service business supplies content to the videotex industry. Because of the nature of the information it provides; ie. timeliness, special market expertise and the frequent need to establish and maintain a link with the end user, a full information service is provided through the system operator. In some instances, the Information service maintains its own videotex database and provides a gateway serviced to its supplier. An example of this type of business is the OAG - Official Airlines Guide which runs its own service and allows other utilities such as CompuServe to direct its users to the service.