

## 2. LICENSE FEES

Upon entering into an agreement with a system operator to distribute information to its users or audience, the Information Provider may negotiate a one-time or ongoing monthly or annual license fee. Such a fee may cover installation as well as the periodic update and maintenance of the service

## 3. ADVERTISING REVENUE

In some instances, the information provided on a service has a value not only to the direct consumer or the distributor but also to a sponsor or advertiser for whom there is a commercial interest in having the information delivered to the target consumer. Information services which have a potential value as an advertising medium can therefore be made available to the desired consumer at a lower cost than those whose cost must be borne by the user and/or the distributor.

Participation of the Information Provider in actual sale of advertising and the sharing of the resultant revenue would be the subject of specific contract negotiations with the system operator.

## 4. PUBLIC-ACCESS APPLICATIONS

Some information services may have a potential commercial value as point-of-purchase marketing tools or as sources of information in public places. Thus the Information Provider may find it profitable to make available their information products through special public-access booths or kiosks available directly to merchants to be used in support of their sales and promotional activities in supermarkets, specialty stores, shopping malls, etc.. Tourist and restaurant guide services can also be provided as a public-access application (eg. Teleguide service of Infomart).

## 5. CONTRACT DEVELOPMENT

Information Providers may find an additional source of revenue from contracting for custom development or adaptation of information services for specific clients. Such clients may include organizations whose information is currently available in print form or information directly related to an advertiser's product.

## 6. VISUAL PRESENTATION

Information Providers may find additional revenue from the preparation of visual presentations for businesses, combining the graphic capability with the information retrieval capability. Use of videodiscs to provide moving images and sound can further enhance the presentations.