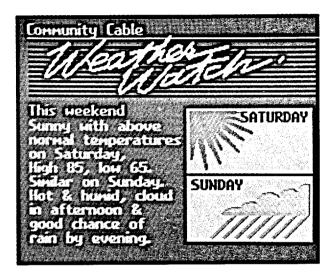


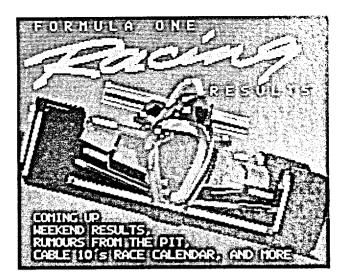
Today, most commercial videotex services use telephone lines. The user is equipped with a "decoder" — actually, a small, special-purpose microcomputer — that displays information on the home television screen. Although, technically, most existing videotex services could be accessed from any telephone on the continent, the services are typically marketed in a local area as a local service. The videotex user usually pays a fee for the right to connect to the service, but revenues of the videotex operator also come from advertising carried on the system.



BROADCAST SYSTEMS

Electronic publishing does not have to be interactive, as with on-line information systems and videotex. In fact, broadcast electronic information is often the lowest-cost, least-risk medium on the local level, and can be very attractive to information providers in a local market area.

Broadcast systems are typically set up on the local level in co-operation with a local cable television operator. Cable TV networks aren't usually able to handle full interactive videotex service, because videotex requires that information move both outwards from the central computer, and inwards, from the user, to the computer. Newer cable systems, however, are



capable of supporting two-way services. And related technologies, such as teletext, offer opportunities for local print publishers and local cable systems to become electronic publishing partners.

In a simple broadcast system, pages of information created in many cases by a local print publisher are broadcast by the local cable TV system, and can be received by any cable subscribing home.

Teletext systems, based on a more advanced technology, require subscribers to be equipped with a decoder. With teletext, the user can retrieve a desired page of information from the hundreds of others being broadcast at the same time and have it displayed on the TV screen.