

SECTION 3 DISTRIBUTION OF THE INFORMATION PRODUCT

3.1 OVERVIEW OF SYSTEM OPERATORS

The primary distribution vehicle for an independent Information Provider are the growing number of videotex System Operators which, from a central host computer operate an information utility servicing targeted users in a particular geographic area. An overview of the major current System Operators in Canada and the U.S. is provided in Tables 1, 2A & 2B which follow.

It should be noted that given the rapid changes in the industry, any information such as this will be out of date in a very short time. There these tables can only provide a general indication of the major distribution channels for information content as of the first half of 1984.