

콘텐츠유통에서의 수익성 향상을 위한 DOI 활용

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Usage of DOI to Improve Profitability in Contents Distribution

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● Abstract ●

When content is presented within an appropriate context, that exposure for digital contents providers is most effective. We research on how DOI could increase the profitability of content distribution strategies. We examine traditional works of distribution channels and setup DOI-enabled scenarios.

키워드: DOI, Profitability, Contents

I. Introduction

The Internet enable prospective buyers to act at the point of need. Online marketers must gain exposure wherever their target customers choose to go on the Internet. When content is presented within an appropriate context, that exposure for digital contents providers is most effective. We research on improving the profitability of content distribution strategies.

II. Traditional Contents Distribution Channels

Digital contents industry has long depend on multi-tiered distribution. Manufacturers of digital and commercial contents have utilized both online aggregator, distributor, and customer's own internal deployment functions. When the Internet makes new digital content distribution opportunities to leverage the Web's ubiquitous access, near-zero transmission costs, and facilities in order to establish direct interconnections of related works and content objects, it complements these traditional digital channels for contents distribution.

III. Attributes of DOI-enabled Digital Contents Distribution

So as to show the broad scope of potential benefits, we perform independent content distribution scenarios. And also, we research on the potential cumulative impact of the DOI in using multi-faceted distribution strategies for digital contents. The two most important attributes of DOI were found to be the ability to improve content discoverability and user experience in terms of navigational clarity and reliability. Two other key attributes (persistence and control of multilink creation and management) of DOI also have particularly important implications for content distribution strategies.

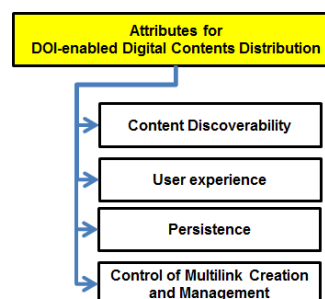


Fig. 1. Key Attributes for DOI

IV. DOI-enabled Contents Distribution Scenarios

In order to maximize their returns from third-party distribution channels, content providers can consider various strategies. Fig. 2 shows our proposed model for usage of DOI to improve profitability in digital contents distribution.

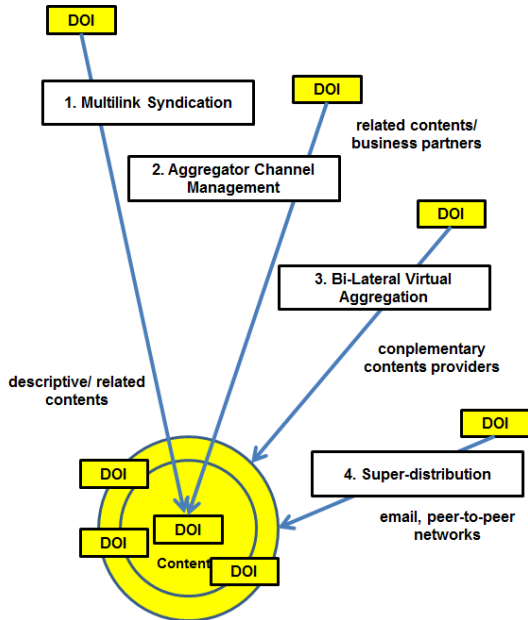


Fig. 2. Scenarios for DOI-enabled Contents Distribution

V. Experiment for DOI-enabled Digital Contents Distribution

To verify DOI implementation scenarios, we performed an experiment for net new revenues analysis. The experiment is composed of three major parts; comparative returns on developing direct content partners, optimizing aggregator channels, and distribution-driven revenues from virtual aggregation. Fig. 3 shows parts of experiments.

Results		Without DOI	With DOI
Average annual revenue/subscriber		\$1,500	\$1,500
# Subscribers		5,000	5,000
Results		Without DOI	With DOI
Addi	Content affiliate relationships established (year one)	3	20
% of	Average annual revenue yield per affiliate	\$40,000	\$20,000
Incre	Incremental revenues	\$120,000	\$400,000
Results		Without DOI	With DOI
A	Current annual royalty revenues (first aggregator)	\$240,000	\$240,000
In	DOI-enabled usage increase	--	20%
Ti	Incremental royalty revenues	--	\$48,000
C	Ancillary sales (5% of base revenues)	--	\$12,000
N	Avoidance of six-month "opportunity cost" while content not available (second aggregator)	--	\$80,000
	DOI implementation costs	-	(leverages previous implementation)
Net incremental revenues (year 1)		--	\$140,000

Fig. 3. Parts of Experiments

VI. Conclusions

Our proposed scenarios could be pursued simultaneously by a single content provider. Realistically, the results of experimental analysis would not be entirely cumulative, since the markets and applications would probably overlap to some extent. Our analysis clearly supports the theory of economic benefits associated with employing the DOI in collections of valuable content. We hope that it lays the groundwork for more detailed analyses and case studies as more publishers register and leverage DOI in the development, marketing, and management of content-based products and services.

References

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