

## Digital Economy Research

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Bangalore 5<sup>th</sup> Feb 2014





## The opportunity

#### The *lifelong contextual footprint*

- The footprint the digital traces we create explicitly and implicitly as we go about our everyday lives at home, at work and at leisure.
- The contextual these digital traces enable personal technologies to infer our activities and provide appropriate services.
- The lifelong an inclusive digital society must consider how these digital footprints are handled throughout our lives, literally from cradle to grave.



## The current projects







































































## ArtMaps

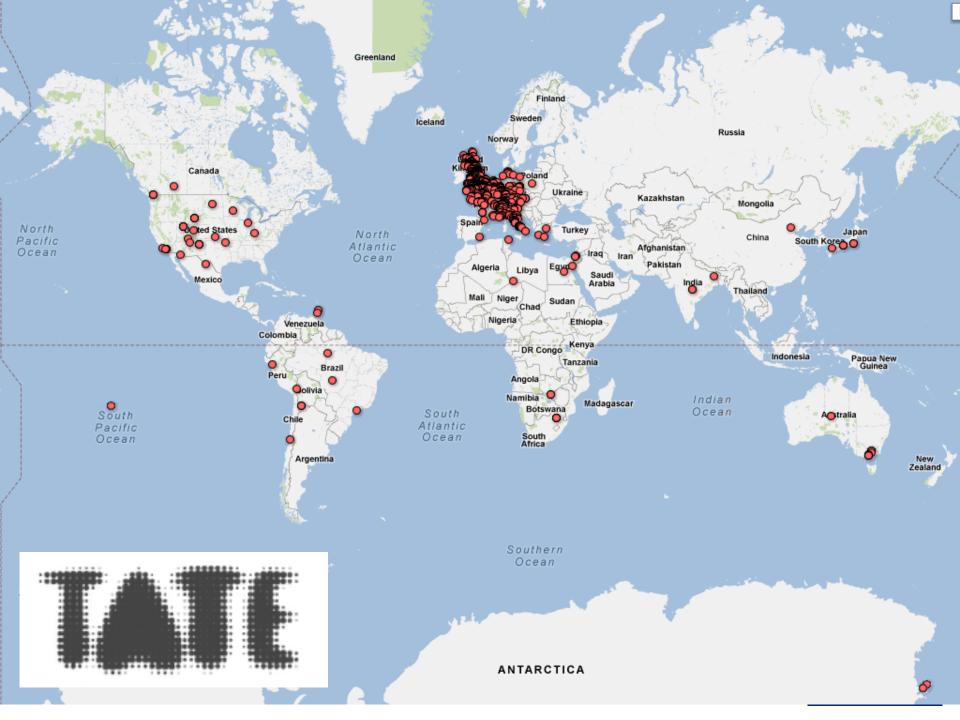
Relate Art to Place

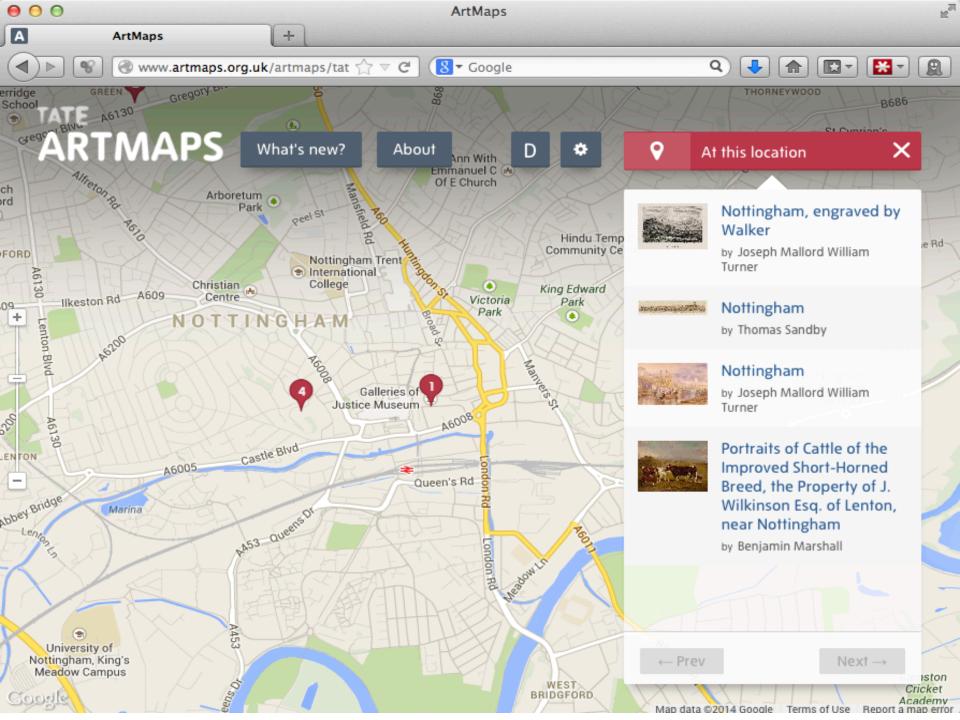
Relate Place to Art

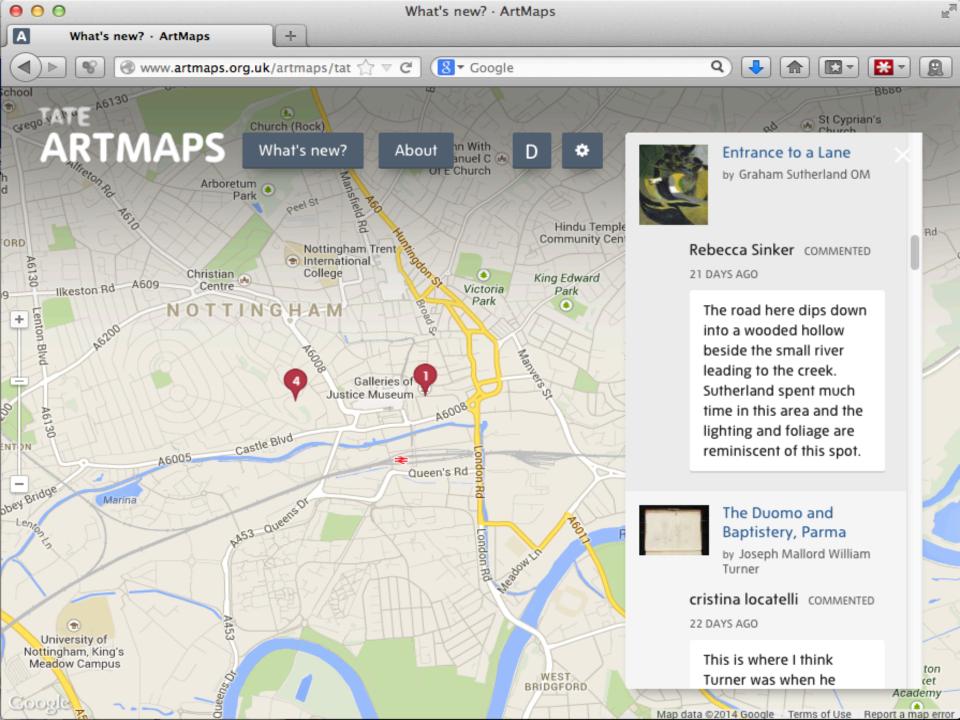
Create dialogues



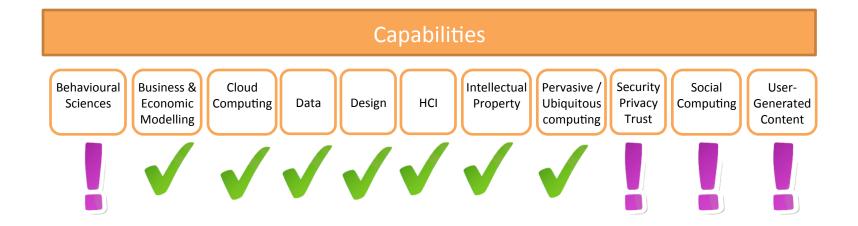








## ArtMaps the profile





Dynamic and transient social groupware

...has required a major change in one of our cultural institutions



#### The Business Model Canvas

Key Activities

Key Resources

What Key Resources do our Value Propositions require?

S/W platform and staff with

relevant IT skills

Content

Audience

Platform Subscription/Purchase

Our Distribution Channel C Customer Relationship C

What Key Activities do our Value Propositions requin? Our Distribution Channels?

Relationship Management

Engage Audience

Engage Content Generators

#### PUBLISHER MODEL

Designed by:

Customer Relationships

High Value: Personal Service

Low Value: Self-service online

Content Creators: Self-service

except where commissioned

End Users: Self-service via

web and promoted in gallery

What type of selationship does each of our Custome

Iteration:









Sponsors

For whom are we creating value?
Who are our most important customers?

Represent Discrepted Made Contributions

Free Riders

Paying Users

Contributors

Creators

Value Propositions

Whet value do we clearer to the customer?
Which one of our customer's problems are we belong to so ke?
Whet bundles of products and services are we offering to each Customer Segment?
Whet bundles of products and services are we offering to each Customer Segment?

Management of the Con-digitation o Selection States

> Target specific demographics Association with content Bring in business

> > New Experience Engaging Content

Premium Content Premium Experience

Outlet for their passion Audience for their expertise Free use of premium content

> New Audience Earn Money

Channels

Through which Channels do our Customer Segments

High Value: Personal Service Low Value: Self-service online

Content Creators: Editing & Creation Apps

End Users: Apps via own mobile device or loaned from gallery/other partners

Cost Structure

Key Partners

Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?

Platform Provider

Merchandise Fulfilment

Contributors

Creators

Who are our Key Partners?

Who are our key supeliers?

Opinion in an Exempty
Solitation of the Applymentation
Supplies of the Applymentation
Supplies of Supervision or name of a such as thirty

What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?

And a plant was the Enmission Enmission

IT Staff Admin Staff

Commissioning Costs for first content

Revenue Streams

For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying

How much does each Revenue Stream contribute to overall revenues?

Co-Din Segration Segration Segration Companies

General agreeming series

Annual Agreeman Segration

A

Commission on Sales

Merchandise (cross selling) Sponsorship & Advertising

'Experience' **Purchases** 

Hardware Costs

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#### The Business Model Canvas

#### PLATFORM MODEL

Designed by:

Iteration:

#### Key Partners



Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?

Opinities in an Farmany School of School provinces Application of School or committee

Q. Is it possible to acquire other 'founding' partners? A. Organise demonstrations to would be partners.

#### Key Activities



What Key Activities do our Value Propositions require? Our Distribution Channels?

Q. Is it possible to build an effective sales channel?

A. Start the sales process now by marketing to potential partners.

#### Key Resources



What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Strame?

Q. Is it possible to acquire the right mix of skills to build the platform?

A. Market the project as an opportunity among Horizon staff.

#### Value Propositions



What value do we deliver to the customer?
Which one of our customer's problems are we helping to so kis?
What bundles of products and sawkces are we offering to each Customer Segment
Which customer needs are we satisfying?

Andreas Andreas Annethry

Q. Are there organisations/ developers that will want to use the platform as a vehicle for their content?

A. Start 'pitching' the platform to other organisations to gauge their interest.

#### Customer Relationships



What type of mixtionship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established?

Q. Is self-service support sufficient for customers?

A. Seek examples of other effective self-service models

#### Customer Segments



For whom are we creating value? Who are our most important customers? Agence of Directford

> Research Organisations

Developers

#### Channels

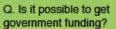


Through which Channels do our Customer Segments

Q. Will running the service through mobile devices be a limiting factor?

A. Research mobile device usage trends among general public and among Tate visitors specifically.

#### Cost Structure



A. Talk to Horizon team and assess fit with available funding.

Q. Possible to bootstrap until achieve critical mass

A. Design pilot/basis for bootstrapping

#### Revenue Streams For what value are our customers really will ing to pay?



For what do they currently pay: How are they currently paying How would hav protor to may How much does each Revenue Stream contribute to overall revenues?

Q. Will revenue cover costs? A. Do research into likely cost structure.



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# History of Social Media

Social media has become an integral part of modern society. There are general social networks with user bases larger than the population of most countries. There are niche sites for virtually every special interest out there. There are sites to share photos, videos, status updates, sites for meeting new people and sites to connect

1700s

1800s

1960s

the world. with old friends. There are social solutions to just about every need. The Palace 1994 Six Degrees was launched in 1997 and was the first modern social network. It allowed users to create a profile and to become friends with other users. In 2000 it was purchased for \$125 million and in 2001 MoveOn it was shut down. 1998 network built around constantly-updated blogs. LiveJournal CompuServe had been IRC (Internet Relay prohibitively expensive Chat) was developed Usenet systems were first for many, with charges conceived of in 1979 by Tom in 1988 and used for to create groups and of \$6/hour plug Truscott and Jim Ellis. file sharing, link Asian Avenue otherwise interact. long-distance fees that Usenets let users post sharing and otherwise 1999 often made the service keeping in touch. articles or posts (referred to run \$30/hour or more as "news") to newsgroups. BlackPlanet The telegraph is a 1999 device for transmitting and receiving messages Napster over long distances 1999 Radio ARPANET USENET ThirdVoice Listserv 1891 1969 1986 1999 BBS Telephone Genie Blogger 1890 1978 1985 1999 Postal Service Pneumatic Post Email MUD The WELL LunarStorm **Epinions** 550BC 1999 1865 1966 1978 1985 2000

1970s

Multiply is a digital content sharing, "family-friendly" social network and media sharing site puts much more emphasis on security and privacy than many other networks. MySpace was founded in 2003 and by 2006 had grown to be the most popular social network in MySpace differentiated itself from competitors by allowing users to completely customize the look of their profiles. Users could also post music from artists on MySpace and embed videos from other sites on their profiles. Couchsurfing 2003 LinkedIn was founded in 2003 and was one of MySpace the first mainstream social networks devoted to business. LastFM LiveJournal was a social 2003 Friendster was really the first Tribe.net modern, general social encouraged its users to network. Founded in 2002, 2003 Friendster is still a very active follow one another and social network, with over 90 Plaxo million registered users and 2003 60+ million unique visitors each month. Six Degrees Hi5 Closes 2001 2003 Fotolog Photobucket Cyworld 2001 2002 2003 Ryze SecondLife 2001 2003 Wikipedia Skyblog del.icio.us

2001

2001

Orkut Dogs 2004 Faceb (Harv Mixi 2004 Dodg 2004 Piczo 2004 Ning 2004 Catste 2004 Bigge 2004 Hyve: 2004 aSma 2004

1980s

1990s

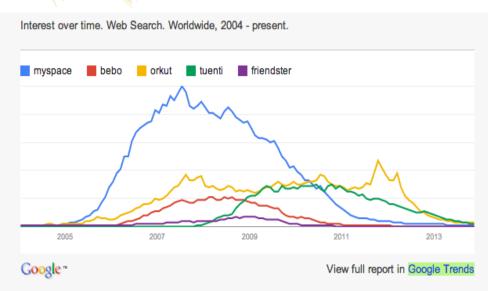
2002

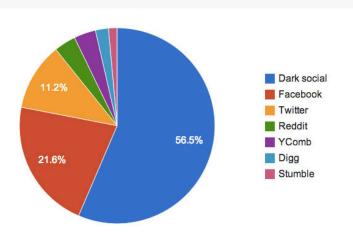
2003

2003

2002

### Whither innovation







Jeff Bercovici, Forbes Staff

I cover media, technology and the intersection of the two.

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TECH | 11/13/2013 @ 2:57PM | 80,020 views

## Facebook Tried To Buy Snapchat For \$3B In Cash. Here's Why.

+ Comment Now + Follow Comments

How seriously is Facebook taking the issue of declining engagement among its teenage users? So seriously, it was willing to drop \$3 billion in cash to stop the bleeding.

That's how much Mark Zuckerberg recently offered the founders of Snapchat to purchase their photosharing app, according to The Wall Street Journal. They said no.



Would-be big spender Mark Zuckerberg. (Photo credit: Wikipedia)

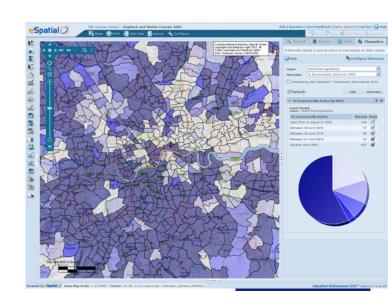


## Public from private

- Value in converting private to public via aggregation and anonymization
  - Census for 210 years!
  - Today:
    - Smart meters
    - Mobile apps
    - midata
    - ...
- Privacy by design







## http://www.horizon.ac.uk



Questions?

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