



Impels the Chinese electronic commerce development, promotes the national electronic commerce consciousness

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## How does the abundant guest net wrestle the business machine

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In August, 2005, the Chinese hundred degrees first time public 募股 (IPO) then obtained is very greatly this was the Chinese Internet correlation market has the astonishing strength one important indication. rousing, high speed development network economical domain, stands in the keenest struggle is precisely t guest website.

According to investigation the and so on CNNIC, iResearch data inference, in 2005, China has the network quantity is 115000000, is situated the whole world second, is only inferior to USA. But will cut off in numeral grows to about 190000000, will forecast will surpassed 210000000 users to 2008, China will become biggest network applies market, at the appointed time, the Chinese native place abundant guest market al maturely. In June, 2005, Chinese on-line submit a piece of writing for publication nearly has accounted is situated first.

Market opportunity in where

The abundant guest website with the traditional media (magazine, newspaper, broadcast and television) fi audience, however, compares the traditional media the information needs to subscribe says, the abundant provides the information the promptness becomes one item extremely has the competitive ability the super

According to April 15th, 2005 " Financial Times " reports, one news group - world biggest public informa its president Modoc warns their newspaper edition said, " the new generation of media already had and th network, since saved the media organization had fundamentally thoroughly to transform oneself, met the c the risk which the decline even finally perished." According to the Pew research demonstrates, the Inter disseminates the news and information one " the newborn habit ".

According to non- profit earning organization - Pew which supports by the Pew charitable fund internatio

American life project the investigation research which affects to the network society, in 2004, the abundant website reader group increased 58%, in 2005, this numeral also was continuing to grow, every 5.8 seconds one new abundant guest. More research indicate, has 44% grown-up network users all participates the on-line. The operator must rapidly to the abundant guest's market formulation plan: The abundant guest website can exchanges ways, may directly or indirectly expresses in here the audiences they to the commercial view.

In 2004, the risk capital is connected enterprise's investment to the abundant guest has 33000000 American dollars. the large scale increase compared to 2003 8000000 American dollars.

Abundant guest website how trade

The abundant guest website superiority is it assumes the geometry number grows receives the audiences, will report value real-time the information, the fast dissemination, these news have the possibility can become local, one national even world event. Between the abundant guest website permission warm participation it carries on, the dynamic exchange, these participation all are some kind of specialized information fixed face specific thing and organization. The website localization is one specialized outstanding person public society the area, it has numerous and the abundant temporary hires the common interest and the hobby, in area, the reader may carries on the free exchange in author's systematic viewpoint and the idea, in other market personnel is very difficult to find like this specialized 目标群.

Because the above reason, the abundant guest website should become the goal which the enterprise special attention to. One mature product puts in the market must use million expenses, as well as several month-growth time. In analysis audiences when appears wrongly with the fault, can seriously affect the competitive superiority. However the abundant guest website through, may have one early delivery the goal market, provide thorough understanding, carries on the real-time analysis to the product competitive ability, sometimes before on the correction before the comprehensive delivery to the shortcoming, and carries on optimized process addition, the abundant guest website also may use in for the new product development one large amount, the period market, as well as provides the suggestion, by reduces the mature market with every effort accept this new product. The abundant guest website is tests the consumer holds the response to the new idea and product one ideal way.

The abundant guest website commercial pattern one example, is the operation well-known Slashdot website. icGen CEO Craig Atkinson to this pattern research, thinks " the Slashdot website is the resources sharing part. Their commercial pattern basically is the on-line advertisement. They put in the advertisement between article and the commentary, this kind of form proliferated the entire website. They also use the subscription under this kind of pattern, the advertisement except that, is only had the article is first mailed for the user. Through studies the market, they also can carry on some transactions in the stand between network and the increase strategy income. Their expenditure is very few, because they only need one few parts of people to maintain the website."

Because the abundant guest website attraction, many correlations domains new company arises at the history of abundance. For example, the Blogads.com Corporation, it specially provides to the advertisement customer website if the content (trade, science and technology, fashion, politics) adapts, matches. The abundant

creates income in the advertisement with the advertisement effect aspect very has the potential, one example the merely several month-long time, Weblogs Inc. Obtains several hundred thousand American dollars advertisement income, but Sony Corporation and Austria enlightened the company succeeds conducts competes in view of the guest customer abundant guest.

Gawker Media organized several abundant guests websites, included Gawker.com and Gizmodo.com. Bears the money for Gawker, affects its specialized abundant guest receives the audiences, because these abundant opinion leaders, they through express the opinion to the new product affect the market. This kind of abundant industry pattern branch includes has the innovation significance, specialized brand abundant guest website compares to other companies, these companies look like 衷情 to the abundant guest, actually is vigorously its company's product, this is one kind of 资本化 condition. The abundant guest's generalization and the this kind of new revolutionary form acceptance, for the product propaganda by the individuality sound.

The abundant guest website through sets up oneself the brand, may derive many networks investments opportunity includes the on-line commentary, the paper nature magazine, the memoir, the symposium, the specialized 读者 subscriber supplies and for has the innovation significance the new product development preliminary market LockerGnome provided the very good precedent in this domain. Through immediately method and so on news, handset short note and abundant guest pre-vigilant technology mail, abundant guest website promotion for thus obtains the income.

Other exchange media have not liked the abundant guest website equally have so fixedly receive the audience is E-mail also is unacceptable, that ever perfect exchange way, in the now looks like a little too was a SilkRoad is one specially develops abundant guest software the company, included "Forbes" the magazine them the report which increased about the efficiency, how for example recycled the product.

Individual synopsis -

Mr. Stephen Ibaraki 先生 has American and Canadian IT industry 30 years experience senior IT technology commercial researcher, the profession analyst, the writer, the educationalist. Stephen Ibaraki holds the international well-known IT profession association - USA network professional public figure association Canadian information technology processing association carries out the trustee.

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