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How does the abundant guest net wrestle the business machine

Author: Stephen Source: Chinese Chief-editor: Zheng [2005-08-29 11:48] Ibaraki computer newspaper Xinjiang

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In August, 2005, the Chinese hundred degrees first time public 募股 (IPO) then obtained is very greatly successful, this was the Chinese Internet correlation market has the astonishing strength one important indication. In this rousing, high speed development

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network economical domain, stands in the keenest struggle is precisely the abundant guest website.

According to investigation the and so on CNNIC, iResearch data inference, in 2005, China has the network user the quantity is 115000000, is situated the whole world second, is only inferior to USA. But will cut off in 2007 this numeral grows to about 190000000, will forecast will surpassed 210000000 users to 2008, China will becomes world **biggest** network applies market, at the appointed time, the Chinese native place abundant guest market also will hasten maturely. In June, 2005, Chinese on-line submit a piece of writing for publication nearly has accounted for global 8%, is situated first.

Market opportunity in where

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

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

According to non- profit earning organization - Pew which supports by the Pew charitable fund international with the American life project the investigation research which affects to the network society, **in 2004** the abundant guest website reader group increased 58%, in 2005, this numeral also was continuing to grow, every 5.8 seconds could produce one new abundant guest. More research indicate, has 44% grown-up network users all participates the on-line discussion. The operator must rapidly to the abundant guest's market formulation plan: The abundant guest website can provide two 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, has the large scale increase compared to 2003 8000000 American dollars.

Abundant guest website how trade

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number grows receives the audiences, with has the report value real-time the information, the fast dissemination, these news have the possibility can become affect one local, one national even world event. Between the abundant guest website permission warm participation interactive carries on, the dynamic exchange, these participation all are some kind of specialized information fixed readers, they face specific thing and organization. The website localization is one specialized outstanding person public figure society the area, it has numerous and the abundant temporary hires the common interest and the hobby, in this society area, the reader may carries on the free exchange in author's systematic viewpoint and the idea, in other places, the 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 specially pays attention to. One mature product puts in the market must use million expenses, as well as several month-long market growth time. In analysis audiences when appears wrongly with the fault, can seriously affect the competition the superiority. However the abundant guest website through, may have one early delivery the goal market, provides one thorough understanding, carries on the real-time analysis to the product competitive ability, sometimes between carries on the correction before the comprehensive delivery to the shortcoming, and carries on optimized processing. In addition, the abundant guest website also may use in for the new product development one large amount, the earlier period market, as well as provides the suggestion, by reduces the mature market with every effort accepts the time to this new product. The abundant guest website is tests the consumer holds the response to the new idea and the new product one ideal way.

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

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

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

Gawker Media organized several abundant guests websites, included Gawker.com and Gizmodo.com. Bears the gram is paying money for Gawker, affects its specialized abundant guest receives the audiences, because these abundant guests are the opinion leaders, they through express the opinion to the new product affect the market. This kind of abundant merchant industry pattern branch includes has the innovation significance, specialized brand abundant guest website micro-sites, compares to other companies, these companies look like 衷情 to the abundant guest, actually is vigorously propagandizes its company's product, this is one kind of 资本化 condition. The abundant guest's generalization and the consumer to 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 咨 news subscriber supplies and for has the innovation significance the new product development preliminary market. Weblogs and LockerGnome provided the very good precedent in this domain. Through immediately method and so on news RSS, PDAS, handset short note and abundant guest pre- vigilant technology mail, abundant guest website promotion for audiences, thus obtains the income.

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


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