
Evolution of Internet Portal

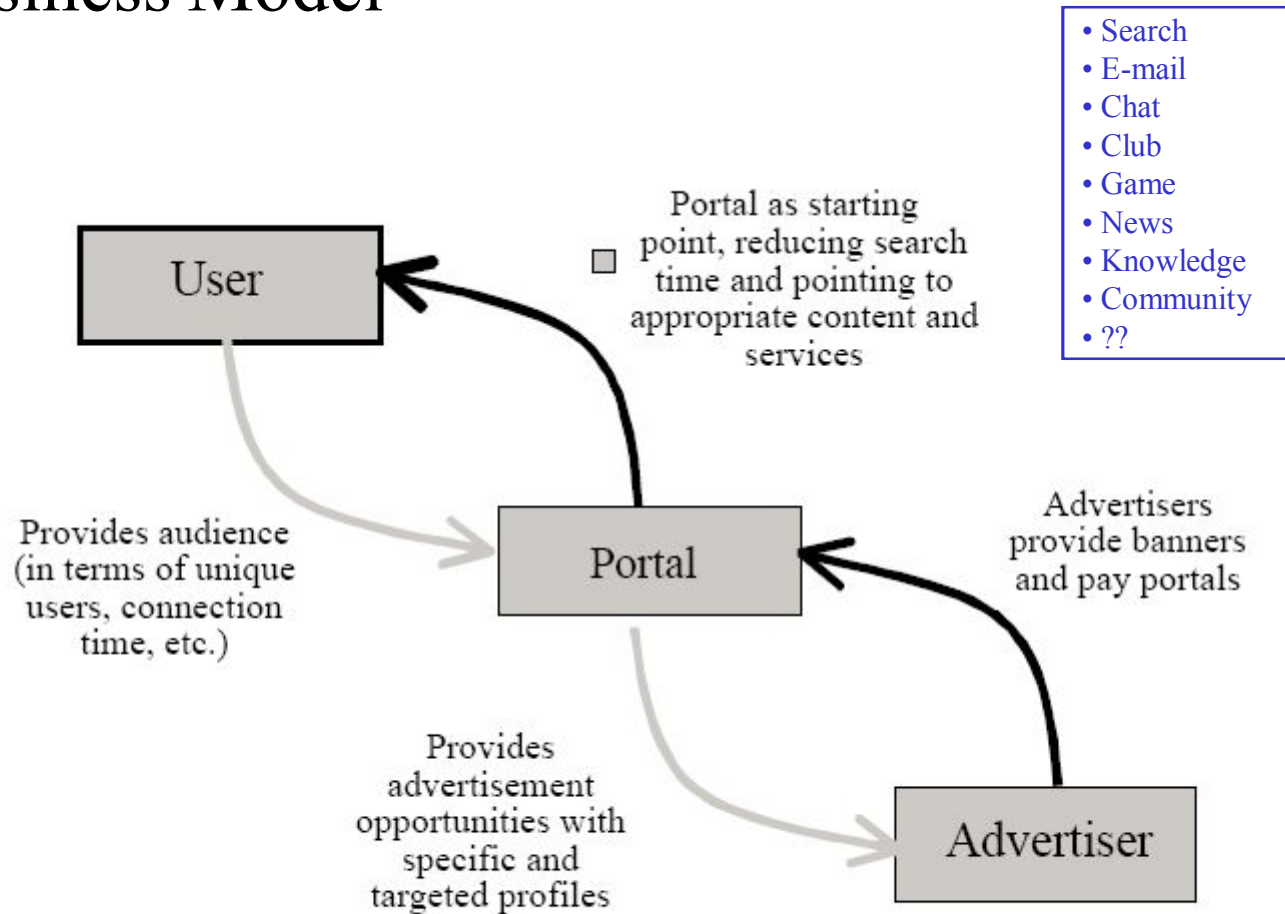
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Overview of Portal Industry (1/3)

□ Business Model



Overview of Portal Industry (2/3)

□ Characteristics

- ◆ Dynamic traffics by fashion
- ◆ Low switching cost
- ◆ Easy to imitate
- ◆ Revenues
 - Scare value proposition opportunity
 - Lower CPM (Cost per Impression)
 - High Fixed Cost & Low Variable Cost -> Aggressive Marketing
 - 변동비가 매출액의 15% 수준
- ◆ 주요 경쟁요소
 - 브랜드, 서비스 차별화, 규모의 경제

Overview of Portal Industry (3/3)

□ Questions

- ◆ Loyalty (Site stickiness) ?
- ◆ New and continuing revenue sources ?

- Personalization
- Mobile Portal
- e-Commerce
- Extend in Value Chain
- Keyword 검색광고

- User's Behavior
- Web 2.0
 - UCC
 - Collective Intelligence
 - Tagging
 - Semantic Web
 - Web Service

○ 콘텐츠 > 포털 > 네트워크 > 터미널