Evolution of Internet Portal

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Overview of Portal Industry (1/3)

- **Business Model**

  ![Diagram]

  - **User**
    - Provides audience (in terms of unique users, connection time, etc.)
  - **Portal**
    - Provides advertisement opportunities with specific and targeted profiles
    - Portal as starting point, reducing search time and pointing to appropriate content and services
  - **Advertiser**
    - Advertisers provide banners and pay portals
  
  - Search
  - E-mail
  - Chat
  - Club
  - Game
  - News
  - Knowledge
  - Community
  - ??
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

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