

Intellectual Property Protection

- **Three main types of protection:**

- ❖ Copyright

- ❖ Patent

- ❖ Trademark law

- **Goal of intellectual property law:**

- ❖ Balance two competing interests—public and private

- **Maintaining this balance of interests is always challenged by the invention of new technologies**

Online Banking and Brokerage

- **Online banking pioneered by NetBank and Wingspan; no longer in existence**

- **Established brand-name national banks have taken substantial lead in market share**

- **107 million people use online banking; expected to rise to 116 million by 2014**

- **Early innovators in online brokerage (E*Trade) have been displaced by established brokerages (Fidelity, Schwab)**

Digital Rights Management (DRM)

- **DRM: Technical and legal means to protect digital content from unlimited reproduction and distribution**

- **Issue often cast as moral contest**

- **communications and device industries benefit from increased traffic**

- ❖ 23% of global Internet traffic is stolen material

Online Entertainment Audience Size

■ Online “traditional” entertainment

❖ Online video has largest audiences, followed by music, games

■ User-generated content:

❖ Substitutes for and complements traditional commercial entertainment

❖ Two dimensions:

■ User focus

■ User control

❖ Sites that offer high levels of both will grow

The image shows a screenshot of an Adobe Acrobat Reader DC window. The window title is 'laudon_ec9e_pp_11.pdf - Adobe Acrobat Reader DC'. The menu bar includes 'File', 'Edit', 'View', 'Window', and 'Help'. The toolbar shows 'Home', 'Tools', and several document icons. The main content area displays a slide titled 'Online Auctions' with the following bullet points:

- Online auction sites are among the most popular C2C sites on the Internet
- eBay: Market leader
- Several hundred different auction sites in United States alone
- Established portals and online retail sites increasingly are adding auctions to their sites

The footer of the slide contains 'Copyright © 2013 Pearson Education, Inc.' and 'Slide 11-4'. On the right side of the window, there is a sidebar with various actions: 'Export PDF', 'Create PDF', 'Edit PDF', 'Comment', 'Fill & Sign', 'Send for Signature', and 'Send & Track'. At the bottom of the sidebar, it says 'Store and share files in the Document Cloud' with a 'Learn More' link.



Benefits of Auctions

- Liquidity
- Price discovery
- Price transparency
- Market efficiency
- Lower transaction costs
- Consumer aggregation
- Network effects

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The Evolution of B2B Commerce

- **Automated order-entry systems**
 - ❖ Seller-side solution
- **Electronic data interchange (EDI)**
 - ❖ Buyer-side solution
 - ❖ Hub-and-spoke system
 - ❖ Serve vertical markets
- **B2B electronic storefronts**
- **Net marketplaces**
- **Private industrial networks**

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Types of Portals

- **General purpose portals:**
 - ❖ Attempt to attract very large general audience
 - ❖ Retain audience by providing in-depth vertical content channels
 - ❖ e.g., Yahoo, MSN
- **Vertical market portals:**
 - ❖ Attempt to attract highly-focused, loyal audiences with specific interest in:
 - Community (affinity group); e.g., iVillage
 - Focused content; e.g., ESPN.com

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Electronic Data Interchange (EDI)

- **Broadly defined communications protocol for exchanging documents among computers**
 - ❖ **Stage 1:** 1970s–1980s—Document automation
 - ❖ **Stage 2:** Early 1990s—Document elimination
 - ❖ **Stage 3:** Mid-1990s—Continuous replenishment/access model
- **Today:**
 - ❖ EDI provides for exchange of critical business information between computer applications supporting wide variety of business processes

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Collaborative Commerce

- **Use of digital technologies for organizations to collaboratively design, produce, and manage products through life cycles**
- **Moves focus from transactions to relationships among supply chain participants**
- **Unlike EDI, more like an interactive teleconference among members of supply chain**
- **Use of Internet technologies for rich communications environment**
 - Sharing designs, documents, messages, network meetings, videoconferencing

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