



**Web  
Monitor  
Weekly**

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**Advertising and Promotion on the Internet.** The changes allowing commercial use of the Internet represent a unique opportunity for small to medium sized companies. A small company can just as easily promote and advertise their products in Europe, the USA, or the Pacific Rim. The Internet is now a medium that can be used to convey complex and sophisticated messages. The financial barrier to participate in meaningful promotion and advertising on the Internet is low. The growth rates could result in over 100,000,000 Internet users by 1998-2000. These factors and opportunities are discussed in detail in this document. Well worth reading. The location of this document is:

<http://www.net.effects.com/InfoNow/internetads.html>

**Commercial Use Strategies.** A good review by Andrew Dinsdale exploring some of the issues facing companies wishing to use the Internet, and the strategies available to them. This document is in the form of sections on specific topics with links to other documents on The Web. The coverage is quite good and the document is being regularly updated by its author. This is one of the advantages of The Web that we shall exploit regularly - documents are in a state of continual revision. A good document is usually worth revisiting regularly since it will often improve. The location of this document is:

<http://pass.wayne.edu/business.html>

**The National Information Infrastructure Initiative and the Emergence of the Electronic Super-highway** by Jonathan D. Blake & Lee J. Tiedrich. An important paper for anyone wanting a good grasp of the factors influencing the development of the Internet and The Web, and the likely interaction with Cable TV and other developments. Electronic publishing, equipment manufacturing, government influence, and the impact on services into the home are all covered in this (large) document. The authors are American attorneys and the document itself is well written and thorough. If you are in any of the communication or home entertainment businesses, you should read this. The location of this document is:

<http://www.law.indiana.edu/fclj/v46/no3/blake.html>

**Eurodollar.** The car rental company is just beginning to explore the potential of The Web. At present its pages list all the branches of the company and an on-line application form for their First Choice card is provided. More services are planned. This document is a good example of how a UK based commercial company is taking its first hesitant steps on The Web. If you are interested in how you should exploit The Web for your commercial benefit, keep an eye on documents such as this. The location of this document is:

<http://www.eurodollar.co.uk/>

**Frontline Distribution.** Another example of a UK presence. As the company explains "Since Technical Support is all about the exchange of information - accurately and quickly, the Internet is the ideal medium for our Technical Support Centre to offer new and improved support services. For this reason, we are actively encouraging our customers and vendors to connect to the Internet as soon as

possible, if they aren't already. Within months, we will be offering services that can ONLY be delivered to customers over the Internet." The location of this document is:

<http://www.frontline.co.uk/fdl/fdlnet.htm>

**GAZETA On-Line.** A Polish newspaper, in Polish, publishing its complete contents on The Web as an experiment. This is probably interesting if you speak Polish, but it is also very interesting even if you don't. There seems to be a widespread belief amongst UK businessmen that the Internet and The Web are almost exclusively geared to American students and academics. This was certainly true in the past, but this is now a dangerous misconception. The opportunities to promote goods and services to a huge audience world-wide, at very small cost, are being eagerly exploited by Eastern European countries. UK businesses must grasp this new opportunity now. The location of this document is:

<http://info.fuw.edu.pl/gw/0/gazeta.htm>

**The Reference Press Catalog.** A catalogue of business reference books available for mail order. Worth browsing for such titles as "Cracking Eastern Europe", "Directory of East European Businesses", and "Cracking the Pacific Rim". These are the books your American competitors are using to help penetrate these lucrative new markets. Catalogues such as this set out to exploit the "impulse factor", the ease with which a sale can be made to a browsing businessman with a credit card. This type of opportunity can be exploited by a wide range of goods. Would your company benefit from such a sales outlet? The location of this document is:

<http://kaleidoscope.bga.com/RP/catmenu.html>

**The Internet Consumer Awakens.** Don't think The Web is not a serious venture. "Internet, as many people understand by now, is the communication link that connects some 20 to 30 million people and about 2 million computers in about 130 countries around the globe. It is growing, by most estimates, at around 10% per month, and some people project there will be 100 million subscribers connected to it by 1998. Every 30 seconds a new computer is connected to Internet. For subscribers, 80% of whom are in North America to date, the world of information and messaging is literally at your fingertips." This article discusses the opportunities likely to arise over the next few years for marketing direct to Internet users. You should read this article. The location of this document is:  
<http://www.globalx.net/gxc/article1.html>

**The Bangemann Report.** "Recommendations to the European Council. In its Brussels meeting of December 1993, the European Council requested that a report be prepared for its meeting on 24 - 25 June 1994... on the specific measures to be taken into consideration by the Community and the Member States for the infrastructures in the sphere of information. On the basis of this report, the Council will adopt an operational programme defining precise procedures for action and the necessary means. This Report urges the European Union to put its faith in market mechanisms as the motive power to carry us into the Information Age. This means that actions must be taken at the European level and by Member States to strike down entrenched positions which put Europe at a competitive disadvantage." The full report, giving a good insight into the likely European stance on this vital subject, is available on The Web. The location of this document is:  
<http://www.earn.net/EC/report.html>

**The Internet Shopping Network.** This location on The Web is organised like a computer shopping mall. The stores currently contain approximately 20,000 products from 1000 vendors. There is also a facility for "power shopping" which enables you to pose questions like "Show me all word processors for Windows which are priced under \$200." Once you register your name address and credit card number you can shop from your desk. Currently unable to ship outside of US but watch this space. The location of this document is:  
<http://www.internet.net/TEXTONLY/>

**Canadian Airlines.** This airline company has already placed a great deal of useful information about its operations on The Web. Full schedules are available, just enter your departure point and destination. Most of the information the business traveller needs to know is already here, and Air Canada are intent on increasing the information they make available. Hopefully, now the ball has started rolling, all the other major airlines will follow suit. Your secretary/travel department will be delighted! The location of this document is:  
<http://www.CdnAir.CA/documents/airline.html>

**Review of Business titles on CD-ROM.** This document is a catalogue, and more importantly a review, of Business Information now being published on CD-ROM. Because of its large capacity and ease of storage and use, the CD-ROM is becoming an important medium for publishing to the business community. Large amounts of economic data are particularly suited to CD-ROM. The reviews of the disks in this document are very good. For example one review begins "This best-selling CD-ROM disc, Business Indicators, is a compendium of current economic data and provides users with a complete

personal computer library of United States economic data. The disc is available as a single disc or an annual subscription of 12 monthly updates. Business Indicators includes: a) The complete National Income and Product Accounts (Gross Domestic Product or "GNP") from 1929 to present, including comprehensive 1991-1992 revisions. b) Business statistics including some 1,900 economic series from the "Blue Pages" of the Survey of Current Business, covering production, prices, finance, foreign trade, and more. It includes annual figures since 1961 and monthly figures since 1981. c) Personal income, earnings, and employment by industry for all states and regions, from 1969 to the present. The location of this document is:  
<http://www.proimage.com/proimage/Business.html>

On the basis of "All work and no play" etc. we will include each week a couple of items that are not strictly business items, but which we feel are of general interest, which might indicate new market opportunities, or which are particularly good examples of using The Web. This week we have the following:

**BBC 9 day TV and Radio Programme Schedules,** including a categorised schedule broken down into sections including business, cookery, education, films, music, news, science, sport, travel. Very useful for planning your viewing to include major business programs. The location of this document is:  
<http://auntie.bbcnc.org.uk/bbctv/sched.html>

**Electronic Guide to Poisonous and Hazardous Plants,** in the form of an electronic book. Well designed to make use of the "point and click" approach. The location of this document is:  
<http://biomed.nus.sg:80/PID/plants/pphp/start.html>