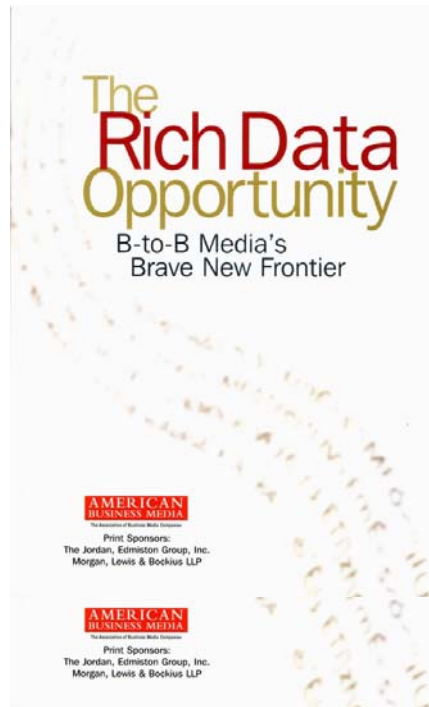




infocommerce

**Business Information  
What is It, How to Build  
and Monetize It**

**American Business Media  
Top Management Meeting  
November 2007 | Chicago**



What



How

Why?

# Benefits



- Franchise
- Process
- Function
- Stickiness
- Financial
- Valuation

Why You?



**KNOWLEDGE** -- You know more about the players and dynamics and trends in your market than anyone else.



**EFFICIENCY** -- You can do certain things centrally more efficiently and economically than anyone else.



**TRUST** -- You're a neutral player, perceived to be smart and objective and that positions you as a trusted intermediary.



# Central Market Position

# The Virtuous Circle

## Existing Publications:

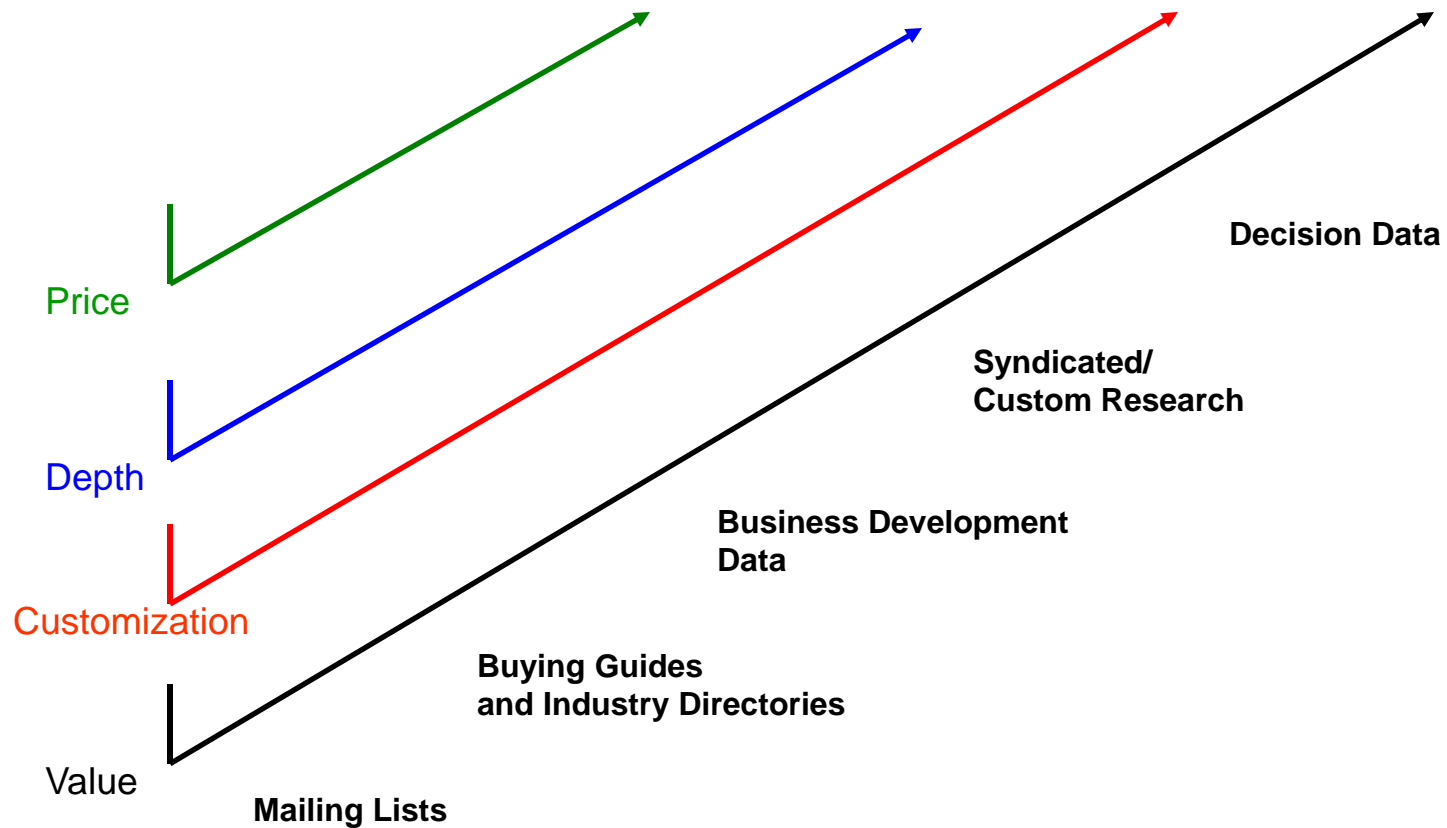
- Established information flow
- Access to key players
- Data collection through press releases and research
- Data collection through subscriber file



## Information Products:

- New advertising prospects
- New subscription and conference prospects
- Statistical editorial content
- Base file for research / surveys
- Additional offerings for advertisers
- Additional offerings for subscribers

# Business Information Continuum



# Business Information Models

Business Models	Content Models	Application Models
Advertising	Original	Lead Generation
Transaction	Compilations	Network
Subscription	Aggregation	RFP Connections
Mixed	User-Generated	Credit Data
	Clearinghouse/ Exchange	Central Catalogue/ Specs. and Data
		Research
		Industry Benchmarks
		Market Registries/ Organization Schemes
		Screen and Scrub

# Business Information

## What is It, How to Build It and Monetize It

