

Business models on theweb

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Running head: Business Models on the Web Business Models on the Web
Telco. September 21). YouTube: Recent Improvements could Change the
Game (Again). Retrieved September 21, 2011, from Telco Research:
http://www.telco2research.com/articles/AN_YouTube-change-game_Full
The internet has facilitated major changes in the business models through
which many businesses operate. It has led to reinvention of some of the
existing models and in some cases introduction of new models. The internet
has an immense potential for profit making. Innovation is therefore required
in order to gain from this potential. This article by Telco talks of changes in
YouTube. It shows how YouTube makes its website more attractive to the
owners of the content displayed on the web site. You Tube works in
conjunction with Google to develop a win-win situation for the two
companies. At the same time, YouTube also works with other web sites such
as Vevo. As a result, it has been able to improve its balance sheet by
monetizing the viewership of its video content. YouTube works very well as
an advertisement site for movie marketers. This article therefore fits into the
topic of online business models because it explains one of the basic models
described in the article for web based business. In the paper, various articles
that are related to the article on business models on the web will be
analyzed in detail.

Wiley. (2011, September 21). The IT Based Organization in the Digital
Economy. Retrieved September 21, 2011, from John Wiley and Sons:
<http://www.wiley.com/college/sc/trp/ch01.pdf>

The article discusses the IT based organization in the new economy. It relates
to the business models due to its explanation on how the digital economy is
enabling businesses to improve the efficiency of their operations. This article
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shows how the enterprises which started in the old economy are being revolutionized using information technology. Further, the article also shows how the internet affects the models used in business, government and the economy. The article shows the recent developments in business models such as the use of reverse auctions in bidding. Some of the governments in the modern economies have resulted to electronic bidding in order to engage their suppliers. The electronic models used to engage suppliers in the new economy are highlighted in the article, linking the two articles.

Nagata, K. (2011, January 1). Digital Age Leaves Myopic Japan Facing Manufacturing Crisis. Retrieved September 21, 2011, from Japan Times Online: <http://search.japantimes.co.jp/cgi-bin/nn20110101f1.html>

This third article by Nagata discusses business models on the web pertains to the Japanese manufacturing industry, which is threatened with failure since it failed to recognize the need for innovation and reinvention of their business model. The businesses have failed to improve the efficiency of their operations by use of software to manage their enterprises. The companies have also relied on highly bureaucratic business models that do not foster quick decision-making. The Japanese businesses have not taken advantage of low costs of manufacturing in other countries that could lower their operating costs thus improve their profitability. The reliance of Japanese companies on the traditional business models that take advantage of vertical integration has proved to be ineffective for the modern businesses in the digital economy.

Benton, J. (2008, December 15). Lovely Video; Shame About the Business Model. Retrieved September 21, 2011, from Neiman Journalism Lab: <http://www.niemanlab.org/2008/12/lovely-video-shame-about-the-business-https://assignbuster.com/business-models-on-theweb/>

model/

This video from Neiman lab is important in highlighting the use of digital media to enhance the reception of news by audiences, by shifting from print and broadcasting media. The model is aimed at developing new models to take advantage of the talents from young journalists. It shows how the students are introduced to the use of multimedia technologies for the delivery of news. The only issue with this video is the revenue made from it. The advertisement generated only 41.77 dollars, which is disproportionate to the work done by the developers. There is need therefore to develop a more profitable model.

DBW. (2011, September 21). The impact of Digital Publishing on your Business. Retrieved September 21, 2011, from Digital Books World:

<http://www.digitalbookworld.com/>

This video talks about the effect of digitization on the sale of printed books. Some of the publishers were concerned that digitization may harm the sales of their print version of books. They believed that digitization might lower their print sales while improving their digital sales. Consequently, this makes the idea unattractive because it may lead to net losses for the publishers. The video highlights how DBW can enable the publishers to use the online subscription model to grow their businesses both for the print and digital books. The video shows a reinvention of the publishing business. In this case, the publishers use the subscription model to advertise their printed versions of the books thus growing both sections of the business.

Tom. (2009, October 17). This Is Why An Online Network Marketing Business Beats The Traditional Home-Based Business Model. Retrieved September 21, 2011, from YouTube: <http://www.youtube.com/watch?v=9DWxhejZN78>
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This video illustrates the difference between online marketing and the traditional, home based marketing business model. It shows how systems are put in place to direct the buyers to the marketer's website. It shows how online marketing reduces the work for the marketer by enabling the buyers to find the marketer. It also differentiates internet marketing from the traditional marketing by showing the improved surety of the online campaigns as compared to physical door-to-door marketing. It also enables the marketer to know the number of potential customers that will buy his or her products or subscribe to the advertised services. It makes it easier to analyze the impact of the marketing campaign. The business models used in web based business are diverse and depend on the needs of target market and the goods or services on sale. The videos and articles above show the importance of web based business models.

References

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