

# Distributed Commerce comes to Web 2.0

edgeio

The Internet is made up of two tribes of publishers - the free web sites supported by advertising and the paid sites supported through subscription or ecommerce, **until now!**

edgeio has invented a revolutionary new way of integrating paid content into any web site.

It is now possible for a publisher to become a sales point for any paid content. The solution supports all types of digital content - video, audio, files for download, plain text, tickets and more.

Publishers of music, audio, video, research, online tickets, resumes, indeed anything people would choose to pay for, can now distribute their content, and receive payment, without locking it up behind a subscription wall.

The technology will open up peer to peer commerce, allowing an enthusiast or fan to become a point of sale

## Freeing Content from the Storefront or the Subscription Wall



for items they want to write about. A Beatles fan could publish his favorite music and sell it to other fans who read his review, a technology blogger could write research and sell it, or re-publish research from his favorite analyst, a Yankees fan could become a point of sale for tickets to see the team play and so on.

# edgeio paid content

<http://www.edgeio.com/view/paidcontent>

## Paid Content for content creators

Creators of valuable content have had a difficult time with the Internet to date. There has been no easy way to create this valuable content and have it sold across the millions of web sites that now exist. The result has been subscription based services or centralized storefronts. These have worked, but inherently limit access to content to a subset of internet users who either subscribe or show up at the storefront.

With edgeio's paid content platform it is now possible to micro-chunk this content up into individual items and have them made available to any web site publisher to sell.

All that is required is to upload the catalog to edgeio - either in bulk

through a feed, or one at a time - and set a price and a revenue share %.

The content can then be sold by any publisher.

## Paid Content for Web Publishers

Web site publishers, bloggers and others have had a harsh choice to make when it comes to figuring out the revenue that will sustain their site - build a free site where the content is given away and seek to support that site through advertising, or eschew traffic and build a subscription only site where the visitors pay to read the content.

Now it is possible to have the best of both worlds. A free, ad supported, web site can sprinkle paid content into the site as appropriate.

Revenue can be earned from a subset of the site's content alongside advertising revenues.

Over the page are some use cases that help clarify the main goals of the paid content platform.



# Isn't it time your s

# Example Uses

## 1

**Om Malik** writes a research piece once a month, charges \$19.95 to his readers for purchasing it. The reader sees a regular post on

his blog but the post would carry a digital payload, with a "buy this for \$19.95" button.

A reader who clicks to buy is taken through an *in-place* purchase. In front of their eyes, upon completion of purchase, Om's post - which is in fact a teaser - turns into the full length piece of research. it can be read in place or downloaded.

On "my edgeo" all paid content is made available for later viewing. Om is paid \$9.95 minus edgeio's share - typically 20% (could be more depending on the details).

Any reader can click "Resell this item" if Om has enabled it, and can become a downstream point of sale for the research, earning whatever affiliate fee Om has defined.

The system works for Video, audio, files for download, text for in-place reading or any combination.

## 2

**Thomson Financial** has many company earnings transcripts. They are currently behind a subscription wall.

Along with other subscription or even pay-per view services Thomson requires the reader go to the content in order to consume it.

Now, Thomson can submit all earnings call transcripts to edgeio and edgeio can make them available to publishers.

Any publisher who writes about company earnings can now embed a transcript and take payment.

The publisher will be paid the appropriate share (determined by Thomson) and Thomson will receive their share. Again, any reader can become a downstream affiliate if Thomson - in this case - has enabled it.

## 3

**EMI** release the Beatles White Album as MP3. they submit it to edgeio (just metadata not the files) and embed pricing and rev share data. Any Beatles fan can write about

the new release and become an in-place point of sale for the songs. Fans can sell to fans - under the control of the rights owner, with edgeio as an intermediary.

ite had classifieds?

edgeio

# edgeio

the Classified Advertising Network for the Internet

Web Publishers and  
Application Developers use  
edgeio to make money!

see how they did it

CrunchBoard  
Metro Classifieds  
Real Time Matrix  
IDG  
Gumiyo  
ZTail  
VFlyer  
web2.0forsale.com  
InfoWorld IT Exchange  
Computer Graphics Job Board  
SAP World India  
GOLF HOME LISTINGS  
SAP World Philippines  
Computer Shopper Listings  
Medical Spa Equipment  
InfoWorld Jobs  
WineJob.com  
Spanish property - Villas Spain  
Sinatra Classifieds  
WirelessDuniya  
opencoffee club  
Calabria Property  
RFjobs.com  
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Startup Jobs  
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**You!**  
can use edgeio  
to make money too

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