

## Web 2.0 Business Models - A quick survey

Type of Service	Examples	Values to users and content generators	Business model
Virtual world, virtual goods	Secondlife, HotorNot	Emotional values (be who you want to be, be present, be cool/romantic, meet other people, etc.)	Virtual goods fee, advertising
Online (office, video/picture editing, project management, communication, etc.) tools	Google Docs&Speadsheets, Basecamp, Vyew, Skype	Replacement of desktop tools, collaboration, productivity	Subscription for premium service; funding from complementing services
Market/broker platforms	Prosper.com, Realmap.com.au	Mediation, effective tools, lower costs/risks	Service fee, advertising
Social media sites	Flickr, Youtube, Veoh	Easy ways to publish, find and subscribe to sources, revenue sharing for content generators	Advertising
Social networking sites	Facebook, MySpace, etc.	Emotional values (share things with friends, make news friends, keep contact with friends, etc.)	Advertising, service brokerage fee
Blog, podcast engines, wiki	Typepad, Odeo, Wordpress, Yahoo!Podcast, Wikipedia	Emotional values (let people know what I know/like/do, be known to the world, popularity, etc.), share the knowledge	Subscription for premium service, advertising, funding from complementing services
Mapping tools	Google Maps, Google Earth, Yahoo!Maps	Find location, driving direction, local stores, etc.	Local advertising, funding from complementing services
Mashups	Housingmap, Wii Seeker, (popular APIs: Amazon, , eBay, CraigsList, Del.icio.us, Flickr, Google, YouTube)	Find related information, access to large audience	Funding from related services, service fee, commission, advertising
Widgets, Web portals, feed engines	Pageflakes, Netvibes, Widgetbox, Feedburner	Easy-to-use tools to publish and track consumption, to select information to consume; access to large audience	Funding from related services (media, related services, etc.)
News engines	MSNVideo, Techcrunch	Easy way to select and get trusted news	advertising, funding from media companies and other companies benefit from PR
Social bookmarking, clipping	Del.icio.us, Clipmarks, StumbleUpon	Easy way to select and let others know what you find interesting	advertising

