

Content provider	Selling content on-line	Method of selling content	How much for content?	Mixture of free & pay	Will customers pay for it?	How much would customers pay for it?	Price-sensitivity of others
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General

Boston.com	Yes	Archives/home info	\$2.95 per article from 6 am to 6 pm weekdays; \$1.50 other times/ \$12.50, then \$6 for home reports	None free, but volume and time discount	Yes	News - \$2-3 each Home report- \$8	On articles, price sensitivity is the same or less; on reports, sensitivity is lower than me
NYTimes.com	Yes	Archived articles	\$2.5/article	Current issue free	Yes	\$0.25/article	Less or same
Sjmercury.com	Yes	Archived articles including from other papers	\$1.95/article	Past 7-day archive free	Possible	\$0.25/article	Less or same
USATODAY.com	No	N/A	N/A	Free USAToday update printout exchange for registration	Possible	\$0.25/day	Unless others are charging
WSJ.com	Yes	Subscription Daily edition	2 week free; \$59/year or \$29/year with print subscription; \$1.95 daily	Limited free content; Majority pay content	Not for personal usage	N/A	Less price sensitive if subsidized by employer

Entertainment

ABC.com	No	N/A	N/A	N/A	No	N/A	Some consumers willing to pay for inside information on stars – other content free elsewhere
AOL.com	No	N/A	N/A	N/A	No	N/A	Info is available at other sites – portal service

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FOX.com	No	N/A	N/A	N/A	No	N/A	Some consumers willing to pay for inside information on stars – other content free elsewhere
MSN (sidewalk.com)	No	N/A	N/A	N/A	No	N/A	N/A because info is available at other sites
NBC.com	No	N/A	N/A	N/A	No	N/A	Some consumers willing to pay for inside information on stars – other content free elsewhere
CNN.com	No	N/A	N/A	N/A	Yes	\$1 or \$2 per item (transcripts, video segments, etc.)	Same to less – web savvy people will spend time to find content elsewhere

Financial

Ameritrade	No	N/A	N/A	N/A	No	N/A	N/A because content is offered in conjunction with brokerage commissions
CBS MarketWatch	No	N/A	N/A	N/A	No	N/A	N/A because info is generally available at other sites
CBS MarketWatch Live	Yes	Continuous stock quotes, in-depth reports	\$79+\$/month. Includes portfolio software	No free content (30 day money-back guarantee)	No	\$50/month	Less if subsidized by employer
CBS Real Time MarketWatch	Yes	Unlimited stock quotes, real-time	\$34.95/month (includes exchange fees)	No free content	Yes	\$10/month	Less if subsidized by employer

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		news, research					
CNNfn.com	No	N/A	N/A	N/A	No	N/A	N/A because info is also available at other sites
DLJdirect.com	No	N/A	N/A	N/A	No	N/A	N/A because content is offered in conjunction with brokerage commissions
Schwab.com	No	N/A	N/A	N/A	No	N/A	N/A because content is offered in conjunction with brokerage commissions
E*trade.com	No	N/A	N/A	N/A	No	N/A	N/A because content is offered in conjunction with brokerage commissions
Interquote.com	Yes	Real-time or delayed quotes	\$9.95-29.95 per month depending on service, plus exchange fees	Free software	Yes	\$10.00/month	Same or less – some willing to pay, some want it free
Merrill Lynch Online	Yes	Merrill Lynch on-line research and market quotes	\$25 service initiation fee	30-day trial. May be later contacted by ML's Financial Consultant	Yes	\$25	Same or less – some willing to pay, some want it free
Quote.com	Yes	Quotes, news, research, portfolio software	N/A – Multi-user/site license	30-day free trial. Also some free (delayed) content	N/A	N/A	Same or less – some willing to pay, some want it free

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Sports

CNNSI.com	Yes	Subscription	\$39/year	Free for a month	Yes	\$35/year	\$40/year
ESPN.com	Yes	Subscription	\$34.95/year or \$4.95/month	Free for a month	Yes	\$35/year	\$35/year
CBSSportsline.com	No	N/A	N/A	N/A	Yes	\$35/year	\$35/year

Other sites visited

Businessweek.com	Yes	Archived articles	Graduated volume discount or annual membership	Free for subscribers if < 3 weeks, pay otherwise	Yes	\$1-2 per article	Same or less – some willing to pay, some want it free
CBS.com	No	N/A	N/A	N/A	No	N/A	Some consumers willing to pay for inside information on stars – other content free elsewhere
CNET.com	No	N/A	N/A	Charging merchants for listing and rating instead	No	N/A	Same
Institutional Investor Online	Yes	Subscription	12 issues for \$299.-	Limited free access.	Yes	As much as my employer is willing	Less if subsidized by employer
Lexis.com	Yes	News articles from major newspapers	\$24/day or \$49/week	No free content	Not for personal usage	\$0.25/article	Less price sensitive if subsidized by employer
Moody's Investor Service Online	No	Economic and credit report	N/A – call for more information	Excerpts from printed research.	Yes	N/A	Less if subsidized by employer
Standard and Poor's Online	No	Economic and credit report	N/A – call for more information	Excerpts from printed research.	Yes	N/A	Less if subsidized by employer