

About ikosom

The Institute for Communication in Social Media (ikosom) concerns itself with analysing and investigating the use of social media in Germany. It is a privately owned research institute which partners with public sector organisations, such as non-governmental organisations, foundations and universities. The focus of research is on social media usage in Germany, in particular the deployment of new norms of payment on the stationary and mobile web and new business models for media organisations.

Motivation

Media consumption can no longer be separated into different channels -print, online, radio and TV. More and more television is streamed on the net and new business model develop around the distribution of television content independent of program schedules. Consumers expect participation, sharing tools and interaction with nomadic interface experiences. However, such interactive content occupies only a very small percentage of television content on the net.

Television formats able to respond to consumer demands can generate a durable income stream. These business models are based on the value that interactive content provides to users. Drawing on the experiences of online content by newspapers and revenue models inside online games, it can be inferred that micropayments based on voluntary transactions will grow to a significant source of income for television production and broadcasting on the net and interactive program design.

Outline of presentation

In our presentation, we will discuss business models based on voluntary transactions in the social context of the user experiences - social micropayments for content. We will discuss whether it is possible to transfer previous experiences with social micropayments to the area of web TV and discuss appropriate standards for platforms of social interaction.