

# Effective Digitalizing Business and Revenue Models

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**Abstract**— Digitalizing is very effective and the purpose of copyright is to create a legal mechanism that allows the producers of creative works to collect revenues from those who enjoy the benefits of creative production (usually consumers). This legal protection is intended to solve the “public good” problem associated with copyrighted works— i.e., once such works have been created, the cost of creating additional copies is de minimize and because it is very difficult to exclude anyone from consuming these very low cost (if not free) copies, the producer has little incentive to create the original works that is called ethics business models. Further, the research provides a contribution towards more rigorous approaches of business model analysis and classification.

**Key words:** Digitalization, Revenue Business Model, Copy Rights in Digitalization



Fig. 1: functions of Marketplace

Marketplaces are a form of multi-sided platforms. There exists a significant amount of research on electronic markets and marketplaces; this research stream, however, focuses primarily on highly automated product markets in the realm of Business-to-Business (B2B) model in digitalization.

## I. INTRODUCTION

Andreesen was analyzing how businesses like Google, Facebook and Twitter that had changed the daily lives of billions of people. Most notably, such digital platforms go beyond the areas of communication and information by transforming industries such as transportation or hospitality. Copyright is a form of intellectual property right that protects an author’s manifestation of an original work. Business model research suggests that appropriate business models can lead to sustainable competitive advantage and superior financial performance.

## II. THE DIGITIZATION OF BUSINESSES

The increasing digitization and the development of internet-based technologies have a strong impact on all aspects of the economy. Digitization generally describes the gathering and preparation of data for processing or storage in an electronic (i.e. digital) system (BMW, 2012). With the information and communication (ICT) industry, an entirely new industry has arisen in the process of digitalization.

## III. DIGITAL MARKETPLACES

Marketplaces classically represent the space in which a buyer and a seller side can conduct transactions. A marketplace has three main functions: matching of buyers and sellers (by aggregating demand and supply), supporting transactions, and ensuring the institutional infrastructure.

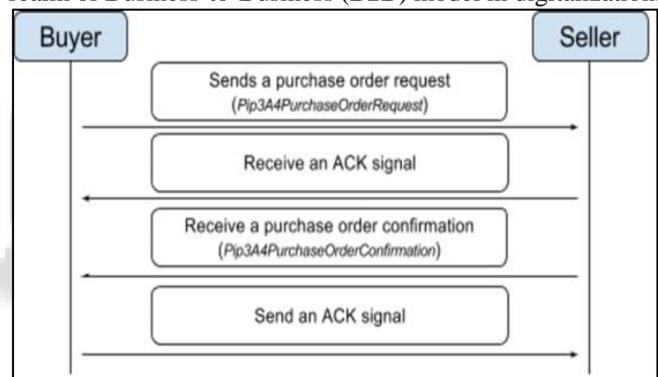


Fig. 2: Buyer and Seller conversations

## IV. VALUE PROPOSITION

### A. Key value to Buyers / Sellers

The key value to buyer / sellers denominates the main value that the platform offers in comparison to existing solutions. The attribute is derived from Osterwalder and Pigneur (2010). Price / cost efficiency refers to the value of saving time and money compared to the usage of other solutions.

### B. Transaction type

The attribute is concerned with the objects that are transacted via the platform. We can distinguish digital businesses on two dimensions: (a) whether they sell a good or offer a service and (b) whether the good or service is delivered physically or via digital channels

### C. Industry scope

In the electronic markets literature, marketplaces are categorized into vertical and horizontal former offer goods and services within specific industrial sectors and the latter offer goods and services across various sector.

## V. VALUE DELIVERY & CUSTOMER SEGMENTS

### A. User Segments

User segments or customer segments have been identified as key business model element by most business model frameworks (Teece, 2010). For marketplaces, the key decision is whether the platform is directed at private individuals or businesses on the seller and the buyer side. Consequently, marketplaces can aim at three combinations: Business - to consumer (B2C), business to business (B2B) and consumer-to-consumer (C2C). The third option is sometimes also referred to as peer-to-peer (P2P).

### B. Geographic Scope

The attribute deals with the geographic regions in which the platform is available to every users. The specification local refers to a single country.

## VI. METHODOLOGY

The methodology of this concept follows the approach for business model classification methods we are using. It proposes a generic process model to develop rigorous classifications. The six steps of the process model are depicted in below figures.

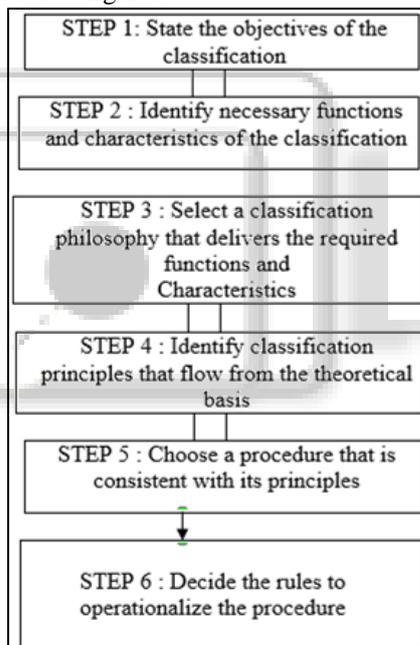


Fig. 3: Process model for developing business model Classifications

## VII. ONLINE SERVICES

Companies in this cluster share the characteristic that they offer services that are delivered via the internet. This includes services that involve individuals 'sharing' their previously untapped skills. For instance, the last years have seen the emergence of educational services such as individuals tutoring languages (italki) or creating online courses (udemy, skillshare). The cluster also includes firms that aggregate professional freelancers such as divorce attorneys (wevorce, breakthrough), municipal financial investors (neighborly), designers (visually), or scientific researchers (experiment). These marketplaces provide a high efficiency to the supply side in earning an additional income or even to substitute their formal employment.

## VIII. DIGITALIZATION PRODUCTION AND COST

The cost-saving effects of digitization result from its simplification of production processes. Today, most established news and information providers have implemented digital technologies in the pre-production and distribution processes of their business.

## IX. EFFECTS OF DIGITIZATION ON OUTPUT

Digitization also brings many new producers to the market because digital content is less expensive to produce and relies on software that integrates functions which were previously only available by employing skilled professionals

## X. CONCLUSIONS

Digital marketplaces have become highly popular business models among entrepreneurs and investors. This methodology of empirical classification contributes to the business models literature by adding to the small number of empirical studies and potentially advancing the field towards a better understanding of how to apply the business model concept beyond pure conceptual description. Entrepreneurs, managers and start-up investors can apply the framework and taxonomy as mental models to refine their understanding of digital marketplaces.

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