

Written Report (maximum 2500 words, 10 pages)

It should include the following sections/components:

1. Executive Abstract (1 page - 300 words)
2. Explanation of Core Technology or Business Issue
3. Implications for Competitors, Markets and Future of Digital Business
4. Bibliography of sources (with web links as appropriate)
5. Proposed Blog Post (including accompanying links and graphics)

Grading will be based on the following criteria

A. How interesting the topic area is in its application to the Economics of Information (15% of Grade)

- Recommend that you choose a narrowly focused subtopic instead of writing a general report on a broad topic; there is a list of sample topics at the end of this document

B. Depth of Analysis (30% of Grade)

- Apply concepts learned in 15.567
- Analyze different approaches/perspectives of key players in the given space
- Discuss implications and strategies for success in the given space

C. Quality of Supporting Data (25% of Grade)

- Focus on data that can substantiate key points
- Be resourceful in gathering data and cite your sources

D. Quality of Presentation (across Report, Blog and Class Presentation formats) (30% of Grade)

- Present material in an organized way
- Be direct, concise and clear
- Use visual aids to help convey your points

Sample Topics

- combining online and offline revenue models for a publication like the *MIT Sloan Management Review*
- pricing of movie downloads over the internet
- revenue models for music
- bundling and unbundling of newspaper content
- prospect for a new business model by a start-up (e.g. Groupon) and its relationship to information economics concepts
- ownership of consumer purchase data and its use for recommending new purchases
- convergence of digital products and services in the home and the resulting standards battle
- prospects for Kindle and other e-books
- estimating the total amount of digital data created and consumed each year and future trends
- IT and the “superstar” effect: Does IT leverage the best of the best?
- IT and the Long Tail: Does IT help niche producers?
- IT and the CEO’s role: more impact or less?
- IT policy implementation and the structure of firm or the corporate governance
- information services enabled by widespread adoption of WiMax, broadband cellular and related technologies
- data collection for evaluating medical service quality
- the integration of supply chain information between a large retailer and its key supplier
- the adoption of a CRM or salesforce automation system by a software firm’s salesforce

- a switch to a web-based customer support system at a high tech firm
- the adoption of new online banking services
- the roll-out of RFID tracking system at a manufacturer or retailer
- the adoption of a knowledge-management system at a large consulting firm
- the adoption of a “paperless” electronic document management system
- the effects of ultra-high quality videoconferencing on knowledge and informationflows at P&G
- the prospects for in-store product recommendation kiosks at Home Depot
- creating a community of gamers around a new gaming platform
- evaluating the “Long Tail” and “Superstar” effects for motion pictures
- identifying the next big opportunity for outsourcing of virtual work and its implications
- mobile content revenue models
- targeted advertising for internet radio
- next generation recommender systems
- estimating the environmental benefits and costs of telecommuting or videoconferencing
- Which “web 2.0” technologies are having the most impact?
- Is there a Web 3.0 and if so what is it?
- How effective have prediction markets been and what are their prospects?
- Which companies have the most effective information analytics systems?
- Will Chrome displace Windows as the application platform of choice?
- What technologies and business models will most rapidly integrate developing countries economies with the rest of the world?
- Location based services in mobile phones: what is the killer app?

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15.567 The Economics of Information: Strategy, Structure and Pricing
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