

2.1 INTRODUCTION TO E-MARKETING

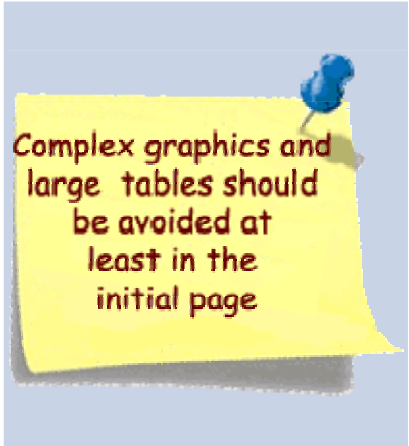
The Internet and the World Wide Web provide marketers with new tools and added convenience that can increase the success of their marketing efforts. The Web offers several technologies and applications that could enhance customer service, marketing and advertising efforts with a reasonable cost. The Web could improve customer service by sending e-mail for order confirmation, product announcements, and order tracking. The Web provides customer service through corporate web sites, integrated call centers, online help desks, and online customer service.

In recent years, customers have used business web sites for many different applications: downloading forms, software patches, printer drivers, minor upgrades to an existing software, and receiving on time answers to frequently asked questions. All of these features have improved customer service and lowered costs for both the business and its customers.

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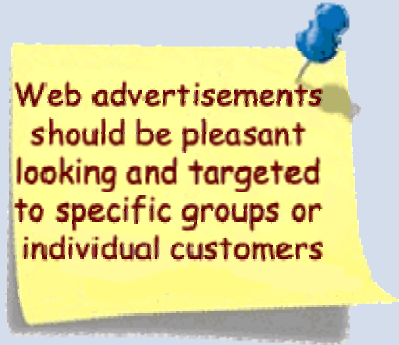
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Page-loading speed has a direct association with the number of visitors viewing the page; therefore, complex graphics and large tables should be avoided at least in the initial page.




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If you use well, actually Web is an effective marketing instrument. Different advertising and marketing tools on the Web include banner advertisements, discussion lists, e-mail and registering e-mail, links on other web sites, newsgroups, online classified advertisements, message boards and special interest shopping centers, display screens, spot leasing, intelligent agents.



Web advertisements should be pleasant looking and targeted to specific groups or individual customers

The Web helps in online customer research. Customers by using online catalogs are able to conduct product searches and compare and contrast different features of different products. Legal data about customers can also be collected directly or indirectly through cookies, intelligent agents and online questionnaires. Online customer data can be collected very fast and with minimum cost. Intelligent agents are rule based software that can be used effectively in the e-commerce environment. Intelligent agents and shopping bots are increasingly used in the e-commerce world to assist customers in finding the cheapest possible prices for customer. They are also a marketing tool for collecting relevant information regarding customers' purchasing habits and the sites they usually visit.

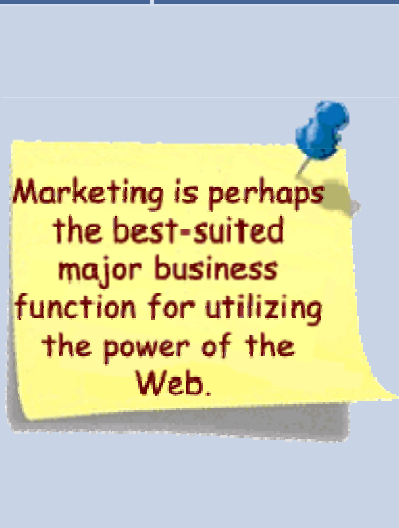


Intelligent agents can be used for customer service.

To better understand Web marketing and advertising some commonly used terminology can found in [Appendix II](#) at the end of this chapter.

2.2 THE WEB AS A MARKETING TOOL

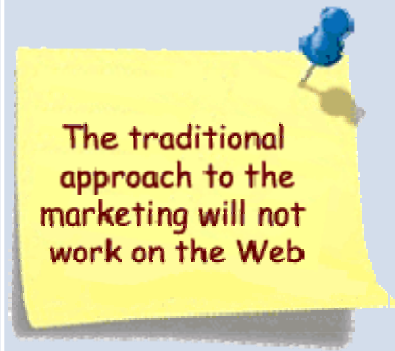
The Web puts large and small organizations on the same foothold. Regardless of size or financial strengths, any business can sell goods and services through the Web. Users have already divided themselves into interest or newsgroups entire with e-mail addresses. Because of the democratic atmosphere consumers are on the plus side of the power balance. They can respond individually to a marketing attempt or they can spread the word to their associates. If they support, everything is fine; however, if they dislike, consumers have the power in this medium to cause chaos with an ill-fated marketing attempt.



Marketing is perhaps the best-suited major business function for utilizing the power of the Web.

with messages not to do it again. Marketers, therefore, should only post brief messages to related newsgroups that are relevant to a company's campaign. Suitable newsgroups should be identified before attempting contact. Martin Nisenholtz has suggested the following six guidelines for Internet advertising [4].

- Advertise only in selected newsgroups.
- Never send disturbing messages.
- Use full agreement to conduct direct selling or promotions.
- Obtain the consumer's permission when carrying out research.
- Take permission of the user prior to selling consumer data.
- Never use Internet communications to hide real activities of the business.



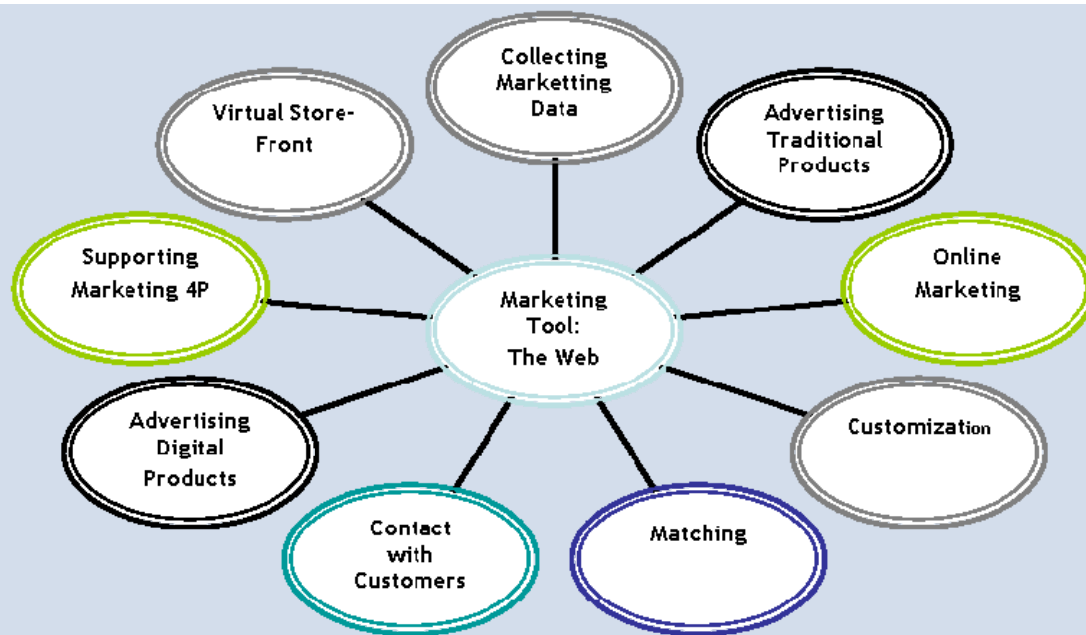
Businesses successfully use passive advertising by setting up bulletin boards. This requires minimal cover the hardware and software costs. An alternative would be to publish advertisements through a service provider (ISP) such as SuperOnline or E-Kolay, a directory such as Yahoo!, or a search engine like Google. However, if you plan to deal with e-marketing, a home page is the medium perhaps best for advertising on the World Wide Web.

Many companies have established home pages for business advertising. Here, the advantage is that messages can be individually customized for each customer. Companies are generally making product information, press releases, e-mail index, and financial information available via the Web. Some now start to include a URL address on their cans or bottles or packets that a customer can access for information on the product, such as information related to the ingredients, nutritional facts, and so on. Newsgroups are other advertising areas on the Web. For example, if a business wanted to advertise for cats, they could post their advertisement in newsgroups that are interested in cats.

Business use of the Web is still very much in the introductory stage, thus, small advertisers are producing the majority of online advertising. The present situation can be compared to the early days of cable TV. On the other hand, the introduction of cable modems and Asymmetric Digital Subscriber Line (ADSL) - form of DSL- will result in increased popularity and business usage of the Web.

2.3 MARKETING TOOL: THE WEB

Any organization using the Web can advertise all over the world and sell 7-days a week, 24-hours a day. The Web serves as a strong marketing tool for all types of organizations regardless of their size and the types of products and services that they sell (Figure 2.1). [3]



Collecting marketing data through the Web could improve the marketing efforts of any organization. An organization using these data will be able to customize a particular product or service to the specific needs and requirements of a potential buyer. Marketing data can be collected through various tools available on the Web with reasonable cost. E-mail, online forms, online questionnaires, discussion lists, newsgroups, cookies, and intelligent agents are among the popular tools that can be used for this purpose. The businesses can utilize these data and do different types of analyses including determining the status of the subscriber (if the taken data is online), the accuracy of the data and so forth.

Advertising traditional products through the Web to sell has become popular in recent years. Online stores are able to offer a variety of choices and in many cases lower prices. With the introduction of e-wallets, e-cash, and other electronic payment systems (EPSs), customers are able to pay for these products and services with improved security and convenience. This is basically transferring the old trade model to the Web and taking advantage of all the technologies and applications that the Web offers.

Advertising digital products to sell is a new way that businesses can generate revenue with reasonable expenses. Downloading a piece of software, a song, a magazine article, or a movie are some examples. These applications are expected to increase dramatically, with the increased popularity of cable modems, ADSL that can allow higher bandwidth, and tighter security measures.

Online marketing is becoming popular applications of Web marketing. Marketers are able to reach a wide geographic base and collect marketing data with no or reasonable cost. These marketing data can be used for testing various experiments, such as the attractiveness of an advertising campaign or the strengths and weaknesses of a marketing medium, with moderate costs.

Supporting marketing 4P can be done by the help of the Web. Marketing is related with product, price, promotion, and place (4P). The data related to the four factors of marketing can be collected very rapidly with moderate cost. The Web provides unparalleled support for these 4P.

- The *product* factor is concerned with the type of products and services that an e-business plans to sell. These products and services could be new brand or a development over existing products and services. The improvements might be price, features and/or usability.
- The *price* factor is concerned with the most suitable price for the product or service. Overpricing and under pricing are both undesirable. Collecting online data and analyzing a competitor's offerings could help the e-business to establish a reasonable price for its products or services.
- The *promotion* factor aims to inform, convince, and remind customers regarding new products and services and encourage repeat sales. Web technology could be able to do this with reasonable costs.
- The *place* factor is concerned with the mechanisms that the e-business uses to get products and services to customer. In many cases, the Web provides virtual storefronts for some customers that otherwise could not have been able to do any transaction with a particular e-business. Customers in remote or rural areas or customers who are immobile and unable to shop in traditional stores are some examples.

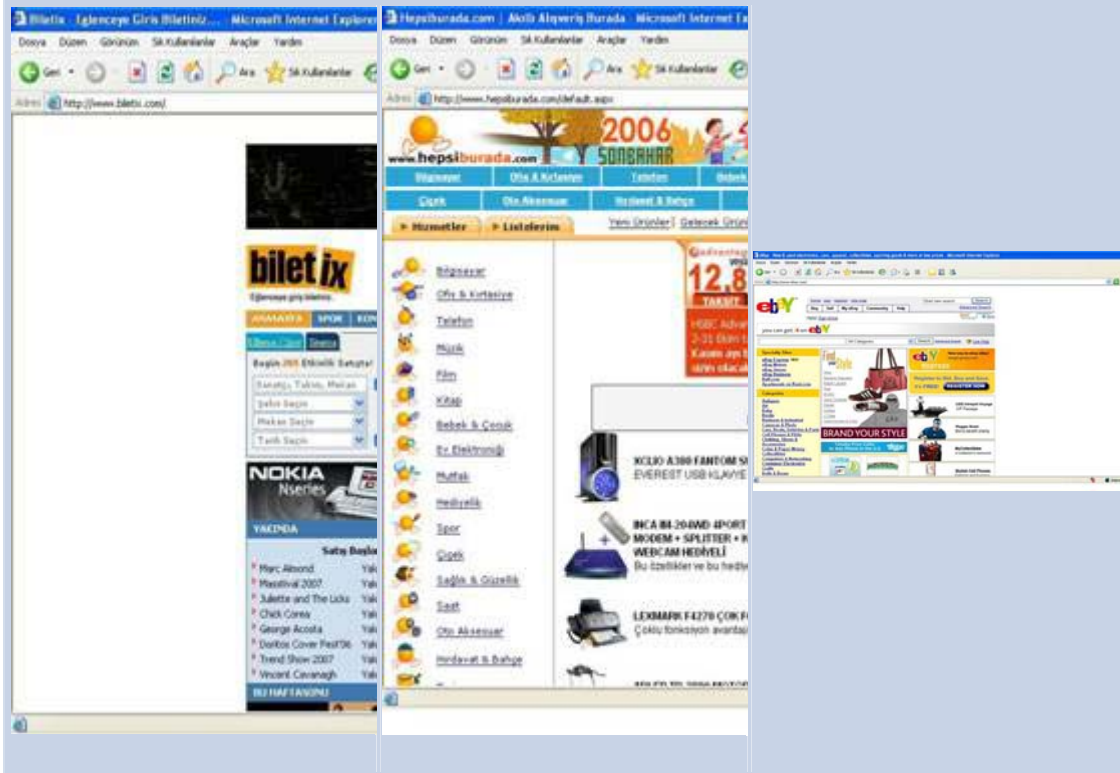
[Appendix I](#) gives some Web resources for conducting successful Web marketing and advertising.

Customization can be provided by the Web with moderate cost. For example, Amazon.com displays specific recommendations based on the customer's previous purchases. These kinds of services are very expensive in traditional marketing. The e-business can move from providing general products or services to providing products or services customized to a customer's needs, tastes and preferences by the help of the Web. The following two technologies are commonly used to provide customization/personalization:

- **Push technology:** The customer is automatically offered with information by being sent to the right place. The Web can send relevant information to the customer workstation.
- **Pull technology:** The customer must express a need in order to receive information. The Web is able to implement this strategy very effectively with moderate cost.

Virtual storefronts -the Web servers- help the businesses to attract the customers. This virtual site of a business can effectively express the unique offerings of an e-commerce site to potential visitors and can be easily modified to reflect the new offerings. Customers can browse through the site at their own speed to find special products and services. Figure 2.2, Figure

2.3 and Figure 2.4 demonstrate the opening page of *biletix.com*, *hepsiburada.com* and *ebay.com*, respectively. Each storefront has diverse goals and purposes, and each one express a different message to its customers. Browse through these sites to see how effectively they are using the Web for diverse business purposes.



Matching products and services to customers' needs is a powerful feature of Web marketing. The internal search engines available on many of e-commerce sites allow the customer to search for a particular product and service. For Example, sites such as *Amazon.com* display recommendations onto the site based on your earlier purchases.

Contact with customers is allowed by the Web to the e-businesses. Using e-mail and the company web site, customers can freely state their opinions regarding the products and services sold by a potential e-commerce site, as the e-business and its customers are in close contact. In other words, the Web offers an open forum for customers.

2.4 SUPPORTING A WEB SITE

An e-business first must bring customers and visitors to its Web site to sell its products and services. The Web site can be powerfully marketed using the followings:

- The Web site can be registered with all (at least most popular) search engines and directories. The site can be listed in popular search

engines and directories such as Google, Yahoo or in industry specific sites. When the site is registered, the location of the keyword in the site (whether it's in the body or in the heading) and the frequency of the word's use will have direct effect on the ranking of a page. A typical surfer usually looks at the top 10 to 20 listings after conducting a Web search. The Web site must make sure that the search engine lists the site among the top 10; otherwise, the chances of being seen by many surfers are low.

- The Web site can be promoted by using banner and other Web advertising methods on popular search engines, directories, and Web portals.
- The Web domain name can be written on all printed and written forms, letterhead, envelopes, business cards, company cars, and equipment, and so forth.
- The Web site can be advertised to existing customers. Present customers will be the first to be glad about the added handiness of online business and pass the word to their friends and families.
- The Web site can be promoted by joining online discussion groups to people already interested in the company's offerings.
- URL links can be exchanged with other web sites that offer companion products or services.
- The business can participate in free ad banner exchanges. Your company can agree to carry banner advertising in exchange for other sites carrying your company ad banners.
- E-mail lists can be used to send out notices or newsletters on the company's products and services.
- The company can offer bargain, competitions, quizzes, coupons.
- The results of popular sport matches and lotteries can be displayed.

Last items provide rich content for the Web site and encourage visitors to come back to the site.

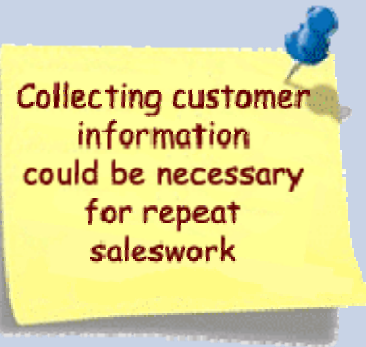
2.5 WEB MARKETING TOOLS

Any An e-commerce site may use a combination of traditional and Web marketing tools to promote its products/services. Obviously marketing methods that have the potential to reach the highest number of prospective customers are more expensive.

Each technique has advantages and disadvantages and may be appropriate for a specific type of business.

Traditional Marketing Tools: Magazines, newspapers, posters, press releases, radio, and television commercials, and word of mouth are the traditional media that can be used to promote an e-marketing/commerce site. For instance, a television commercial can be very effective during popular shows and programs; however, they are extremely expensive and usually beyond the budget of many e-marketing/commerce sites. Newspapers and magazines could be effective especially if the e-marketing/commerce site has a traditional business in place already.


E-Mail: E-mail is generally used for shipment confirmations, order confirmations, common communication with customers and product announcements. Capturing customer information could be necessary for repeat sales. Therefore, successful e-businesses register the customer's e-mail and other relevant information using online forms. E-mail could be quite effective for repeat sales, reminding the customer for the next purchase or for the next visit. As an example, consider an e-business that sells flowers. An automatic e-mail system can alert a customer that a particular birthday is coming up. With a mouse click the customer can order flowers. However, with all these advantages, e-mail must be used with caution. Customers should not be attacked with needless e-mails. The sale and the customer can be lost, if a customer gets irritated.



Collecting customer information could be necessary for repeat saleswork

Discussion Lists: An e-business can subscribe to one or several discussions lists and post relevant information regarding its products/services. Discussion lists provide a strong advertising medium. However, the organizations must first carry out careful analysis and find the most suitable list that might be interested in the offerings of the e-marketing/commerce site. [Appendix III](#) lists several resources to find suitable discussion list resources.

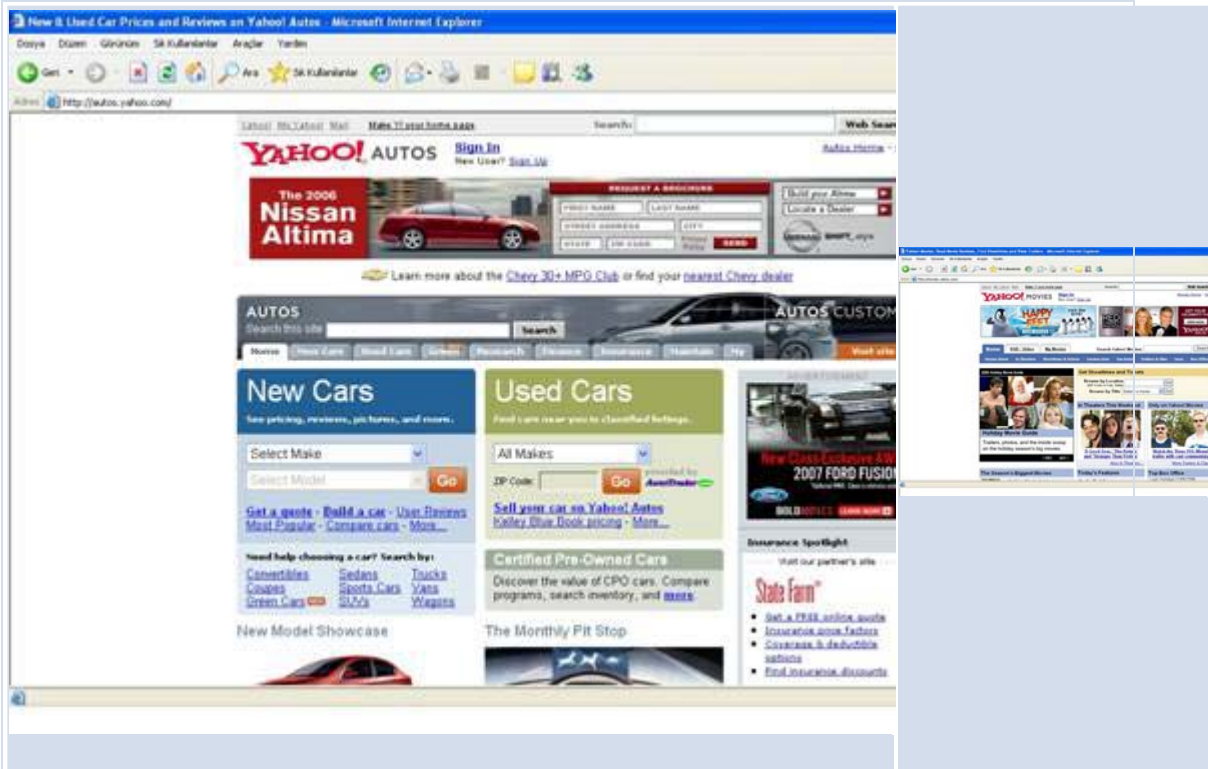
Newsgroups: A newsgroup allows a discussion about a particular subject. Newsgroups are organized into subject hierarchies. Posting on these newsgroups is free. A newsgroup can serve as a powerful advertising medium. Before joining and posting to these newsgroups, the e-business must do some analysis and read the frequently asked questions of a particular newsgroup. Direct advertising should be avoided as it may not be attractive to the participants of a newsgroup. To use newsgroups as an advertising medium, after a short message you may post the URL of the e-commerce site.



Direct advertising should be avoided!!!

Banner Advertisements: A banner advertisement -an advertising image- is usually a graphic image that displays the name or identity of a site. A banner can be clickable, which will transfer surfers to another site, or just static, which shows some relevant information about a site, product/service offered by the e-commerce site. A banner ad is much less costly than TV ads. Where to put a banner ad is also very important. For instance, if the site is selling insurance, then the banner ad should be placed in an online car dealer site or in a bank site or a mortgage company site. The banners in Yahoo sites on

theme. (Figure 2.5 and Figure 2.6) As well, banners should be placed on sites that magnetize large traffic. However, the cost of banner ads varies with the popularity and the traffic that the sponsoring site carries.



Message Boards and Special Interest Malls: A product and or service can be listed in several of message boards and special interest malls throughout the Web. Before you list a product or service a complete search must be conducted in order to find the most suitable message board for the intended product or service.

Links on Other Web Sites: An e-business could create a partnership with other e-businesses for link exchange agreements. Your site creates a link to another site, and that site creates a link to your site.

Initial Web Site Page: An initial web site page which can display the e-business's corporate image and brand in some cases captures the surfer's attention for a short period. It displays a message to the surfer indicating the requirement for viewing the page, such as the browser type and the specific software. This advertising medium that may use multimedia effects could be very effective for attracting visitors to an e-business site.



Push Technology: Push technology means relevant information is pushed to the user based on his or her prior inquiries, interests, or specifications. The Web works based on pull technology, meaning the user searches the Web to find (to pull) information. However, push technology is more suitable for the marketing of certain products/services. Using this technology, marketing information, product lists, prices, and product updates can be directly updated in real time and sent to the customers. Push technology can be effective for both business-to-consumer (B2C) and business-to-business (B2B) marketing. For instance, a computer manufacturer may send the latest information on new models, prices, features, and other related information to all of its dealers in real time. This could be a major cost saving and it certainly improves business relations and customer service.

Several software vendors, as part of their e-commerce solutions, supporting push technology can be seen at [Appendix IV](#).



2.6 INTELLIGENT AGENTS

An intelligent agent is a combination of hardware and software that is capable of reasoning and rule-based meaning, by following a series of well-defined rules, the system is capable of performing certain tasks. For example, a sophisticated mail agent can prioritize all your e-mail messages and can even respond to some of them while you were not at work. It can sort your messages by date, name, or subject. They can also be sorted into different folders. Some mail agents can even page the user's pocket pager to alert him or her that a particular mail has arrived.



The followings are some of the important capabilities of a sophisticated intelligent agent [6]:

- **Mobility:** The capability to migrate in a self-directed way from one platform to another.
- **Reactivity:** The capability to selectively understand and act in a given situation.
- **Autonomy:** The capability to be goal-directed, self-starting, and proactive.

- **Adaptability:** The capability to learn from prior knowledge and go beyond what has been given previously.
- **Humanlike interface:** The capability to interact with users in a language similar to natural language.
- **Collaborative behavior:** The capability to work with other agents to achieve a common objective.

Intelligent agents perform many tasks in the e-business environment. One important application of this software platform is for **Web marketing**. Intelligent agents can collect relevant information about customers, such as items purchased, customer profile, address, age, gender, purchase history, expressed preferences, and unspoken preferences. This information can be effectively used by the e-business to better market its products and services to customers. These *software agents* are called *product-brokering agents*. They alert the customer about a new product or a new release of a product. For example, agents of Amazon.com have been doing this successfully. Broadvision, Firefly Network, Net Perceptions and PerSonaLogic are some of the major vendors of this software agent [3]. These software agents are also assisting Web marketing with smart or interactive catalogs, also called "virtual catalogs." A smart catalog displays a description and structure of a product based on the customer's prior experience and preferences. These catalogs will be kept up-to-date and created dynamically from source material, and they will be searchable by content using common concepts (similar to human behavior) rather than navigated through links. They will also be cross searchable and referenced so that suitable entries satisfying a user request (a query) can be found in multiple catalogs. There are several categories of intelligent agents on the market. *WWW navigational agents, shopping agents, mail agents, and Usenet and newsgroup agents* are some of the popular types.

World Wide Web Navigational Agents

WWW navigational agents providing better results in finding information allow the user to navigate through the huge resources available on the Web. These agents can navigate the Web much faster than we can, and they gather more consistent information. They can serve as search engines, site reminders, or personal surfing assistants. For example, [PriceScan](#) shows you all competitive prices. It is a commercial example of a shopping agent that finds the lowest computer prices. [BestBookBuys](#) is another example of a shopping agent.

Shopping Agents

Shopping agents are capable of doing comparison shopping and finding the best price for a specific item and are similar to WWW Navigational agents. The [Price-Com](#), (for example, check vendor price(s) and inventory rate vendors and products online. As an other example, [MyTradeMaster](#) is an Online market place where its Members buy & sell new, refurbished and pre-

owned computer equipments such as networks, servers, parts, peripherals and PC/Laptops at highly competitive compared prices and make good bargains.

Mail Agents

A typical mail agent may generate specific auto-response messages, selectively forward incoming messages, or create e-mail messages based on the content of incoming messages. Snoop (Smaller Animals Software, Inc., Raleigh, NC) is a commercial example of a mail agent [3]. It can be used with any Messaging Application Program Interface (MAPI)-based clients. Microsoft Outlook and Exchange are the two popular Messaging Application Program Interface (MAPI) clients that enable a user to send e-mail from within a Windows application. For the best performance, Snoop should be used with clients that have a continuous connection to their server.

Usenet and Newsgroup Agents

Usenet and newsgroup agents having features that are specific to newsgroups provide sorting and filtering functions. They can access specific groups and send and receive information.

[DogPile](#) searches the Web using several search engines including Google, Yahoo, MSN, InfoSeek, and many more and provides requested information. As another example, [TLNews](#) is a Usenet newsreader for Windows. It allows downloading using any number of connections or servers to maximize the transfer speed. TLNews is built to handle massive newsgroups uses advanced programming techniques allowing it to load and display headers. With TLNews allow a better view of a newsgroup's content.

2.7 STRATEGIES FOR AN EFFECTIVE MARKETING PLAN

The followings may help businessman to put together an effective Web marketing plan:

- Identify the strategic goals and objectives of the organization when it relates to Web marketing. The e-business has to carefully define the types of products/services that will be sold through the Web site. It has to recognize the competitors, the added benefits of your products and services compared to the competitor. Furthermore, selection of the market (local, national or international markets) that these products/services are going to be sold is also essential. Specification of the price and customer services is another important factor that should be highlighted in the marketing campaign.
- Take corrective actions if the goals are not accomplished.
- Establish a budget
- The first step is to bring customers to the site. A more important task is to keep the customers at the site, and encourage them to browse and shop. This can be done in a number of ways. Good customer service, a help desk, availability of a live operator (in case), a clear return policy, a clear statement regarding security concerns, ease of

navigation, and the look and appearance of the site, offering visitors alternative methods to buy (telephone, retail shops, and through the Web) and personalization of the site all help to keep the customers at the site and encourage them to return.

- Forcefully utilize the ways discussed in section 2.3 to promote the e-commerce site
- Use all or a combination of Web marketing tools discussed in section 2.4
- Make electronic catalogs available to your customers. Electronic catalogs enable customers to browse through diverse groups of products/services and compare prices and features. In addition, lower costs, higher speed of navigation by the customers, multimedia options (animation, video, and audio), easier updating and availability of virtual interactive catalogs that could match the product to the customer's taste and preferences are some advantages offered by electronic catalogs compared with traditional catalogs.
- Utilize the services of marketing agencies . The outsourcing the marketing program to agencies that provide these kinds of services is another option. Ad-up (<http://www.ad-up.com>), Deadlock Design (<http://deadlock.com>), Beyond Interactive (<http://www.gobeyond.com>) are sources that could provide needed Web marketing services for a fee.

Appendix I

Some Web Resources for Conducting Successful Web Marketing [3]

- ActiveMedia <http://www.activemedia.com> : Provides present survey of trends in the Web marketplace, spending per web site, and so forth
- AdBase.Net <http://www.adbase.net> : Provides interactive media directory for advertising and marketing opportunities on the Web
- Ad-Guide.com <http://www.ad-guide.com>: Provides guide to Internet advertising and marketing.
- ClickZ <http://www.clickz.com>: Provides various resources for Web advertisers
- Electronic Marketing <http://www.america.net>: Lists numerous resources about e-marketing
- EMarketer <http://www.emarketer.com>: Provides e-advertising report, free weekly newsletter, list of top e-business sites, new e-marketing strategies and other online business resources
- Internet Resources for Online Promotions <http://jlunz.databack.com/resources.htm>: Provides all sorts of Web marketing materials
- SearchZ <http://www.clickz.com>: Provides a guide to online marketing, advertising and e-commerce
- Internet.com <http://www.internet.com>: Provides diverse internet advertising and promotion resources

Appendix II

Web Marketing Terminology [3]

Ad impression: One surfer viewing one ad.

Banner ad: By clicking on these banner ads, either a surfer is transferred to another web site or a short marketing message is displayed.

Click: This is the opportunity for a surfer to click on a URL or a banner ad and be transferred to another web site or to view a marketing message, as recorded by the web server.

Cost per thousand (CPM): The majority of Web and e-mail media is priced based on a cost per thousand (CPM) model. For example a \$150 CPM means it costs \$150 per 1000 ad impressions.

Cost per click (CPC): The cost for every click on an advertisement. For example \$1.50 CPC means that for every click that an advertiser receives, the advertiser is supposed to pay \$1.50 for it to the sponsoring site.

Click ratio: This indicates the success of a banner ad in attracting surfers to click on the ad. For example, if a banner ad receives 2000 impressions and there are 400 clicks, the click ratio is 20%.

Click through rate (CTR): This is computed by taking the number of clicks a given advertising program received divided by the total impressions bought. For example, if a customer buys 100,000 impressions, and gets 20,000 clicks, the CTR is 5% ($20000/100000 = 5\%$).

Cookie: A cookie is information that a web site puts on the surfer hard disk so that it can remember something about the surfer at a later time and date. This information is used to record the surfer preferences when using a particular site, his or her surfing habits, and pattern of surfing.

Hit: Every element of a requested page (including text, graphics, and interactive items) is counted as a hit to a server. Hits are not the preferred unit of site traffic's measurement because the number of hits per page varies widely depending on the number of graphics, the type of browser in use, and the size of the page.

Meta tag: A special hypertext markup language (HTML) tag that provides information about a web page. Unlike normal HTML tags, meta tags do not affect how the page is displayed in a browser. Instead, they provide information such as what the page is about, which keywords represent the page's content, the designer of the page, and how often the page is updated. This information is very important, especially the keywords that identify the page, because most search engines and directories use this information when building their indexes. Again, this information has a direct correlation with the top listing of the page in a search engine and directory.

Page view (PV): One surfer viewing one web site page.

Appendix III

Some Web Resources for Marketing the Product/Services of a Web Site [3]

- <http://www.i-advertising.com>
 - An interactive global community specific to the Internet advertising industry
- <http://www.webcom.com>
 - Provides wide-ranging information resources about e-businesses
- <http://www.o-a.com>
 - Focuses on professional discussion of online advertising strategies, results, studies, tools, and media coverage
- <http://paml.net>
 - Allows the user to search for a particular discussion list or browse by list name or subject
- <http://tile.net/lists>
 - Provides listings of all listserv discussion groups by description, name, subject, country, and sponsoring organization

Appendix IV

Some Web Resources for Several Software Vendors Supporting Push Technology [3]

1. www.pointcast.com: PointCast is among the earliest push technology providers and specializes as the Internet news network. Some of the channels of information that the user can subscribe to include headline news, stocks, sports and weather. The contents are gathered from major organizations such as CNN, People Magazine, Reuters, and Time.
2. <http://www.marimba.com>: Marimba's Castanet Tuner lets users set up a transmitter to send information channels to subscribers. Content delivered to the various channels of the Castanet Tuner can be in the form of applications or web pages.
3. www.airmedia.com: AirMedia Live uses wireless technology to deliver broadcast content by radio. The simplicity and low cost of wireless technology has attracted lots of attention. AirMedia focuses mainly on news, sports, stocks, and weather but also provides other types of information. Some of the channels that the user can subscribe are CNN, Weather Channel.
4. <http://www.backweb.com>: BackWeb allows users to pick from many channels to receive news, multimedia, cartoon and audio announcements, which download onto the computer desktop.