

Network Effects Support Premium Pricing

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The Problem

Everybody Is an Author

- Old content never dies
- Content creation is easier than ever
- It's all at our fingertips
- Lots of it is free

Content Overload

- Good News:
 - For every 1,000 cat videos and blog posts, there's only 1 good piece of content.
- Bad News:
 - There are a bazillion cat videos and blog posts, and consequently a lot of good, free stuff.
- Really Bad News:
 - Systems for identifying good, free stuff are getting better.

It's Good Stuff!



The Challenge

Maintain Pricing to Support Quality Content Creation

- Law of supply and demand is commoditizing content
- Only unique and valuable content can command premium prices

The Law

- Two ways to get and keep attention:
 - Brand
 - Community
- Hard to do:
 - Too much noise
 - Every item is its own brand and requires investment to earn attention

Attention

- Build brand and attention around a unique and valuable core
- Network effects mean your brand and attention grow exponentially
- Creates consumer lock-in (even if only of attention)

The Solution

- Choose a knowledge domain
- Interconnect content
- Create unique digital databases
 - They grow
 - They are of mysterious size
 - They don't go out of date
- Integrate tools and content
- Build community

How To



Demonstration

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- Ancestry.com
- ConsumerReports.org
- PreachingToday.com
- Westlaw.com
 - PeopleMap
- NEJM.org (The New England Journal of Medicine)
 - PowerPoint slides, audio articles, etc.
- ACM.org
 - Controlled vocabulary

Other Examples

- Identify knowledge domains
- Identify interconnections
- Create unique complementary data
- Create tools to enhance content use
- Build community around content

Game Plan