

From: ovid.santoro@db.com
Sent: [REDACTED]
To: cebra@ibm.net
Subject: Re: web epq: dynasite
Attach: pic32097.pcx

let's think about this. it's all portals now. you get taken where yahoo wants you to swallow their drek adverts. use metacrawler to do a search sometime. alta gets 20 hits, yahoo zip for the same subject--what's happening here. i assume yahoo's interpretation of searching the web is diff--much!

anyway, i want what i want. i want a really simple but functional front-page, my home page to be something that delivers my smart agent queries and other info right to me on a plate--with the other things i want. i want everything at my fingertips. i want bookmakrs yes--all on one page in my face all the time, so everyhting i want (12 to 24) buttons or mini 'screens', on one page

an epq whereby my 20 fav websites are 'playing' and this is the operative word. what are they playing or streaming--all dynasites have a fluid first page. imagine the processor power for this? intel, hnnnnnn.

i want to not have to rmember...'oh, yeah i forgot the ny times'. i want it all there. amazon. db. search engine. nyt. wallst. economist. fishing. ski report. all right there.

isn't this what digital tv is supposed to be about? who's doing it? what buttons can we hit? maybe we're not the content creators, but the aggregators--even just the facilitators. we're tool-makers, or we make the totally customisable individual website creator. i think this is what all this software toolstuff to make your own web pages is all about, but backwards somehow. it's still too tough. most of all people don't know what to do, what they'd make.

make it veryvery plug&play. you choose the news page, the sports page, the big inclusive family page for every webtv.

the problem with the portal thing is i want what i want, not what yahoo spoon-feeds me is what i want. websites should not try to be everything to everyone, and just specialise like the economist. you get it like you get a tv cable/sat monthly package. you choose your 24 sites and pay for so much central processing power per month. do they start charging to enter webistes? oops, they do.

website as channels. i think portals is the way everyone wants it in silisoft walley. this is how they make their revenue model. what about

going head on, going where portals know where they'll have to and won't because their margin will go. i don't think people want to 'live' at aol or at yahoo. i think they want their own home. hmmm. dynahome. home of your own. own home. i want my home in my home, on my pc, not out on the web. sure maybe i have a web site. i mean each individual user wants their own home page in their face.

but even my subscription websites are there--that all. it's that simple.

this app has little barrier to entry, so we have to make it pull.

what's our rev model? well did yahoo have one when they started? no. we just get our client out there free. when everyone's got it, then we rope em in like mtv did (first 2 years no adverts).

hmmmm.

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pic32097.pcx)

To: Ovid Santoro/DMGIB/DMG UK/DeuBa
cc:
Subject: Re: web epg

Yes, I get it, it's kinda like an advanced bookmarks page. But with dynamics and completely combinable with that thing there whatsitcalled hmmm SpeedCast, no, MediaBurst, no, Surf'n'Turf thing there. Updates your advanced bookmarks page without even being on the net. Smashing.

Wanna brianstorm about it?

ovid.santoro@db.com wrote:

> do you get it?
> ----- Forwarded by Ovid Santoro/DMGIB/DMG UK/DeuBa on
> [REDACTED] -----
>

> Ovid Santoro
> [REDACTED]
>
> To: cebra @ ibm.net @ DEUBAINT
> cc:
> Subject: Re: web epg (Document link not converted)
>
> think about how many sites one looks at. forget bookmarks. i am talking
> about two things. rather than opening up yahoo as your home page, have a
> home page a list of stuff to go through. and/or multiple web pages on the
> screen simultaneously.
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> To: Ovid Santoro/DMGIB/DMG UK/DeuBa
> cc:
> Subject: Re: web epg
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> web epg? r u zyrrios?
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> ovid.santoro@db.com wrote:
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>> i ave an idea...
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