

Value Proposition / Benefits for a Forum Operator

Why to migrate to a full relenet Social Networking Site / Web 2.0 Community?

Today, many companies or organizations operate a standard FORUM within their web site. This is often considered as the first step towards web 2.0 and the *user generated content* concept.

An operator of a standard Forum can gain significant benefits from expanding his web 2.0 approach to a fully-fledged and professional social networking site / web 2.0 community as provided by relenet in a white label service arrangement.

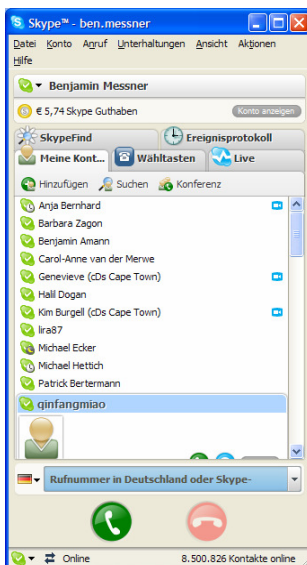
BENEFITS

1. Increased Consumer Loyalty

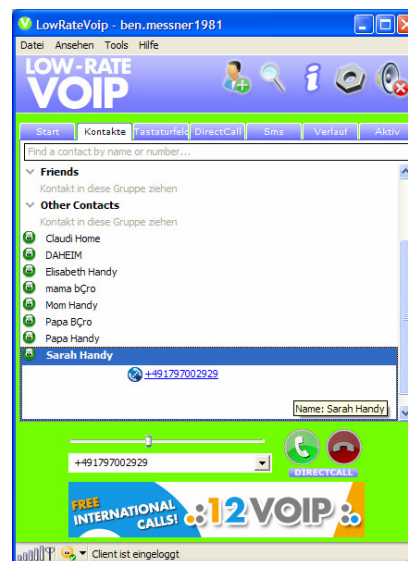
It is a well-established fact that members of a social networking site exhibit a VERY high and long-term loyalty to this community. The main reason for this is that members connect to other members of the community, invite their friends, etc. Once members have built up their group of friends on the social network, they almost cannot leave it any more.

The following example makes this very clear: **Skype vs. Low-rate VOIP**

- Which of these operators is more successful? Why? → It's obviously Skype because Skype was the first mover in the market.
- Will Skype-members move to Low-rate VOIP or are they loyal? Why? → Skype members will NOT move to Low-rate VOIP as they are connected to their friends via Skype.



VERSUS



2. Generate Income

It is almost impossible to generate revenues by means of a Forum. Social networking sites in contrast offer a wealth of functionalities, and it has been proven successful to limit a sub-set of functionalities for premium subscribers only. As a standard, premium subscriptions come at EUR 5-25 per month. Further, social networking sites allow for revenue generation via advertising and other means.

3. Social Networking Sites allow for Extended Functionalities

It is quite logical to extend the base functionality of social networking sites with Instant Messaging, Classifieds Marketplace, Travellocators, and more.

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