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Time Inc./TWC

Cable Front End

("Café")



Description of a plan for interfaces and content that cable systems can use to connect personal computer users to the Internet and online services through a cable modem

In the next few years, high-speed internet connection via cable may become commercially available. It will transform the online experience and could make dial-up services such as CompuServe and AOL, which pretend to be content services but are mainly connectivity services, vulnerable. The Cable Front End (codename: Café) will be a package of interfaces, navigational tools and content that we can package for cable systems to serve as the front end for personal computer users who wish to connect to the Internet that way.

It will be based on servers connected to each cable system's head end and to the Internet's World-Wide Web. It will use a version of Mosaic as its basic navigational tool. The service will thus be closely connected to and integrated with Time Inc.'s Internet/online services and sites, Pathfinder, which will also be based on web sites using Mosaic.

The goal is to permit Time Inc. and its cable system partners to offer a variety of computer services while controlling the opening screens and packaging options. Time Inc.'s revenues will come from licensing fees paid by cable operators and from selling advertising and transaction services that can be accessed from the initial screens. Time Inc. will eventually also sell access to its own premium package based on the content of its Internet/online service. The cable operators' revenues will come from user fees, selling access and subscriptions to commercial online services, and advertising local avails.

"Free" Content, Services and Tools

Mail. The ability to send and receive e-mail and electronic publications both within the local system and the Internet. Includes video, audio, pictures and text

Today's Bulletin Combination of a daily newsletter, briefing paper, and tout sheet of what's new and hot on the service, with advertising. Can be tailored to the user's interests.

Includes access to:

National news summary.

Sports scores and personal list of teams to follow

Stock price search and personal portfolio

Local and national weather

Capsule movie and TV reviews

Reference Library. An online dictionary, encyclopedia, thesaurus, Bartlett's, atlas, phone books, e-mail directory, almanac, Who's Who, CIA fact book, Federal Register, local Yellow Pages.

Classified Ads. Users could read classified ads for free. But people would be charged for placing ads. Could include pictures, voice and video clips as well as text.

Shopping Mall. Includes ads, transactional services, and catalogues.

Local Listings. Info about movies, concerts, plays, sports, community events, television, nightclubs, performances, along with Ticketmaster-style services and ads.

Community Messages. Schools, organizations, neighborhood groups, City Hall and other groups would be allowed to post public service messages for free.

The Internet. Tools and interfaces to allow use of the Internet, including Mosaic, gopher, ftp, newsreaders, telnet, etc.

Premium Content and Services

Commercial online services. Includes America Online, Prodigy, CompuServe, Delphi, GEnie, Counsel Connect, WealthBuilder, and Time Inc.'s forthcoming "Pathfinder."

Magazines, newsletters, papers. A newsstand would display the name, cover and index page of any participating publication, and users could either buy a copy or subscribe for a year.

Local News. The local newspaper or other group could be licensed to supply local news.

Discussion Boards. Discussion groups in two categories: 1) local ones that are just for people on that cable system; 2) global ones that connect to the Internet's newsgroups.

Game Arcade. The latest computer games on a purchase or pay-per-use basis.

Software library. Shareware and other computer software for purchase or use.

Navigational Screens

The opening screen will be a graphical display along the model of a town square. Underlined below are the items on this screen and, beneath each, the items on the next-level screens.

Most of the underlying screens in each of these areas would be done in Mosaic with hypertext links, rather than as graphical user interfaces. This would allow more flexibility, expandability and descriptiveness.

Your mail box.

Your daily bulletin. The text of the daily hot sheet along with icons to get to:

> National news

- > Your money
 - >> Financial news
 - >> Stock price search
 - >> Your portfolio
- > Sports
 - >> Sport news
 - >> Sports scores
 - >> Your personalized scoreboard
- > Weather
 - >> Local
 - >> Search a city
 - >> National maps and satellite photos.
- > Reviews & Local Listings
 - >> Movies
 - >> TV
 - >> Restaurants
 - >> Nightlife

Reference Library

Shopping

- > Classifieds
 - >> List of topics
- > The Mall
 - >> Categories of stores, advertisers and catalogues

Community Messages

Premium Services Onramp

- > Online Services gateway
 - >> AOL, CompuServe, Prodigy, Time Inc. Calliope, etc.
- > The Newsstand
 - >> List of magazines, newsletters and local paper(s)
 - >>> Index of current issue
 - >>> Solicitation to buy issue or subscribe
- > Game arcade
- > Disussion boards and forums

- >> Local
 - >> Lists of Topics
- >> Internet
 - >>> Hot topics
 - >>> All newsgroups
- > Software library

Editorial Content Suppliers

Daily hotsheet: Time Inc.

National news summary: Time Inc. and/or wire service

Local news summary: Up to each system

Sports scores: Sports Ticker

Weather: TK

Stock quotes: PC Quote

Reviews: Time Inc.

Local listings: Up to each system

Reference material to be licensed:

Dictionary:

Encyclopedia:

Yellow pages:

Who's Who:

Thesaurus:

Bartlett's:

Atlas:

Phone books:

Others: