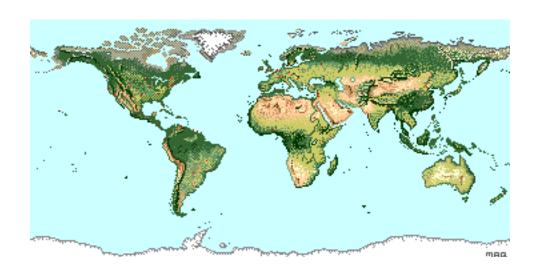June 7, 1994
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Time Inc.
Internet/Online Service

**A proposal for a Time Inc. World Wide Web site
that would serve as an online service and
a friendly front-end to the Internet**

Time Inc.'s Internet/Online Service (TimeLine) will be a package of interfaces, navigational tools and content that will give computer users electronic access to a wide range of information and services along with an easy way to navigate the Internet.

The goals of the service include:

• Providing online access to the content of Time Inc.'s publications and databanks, to new forms of linked information and services based on Time Inc.'s titles and journalism, and to relevant material licensed or acquired by Time Inc.

• Providing an environment for interactive advertising, shopping and transactional services.

• Marketing an easy way for average consumers to get onto the Internet and connected electronic networks.

Users would be able to access the service through local dial-up numbers or directly from the Internet. In addition, the service would be offered to computer users through Time-Warner or other cable systems and would serve as the front-end that would also allow access to other commercial online networks, such as CompuServe, Prodigy and America Online.

In essence, TimeLine would be a new generation of online service that makes use of higher bandwidths and the growing use of the Internet as a backbone connecting various services and networks.

The Home Page

The opening screen will be either a graphical display along the model of a town square or a Mosaic home page with icons, hot buttons and hypertext links. It will offer access to these primary services:

Your mail box. Provides access to e-mail and any material that has been delivered to you electonically. It also offers an interface for composing and sending mail (including voice and video files) through the cable network and the Internet. A flag would indicate when you have mail.

Today's paper. 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. Mosaic design will permit hypertext or hot-button access from any item to stories, deeper information or services in the system.

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

Newsstand. Provides access directly to the current or back issues of any magazine in the system. This area would also include clipping services and customizable wire services, such as the Dow Jones personal news grid.

Your affinity group. The service would be marketed not only as one complete package; it would also be targeted to specific interests. For example, Sports Illustrated could market a version for sports fans. It would have its own branding, and a prominent place on the opening screen would lead directly to a screen featuring all of the sports-related information and services.

Subjects and Services. Provides access to a list of all categories and affinity groupings, such as: sports, your finances, entertainment, current affairs, personalities, health, music, how-to, cooking, travel, computers, kids, science, weather, lawyers, photography, etc. These subject areas would offer Time Inc. content, outside content such as stock quotes and sports scores, bulletin boards, tools, and access to related Internet content. Includes keyword and other search tools.

Reference Library. Access to a dictionary, encyclopedia, thesaurus, Bartlett's, atlas, phone books, e-mail listings, almanac, Who's Who, CIA fact book, Federal Register, etc.

Shopping Mall. Includes ads, transactional services, classifieds and catalogues. Broken into categories, such as: restaurants, banking, autos, personal ads, classifieds, clothing, toys, music, videos, etc. The

mall would also be linked to appropriate subject areas (ie, the travel service in the mall would be linked to the travel subject area).

Game Arcade . Access to the latest computer games on a subscription, purchase or pay-per-use basis.

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

Online service onramp . Access to America Online, CompuServe, Prodigy, Delphi, Genie, Lexus Counsel Connect, WealtherBuilder, etc. A user selecting one of these would be asked if he wanted to subscribe. If he says yes, or if he's already bought access to the service as part of his package, the cable company would add it to his bill; he would then get direct access to this service (and its interfaces and software) whenever he next clicked on it.

Internet onramp . Access to the Internet at high speeds along with an integrated package of the most useful software and tools, such as: TurboGopher, Mosaic, ftp, Telnet, Veronica and Archie and Jughead search screens, Nuntius or Newsreader, etc.

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to be continued..........

Funtionality

searches, mail, bulletin boards, html, Mosaic

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.

This structure would allow a seamless connection to related Internet services as packaged by Time Inc. editors.

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