

TIME Inc. ONLINE SERVICE

Updated description: March 30, 1994

Time Inc.'s online service will provide access to Time Inc. publications plus other content, services and tools.

Unlike existing services, such as America Online and CompuServe, it will be a World Wide Web site on the Internet, accessible both from the Internet and through high-speed (14,400 baud or higher) dial-up. Its basic navigational and search tool will be hypertext documents using Mosaic or a similar software.

In addition, it will help colonize the Internet by providing easy pointers and navigational tools. By doing so, it will be among the first attempts to open the Internet to a mass market.

Home Page:

Mail. and in-box

News & What's hot, with links. The Daily Planet. Mosaic.

Your specific service area (such as Sports Online); not if generic edition.

Subjects and Services.

Discussion boards (local and global). Also accessed in subject areas.

Newsstand. Also accessed in subject areas.

Other nets: AOL, Compuserve, produgiy, LCC, Wealthbuilder.

Internet onramp: Mosaic, nuntius, gopher, telnet, FTP fetch.

Reference: Encyclopedia, dictionary, Bartlett's, Thesaurus, Almanac, NetGuide, Phone Books, Who's Who.

Search by keyword and full-text.

Your Intersts: customized serach by keyword and full text.

Shopping.

Local Listings: Movie showtimes, restaurant hours, TV skeds...

Subjects:

Current events (Time)

Sports (SI)

Entertainment (EW)

Music (Vibe, EW, Bromberg)

Personalities (People)

Helath (Health)

How- to (TL Books)

Books (Warner Books, BOMC)

Finance (Money; Fortune)

Cooking (Cooking Light; Food & Wine)

Travel (Travel & Leisure)

Computers

Science

Kids

Parenting (Parenting)

Photography (Life)

Weather

Lawyers

Each of these would be Mosaic home pages with links to articles, tools and discussion groups.

Names:

TimeLine, the Time-Life Information Network

Metropolis, with Superman theme like The Daily Planet

Spider, with web theme, as in SportsWeb, a service of Spider.

Options:

AOL partnership, control names, completely linked, non-exclusive but with exclusive marketing.

Web site, with Mosaic and some dialup access.

Packaging for cable systems.

Microsoft with a magazine or two.

Basic functions:

Hypertext pages

Mail

Bulletin boards

Search engines.

Personalized tables and info.

Easy-to-make GUIs