

various points collected here and there

if 10,000,000 homes (not to mention libraries, schools etc)  
purchase a service and pay a rental over a # of years,  
a multi-billion dollar software cost could be recouped  
(eg. as in on-line EB + videodiscs)

on-line EB - might suggest that there would be the advantage  
of getting lots of very accurate feedback, directly from  
users; possible to correct errors and really strengthen  
product

the Britannica with one of the most comprehensive general  
databases, should immediately enter into an arrangement  
with a university (eg MIT) to experiment with and devise  
wholly new indexing and accessing capabilities - requires  
considerable inquiry into how people access info  
in current databases - electronic and otherwise -  
and also into what a truly modern database might look  
like, ie. one that was really built for browsing etc.

the potential for satellite distribution (and other types  
of networking) suggests the possibility of all sorts of  
new markets for the Britannica - eg. on the INTL  
market - the Britannica could become much more of an  
international resource

are there other databases that the Britannica should seek to  
distribute and/or should the Britannica actively seek to  
get into the distribution end of things, ie. should it  
look to control its own electronic distribution, ie. become  
its own nexix/lexis -- possibility of appropriate joint  
venture (with a big hardware co. eg GE)

importance of browsing through the domain of knowledge -- new  
knowledge created by the fitting together of odd pieces

Britannica's role as a market leader -- Britannica can make  
it happen. eg. example above of 10,000,000 homes + schools  
is conceivable for Britannica, but for how many others --  
the other point here is that the Britannica has the stature  
to make the whole thing go, it doesn't have to wait for  
the market to mature completely