

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