



A different approach to micropayments

Pico-Pay have created a micropayment system where the user does not pay, atleast in dollars. Under the Pico-Pay system, advertisers on the internet pay for the provision of content. But there is a catch.

Firstly, What are micropayments?

Micropayments can broadly be described as small financial transactions on the web. The idea is that the user pays for the content (usually in small amounts) as the content is accessed.

This content could be anything from an article to music to graphics or even a legal precedent. The traditional implementation of micropayments requires the user to subscribe to the site.

navigates

Once an account is established, as the user navigates within the site, the micropayment system tracks the content accessed and charges the user.

Another issue that is relevant to the Pico-Pay system is banner advertisements.

Anyone using the web will be aware of advertising banners that eat up your screen real estate and push the desired content further down the page requiring you to scroll.

Banner advertisements are so prevalent on web sites I find that I have developed an ability to blocked them out. Banner advertisements are not only unsatisfactory to the user, advertisers have concerns about whether banner advertisements are worth the cost.

There is no guarantee that a user reads the advertisement or even that the advertisement is relevant to the user.

no guarantee

While there are programs that require site owners to try to match the advertisements with the content being provided, there is still no guarantee that a user will even click on the advertisement to find out more.

Enter Pico-Pay. Pico-Pay brings three parties together: Advertisers, Content Publishers and Users.

Pico-Pay is a micropayment system where advertisers pay the content

publishers for content viewed by users.

Why would advertisers pay? That is the catch.

Users earn credit by viewing advertisement web pages or ClickVerts. When enough credit has been accumulated, the user can view the content.

The theory goes that advertisers are willing to pay for advertisements that they know a user has had to spend time on.

Further, the benefits of this type of advertising are numerous, not the least of which is that the advertising is directly provided to a user and not just some part of a web page.

The success of the Pico-Pay system will be the acceptance of users of the method to obtain credit.

The System is anonymous so the user does not have to provide any details or set up an account.

anonymity

However, anonymity brings with it the need to obtain credit for every piece of content at the time the user wants the content.

This means that credit is only good for the session the user is currently in.

If a user leaves the site and comes back, credit will need to be established from scratch.

The Pico-Pay system provides advertisers and content publishers with a variety of online tools such as activity logs, statistical data and sales logs.

Advertisers and content publishers can monitor the effectiveness and progress of their online initiatives.

Pico-Pay is a very interesting implementation of a micropayment system.

Its success will depend, I think, largely on the patience of the individual user.

Having to wait and view advertisements before being granted access to content will frustrate some users.

Despite this, the System offers content publishers and users a means to fund the provision of quality information on the internet.

Links: <http://www.pico-pay.com/about.html>

Smart City – IT Schools Project

This not a particularly legal related story, but I like it so much I thought I would share it anyway.

Penrith City Council is using its old computers as part of a vocational education and training project with local high schools.

Students will repair the Council's old computers and make them ready for use in 16 of the Council's child care centres.

Students will operate like a business, consulting with the child care centres (their clients) to establish their requirements, researching costs, preparing timesheets, installing early childhood education programs and establishing an IT help desk.

The project will not only provide high school students with important vocational training but provide children with access to early learning literacy, numeracy and recreation software. ①

Source:

http://www.penrithcity.nsw.gov.au/Media_Release/2002/March20.htm

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