



# Three things that will make an impact on monetising Online Communities

The first dotcom burst that happened in India was a minor introduction to the world of Internet and its magic. Since then, there has been no looking back. With the arrival of more and more websites, Internet today has reached another level.

What was initially used just for e-mails, search and chat is now being used for a plethora of other reasons. The entertainment industry also has come to terms with the power of Internet and so they have begun online advertising by exposing the international audience to previews and teasers apart from other downloads.

Advertising has thus found its rightful place on the net. Companies have realized the importance of Internet, and so, together with agencies, they are creating virals to flash their advertisements on different websites. However, with fast developing technology, plenty of changes will take place.

Now that the companies have realized that through the Internet they can reach any place and that too at an affordable price, they have begun to put more emphasis on online advertising. So in future, we will see the rate for online advertising in India just doubling up.

Another aspect of the online world will be foreign ad aggregators based in Europe, USA and Canada purchasing more of Indian inventories. Earlier, the notion was that they would suffer losses if they put their money on Indian inventories. With the booming economy, this misconception

is changing fast. Moreover, Indian companies are purchasing inventories from these ad aggregators. And we cannot underestimate the power of Google Adwords and Adsense for advertisers and publishers respectively. The rates of advertising for Indian inventories have almost doubled in the last few months. And this is just the tip of the iceberg.

**The rates of advertising for Indian inventories have almost doubled in the last few months. And this is just the tip of the iceberg.**

One of the giant segments that have been missing from the Indian online market is organized shopping. Until now, if one needs to buy anything, even groceries, one has to go to the retail outlets or to the nearby stores. But in coming times, these retail outlets will have their online stores and the consumer would have the leisure of placing an order from home, work or anywhere. The entry of big brands like Reliance, Bharti-Wal-Mart will give a big boost to the whole shopping experience.

The advantage of these websites will be that it will give the consumer a chance to compare prices and goods at the click of the mouse and order their preferred brand without any hesitation.

However, all this is only possible with launching of more and more websites. And this is certainly happening as the domain names availability of preferred names is drying up. And the efforts of the government to increase broadband penetration are certainly helping the Internet industry.

