A STUDY ON THE SYSTEM MODEL OF THE VALUE IN THE DIGITAL CONTENTSWARE

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Abstract: The importance of digital contents is getting increase on the industry field. New media are coming out in a steady and require more contentsware because of technical improvement. However, developing contentsware includes long and hard process that creating an original and the result is also not predictive. Especially, the value creating that can satisfy consumers’ demand is getting harder to solve. It is already not a problem to solve personally. In this study, I catch the need of a format to plan, develop and evaluate digital contentsware to find out the elements of making the value of contentsware, then present ‘the system model of contentsware value’ with four elements, contentsware which combines contents with media, context with contentsware, consumer as a buyer and the developer who is the original creator and the producer at the same time, and explain the elements. I hope this model would be being developed as a practical model after positive applying and elaborate verification.

Keyword: Digital contentsware, Value, System model, Creation process, Contents-base

1. Introduction
The world has changed into the information based economy with digitalizing. Especially digital contents industry that makes information and knowledge, culture and arts into bits has occupied the position as an important nation growing power. Republic of Korea distinguishes itself in this field by high speed network, activated IT industry, plenty of contents base, and the air of society that accepts everything new. However, the truth is that the quality of contents is still depending only on the creator (planer, developer)’s ability even though steady good contents providing is necessary for steady increasing of contents industry. This should be reformed to be systematic and effective not only depending on a person’s ability.

This study, first, introduces the concept of digital contentsware to help total understanding it. Second, explains ‘the system model of contentsware value’ as a model to plan, develop and evaluate digital contentsware. Third, is looking out the possibility to use of ‘the system model of contentsware value’.

2. The concept of contents
‘Content’ means ‘something contained’ in opposition to the meaning of format. ‘Contents’ is concrete things in a container or meaning of details. These days, it means information on internet that variety forms of data and software.

S. M. Shim says, “Contents is every kind of original that can be made clear of the right of authority of planning, creating, processing and developing in any genre.” And also Japanese society of the research of contents business defines contents as “information goods that created and processed text, image, sound and etc. for consumer.” This means they regard contents as goods, and it seems to be related the fact that contents have a meaning of satisfying. Contents means not just ‘something contained’ but should be regarded as a concrete goods, thus, the word ‘contentsware’ will be used for emphasizing the meaning of goods in this study. And also it could be classified as ‘digital contentsware’ that is distinguished from the contents for analog media in the past.

To make it clear, we can call ‘the goods to be consumed through digital surrounding by processing every kinds of original that can satisfy consumers into bits’ as digital contentsware. This is the concept including digitalizing existing contents and creating new contents in digital form. But it is recommended to use contentsware as more inclusive meaning because digital roles as not just a tool or media but as surrounding (ubiquitous), and there is a need to accept analog things like hybrid media.

3. System Model
Contentsware must have the value to fulfill user’s need and desire. At the end, it is important that ‘how contentsware makes value?’ Figure 1. is a systematic model for planning, developing and evaluating contentsware with elements to create value of contentsware.

Figure 1. A systematic model for value of contentsware

3-1. Contentsware
The value of contentsware comes from original content. Also it is important that where and how it is packed.
Contentsware contains contents and media, necessary elements of goods.

**a. Original contents**

Contents are the substance of information contains text, sound, image, video and etc. and the range is unlimited for instance, publishing, music, video, picture, game, DB, etc.

Contents are charged its price by its quality as a work and as goods. The quality as goods means the value that consumer can get by buying the goods.

**b. Digital media**

Digital media is a concept that includes information networks, digital broadcasting, information media and space media under ubiquitous computing surrounding.

The variables of media are propriety and suitability. Propriety is how the contents are planned to fit in with the character of the media; the original planning must be prudentially tuned according to what kind of media will be used from the beginning. Suitability is required between variety media because the goal of contentsware is ‘one source – multi use’.

**3-2. Context**

Contentsware does not make its value by itself, but is affected by context which contentsware is placed. Context is a part of process of considering among contents, situations that contents are placed; for example, policy, contemporary atmosphere, emotions of consumer, competitive relations, market condition and price system, and of executing, in other words, context is a composition to mean-adding.

**3-3. User**

The value of contentsware depends on its user, depends on user’s general and independent character. Generally, users would pay for goods that could satisfy user’s demand. The elements of satisfying could be divided into conformity for the purpose, usability, emotion, impression, amusement and the sense of the time.

**3-4. Creator**

The last important element is creator. Specially, creator who create the original and producer who process it as goods influence the value of contentsware directly.

The process of designing contentsware follows the order; planning → value adding → packaging → service.

Creating is an activity that requires creativity and creating ability. Creativity is the ability of a person to make novel and appropriate thing, and creating ability is the ability to practice in real that requires skill of knowledge and technology.

Professional intellects for contents developing are cognitive knowledge or know-what, advanced skills or know-how, systems understanding or know-why), self-motivated creativity or care-why.

If we focused on ‘solving’, it is very hard to make value high in the view that looks design as a solution and design process as a problem solving process. However it is more appropriate that regarding contentsware design as creation, thus the design process should be understood as originality creating process. Finally, the design process focused on ‘creation’ is required.

**4. Conclusion**

We could give shape to contentsware by the fact ‘how create value’ in business view, and could find four elements; contentsware, context, user and creator, and many detail variables. And we propose a value systematic model of contentsware to use for planning, developing, evaluating.

As well known, satisfaction of user who consume contentsware is the goal of contentsware and the start of value creating. However, the biggest feature of this systematic model is that the focus is on the role of creator because the satisfaction of user is derived and predicted and materialized by creator. So contentsware design should be dealt as ‘value creating’ rather than ‘problem solving’ to explore a new field of design.

Hereafter, we are going to make more delicate systematic model through concrete apply and verification according to sort of contentsware.

**5. References**

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