

e³-value

An Example Model



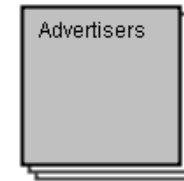
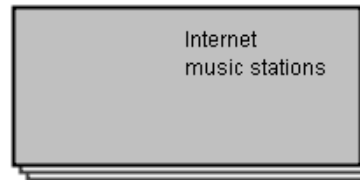
Internet Music Station

There exist a number of Internet music stations, where a listener can choose what music he or she would like to listen to. The listener does not have to pay any fee, instead the Internet music stations get revenue from advertisers. Furthermore, the music stations have to pay for the music they are playing. This is done through two regulatory bodies, called RecitalRight and SongRight (fictitious names). RecitalRight gives rights to play music performed by certain artists and produced by producers and manages the reimbursement to these actors. SongRight does the same but for composers and textwriters.

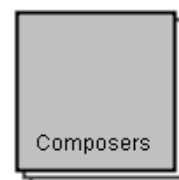
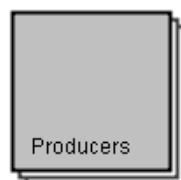
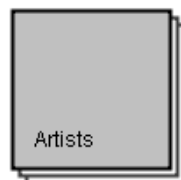
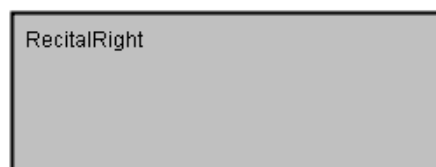
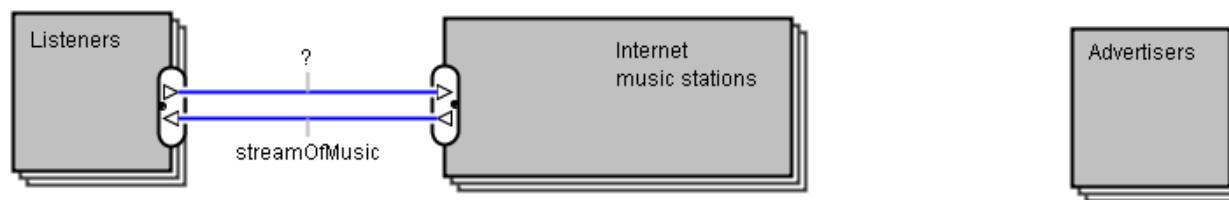
- a) Create an e^3 -value model for the above business case including actors, value objects, and value exchanges.
- b) Complement the model from a) with a scenario path.
- c) Suppose that there is a new actor, an advertisement broker, that helps advertisers to target the right listeners. The advertisement broker gets information about the listeners from the Internet music stations and uses this information to match listeners with advertisements. In this way, listeners will be exposed to more relevant advertisements. Extend the model from a) to include this actor.



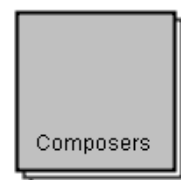
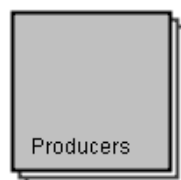
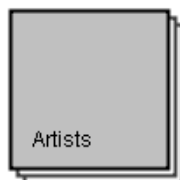
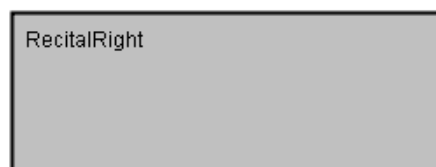
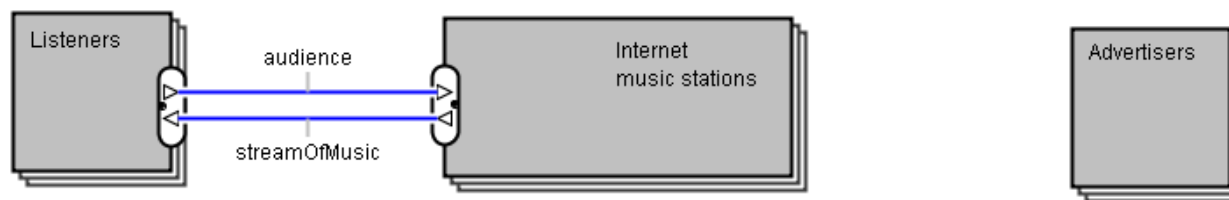
Actors



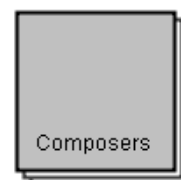
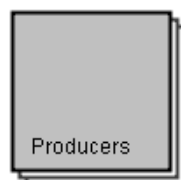
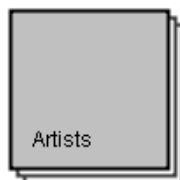
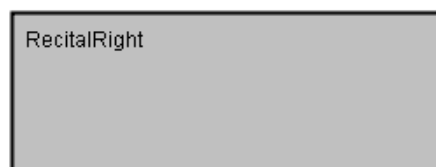
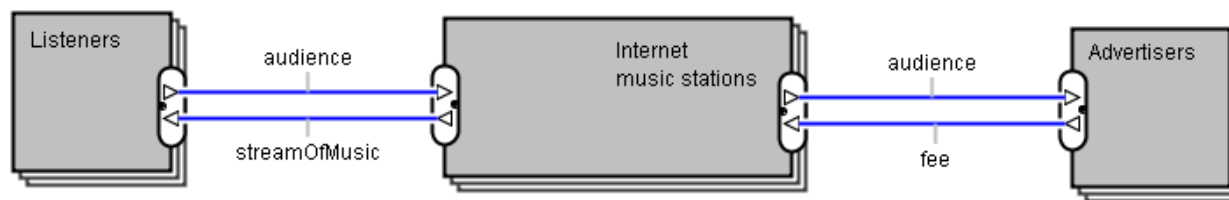
Listener – Music Station



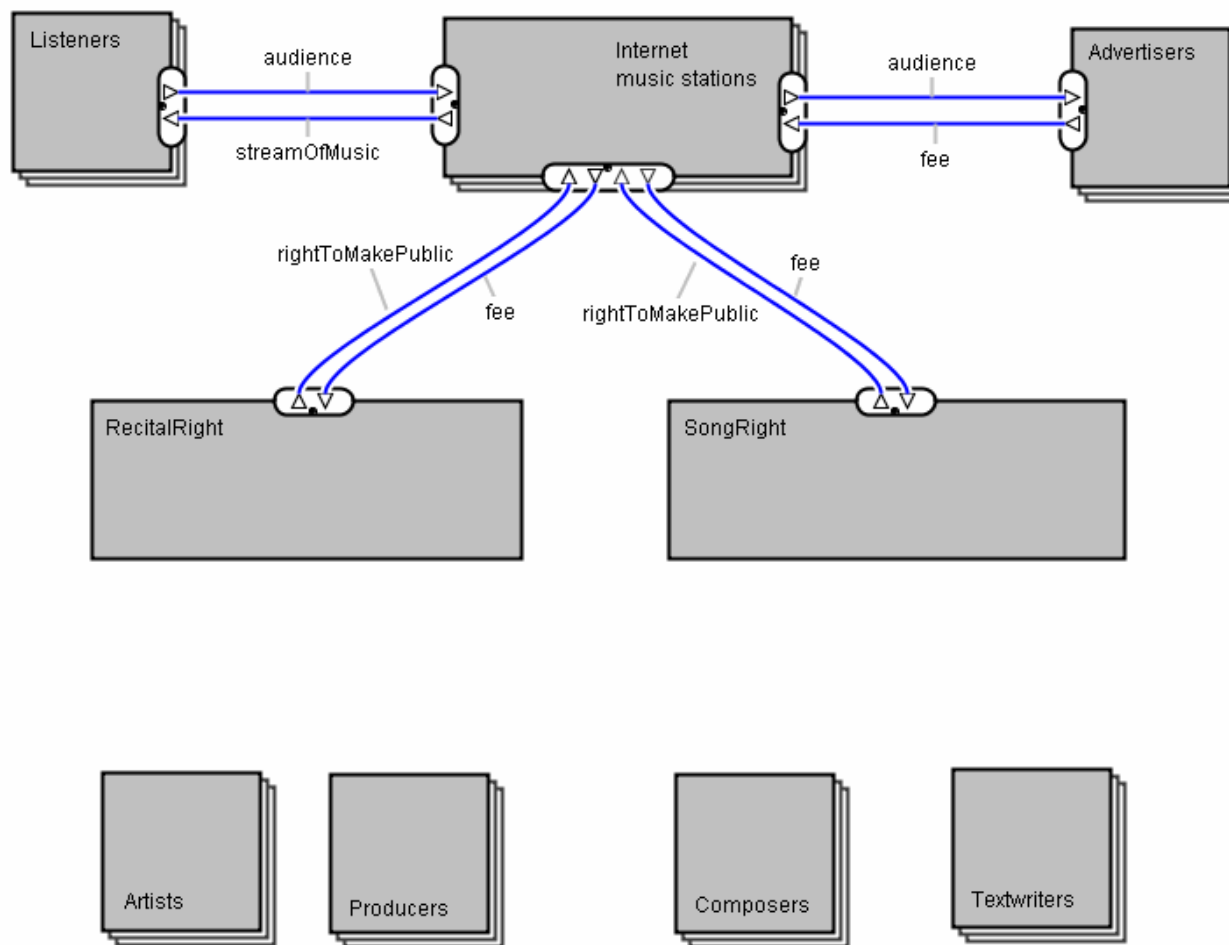
Listener – Music Station



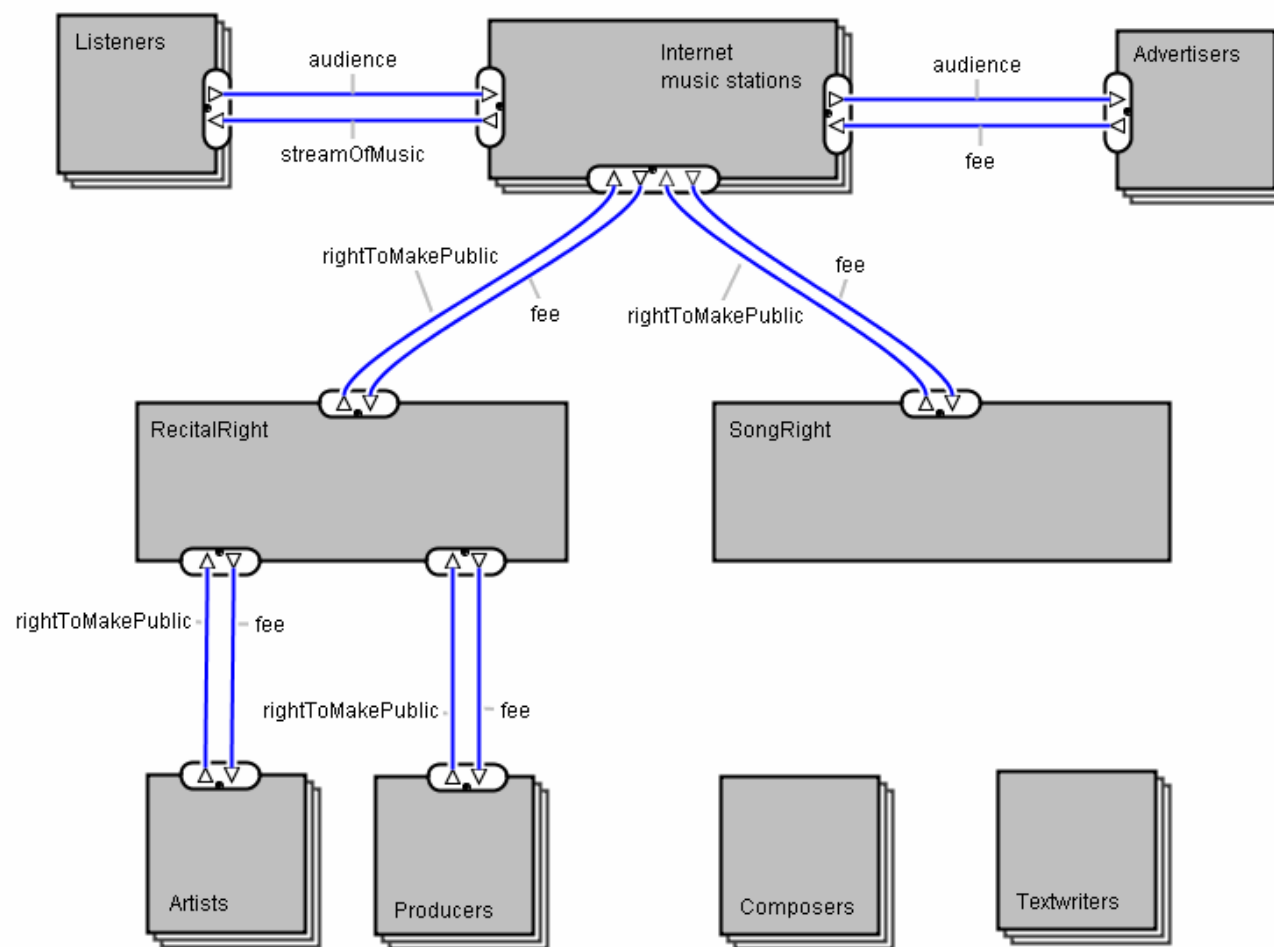
Music Station – Advertiser



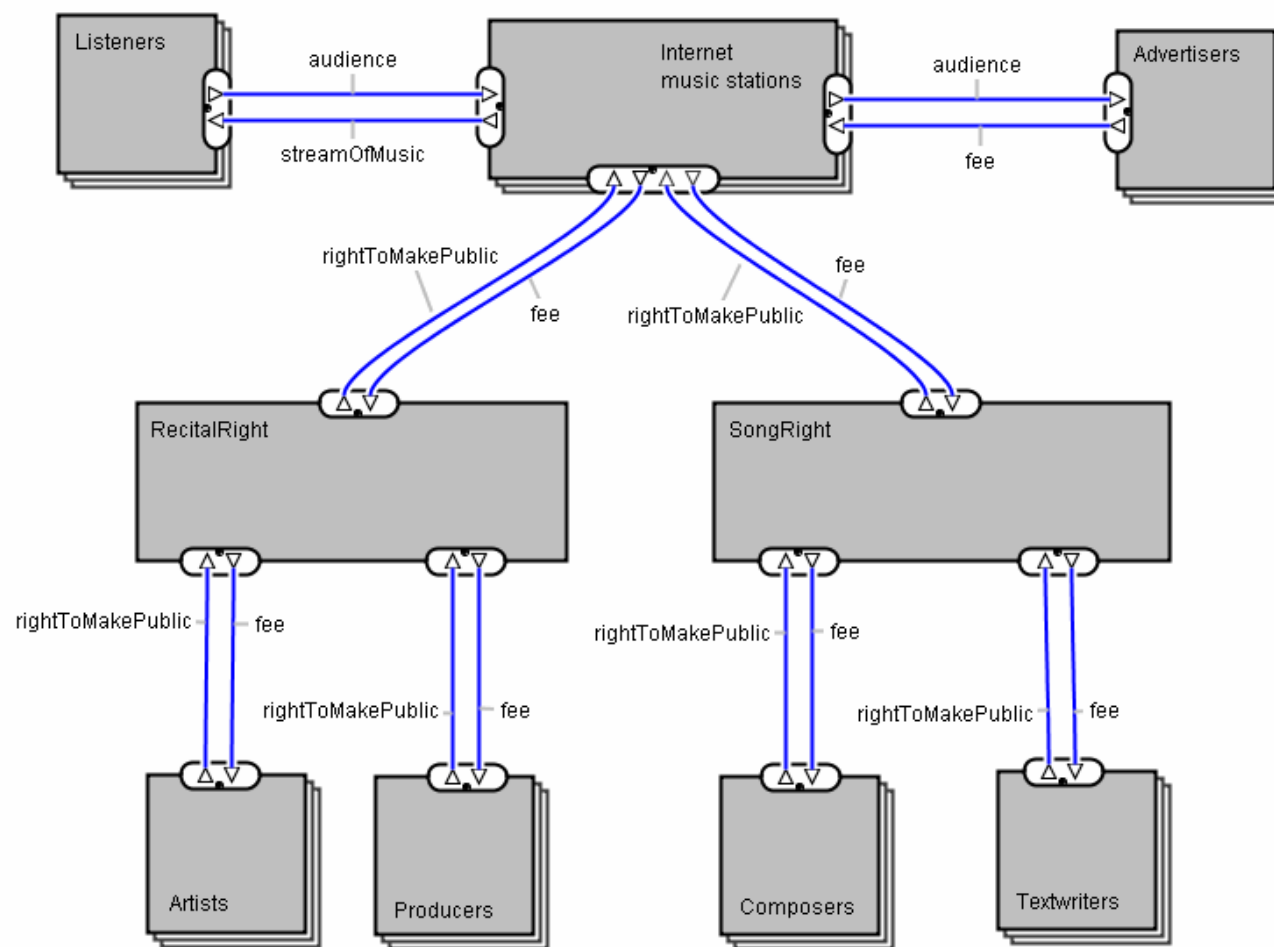
Music Station – Right Organisations



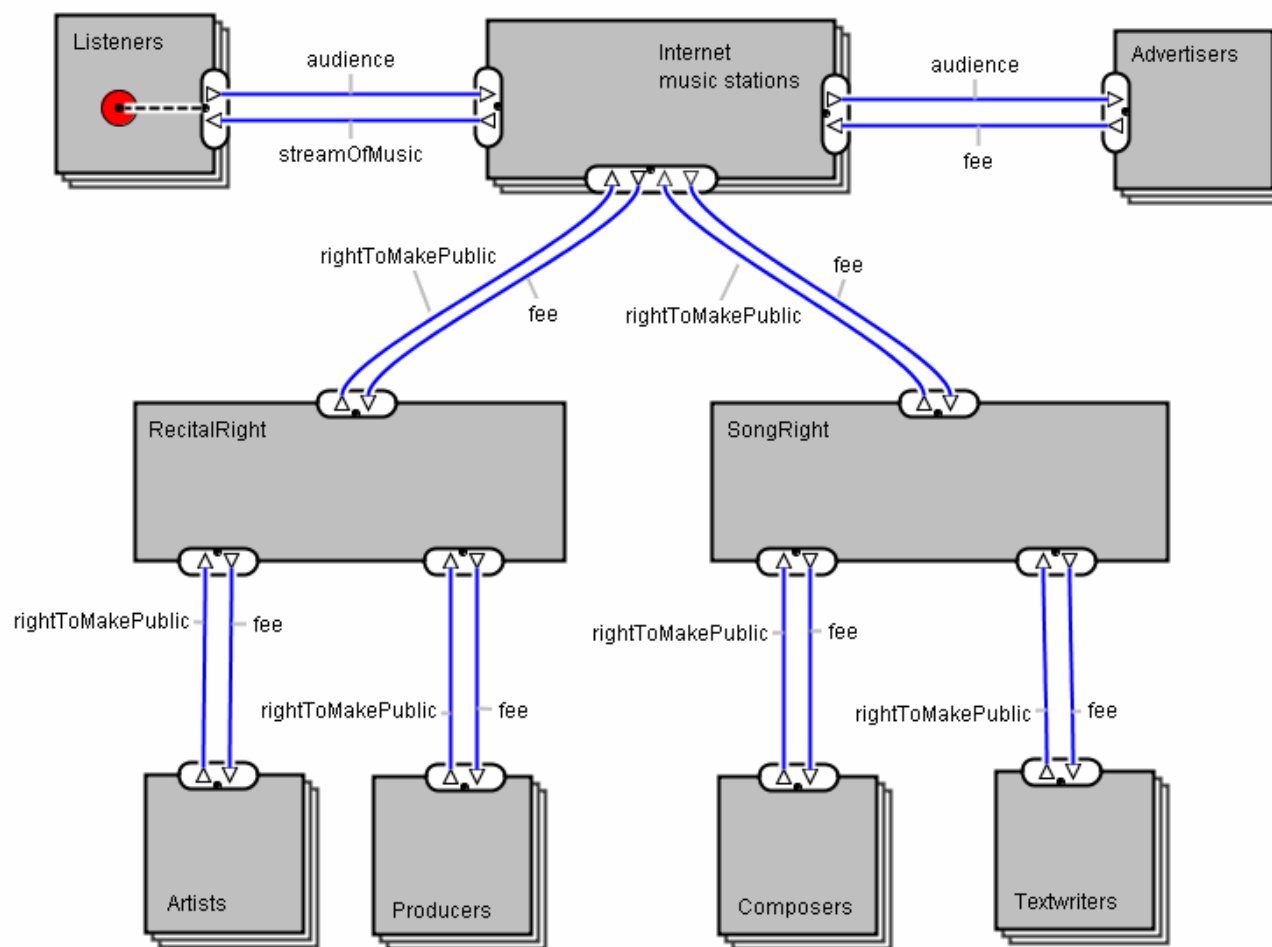
Right Organisations – Content Creators



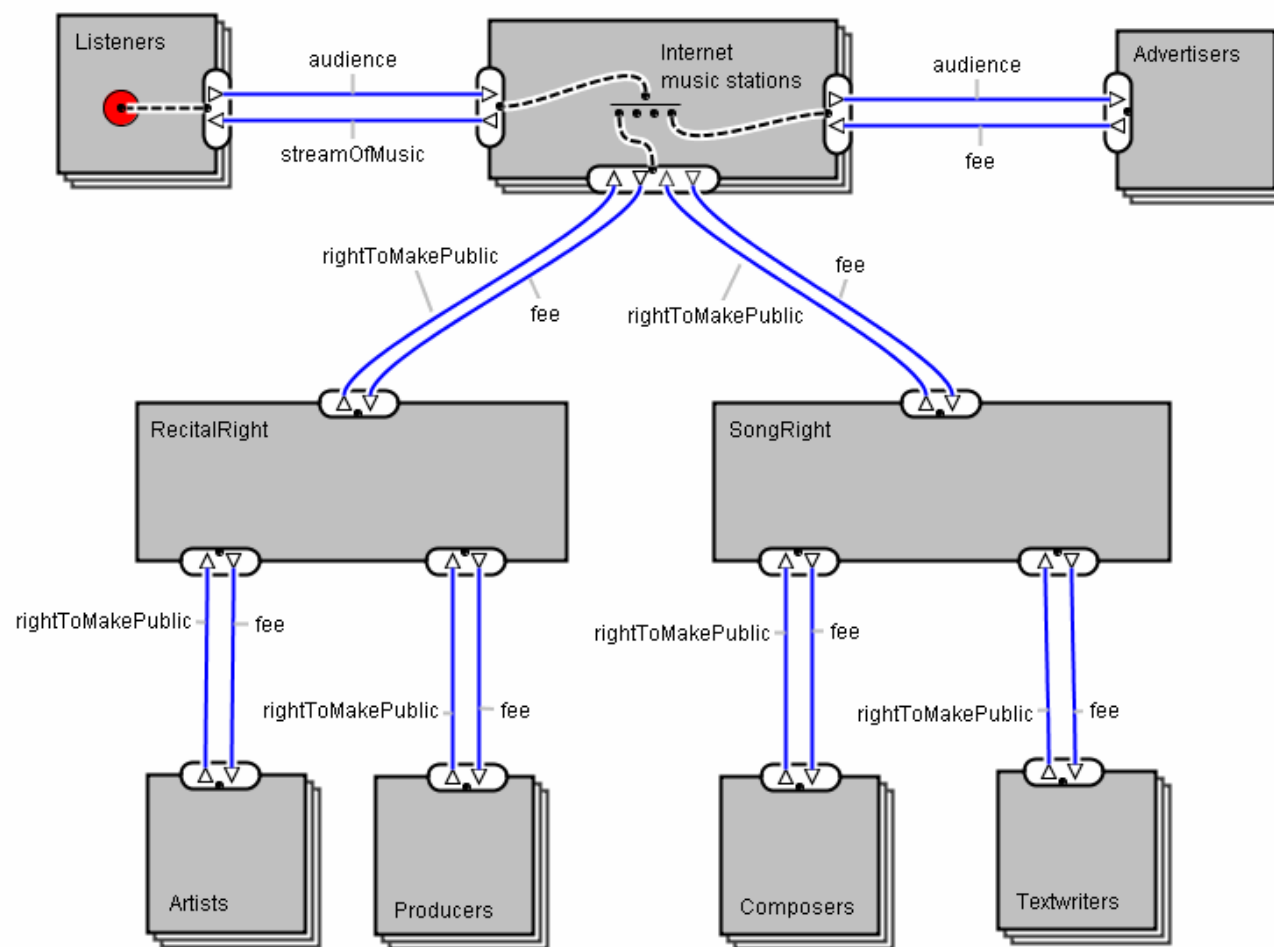
Right Organisations – Content Creators



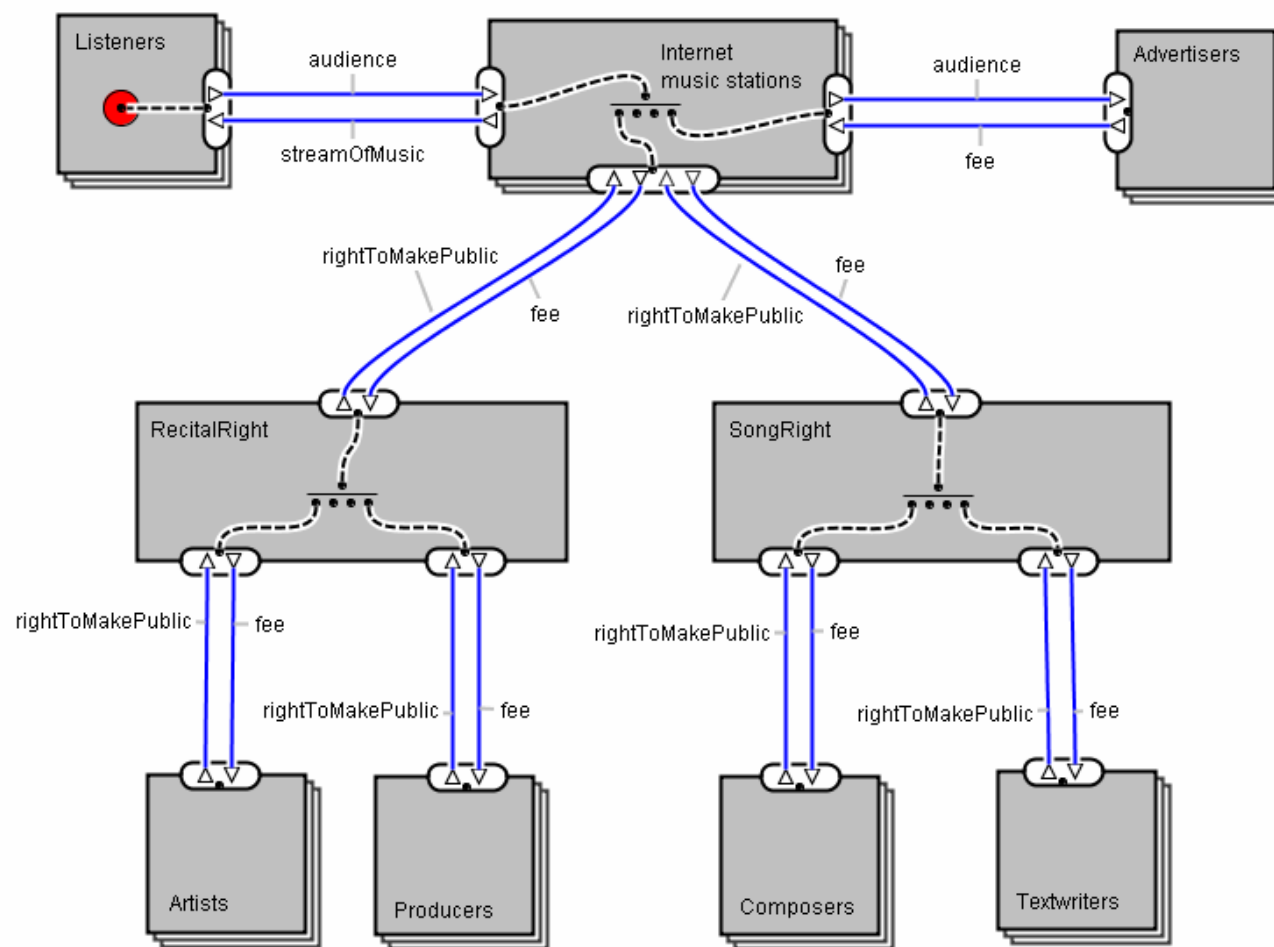
Start Stimulus



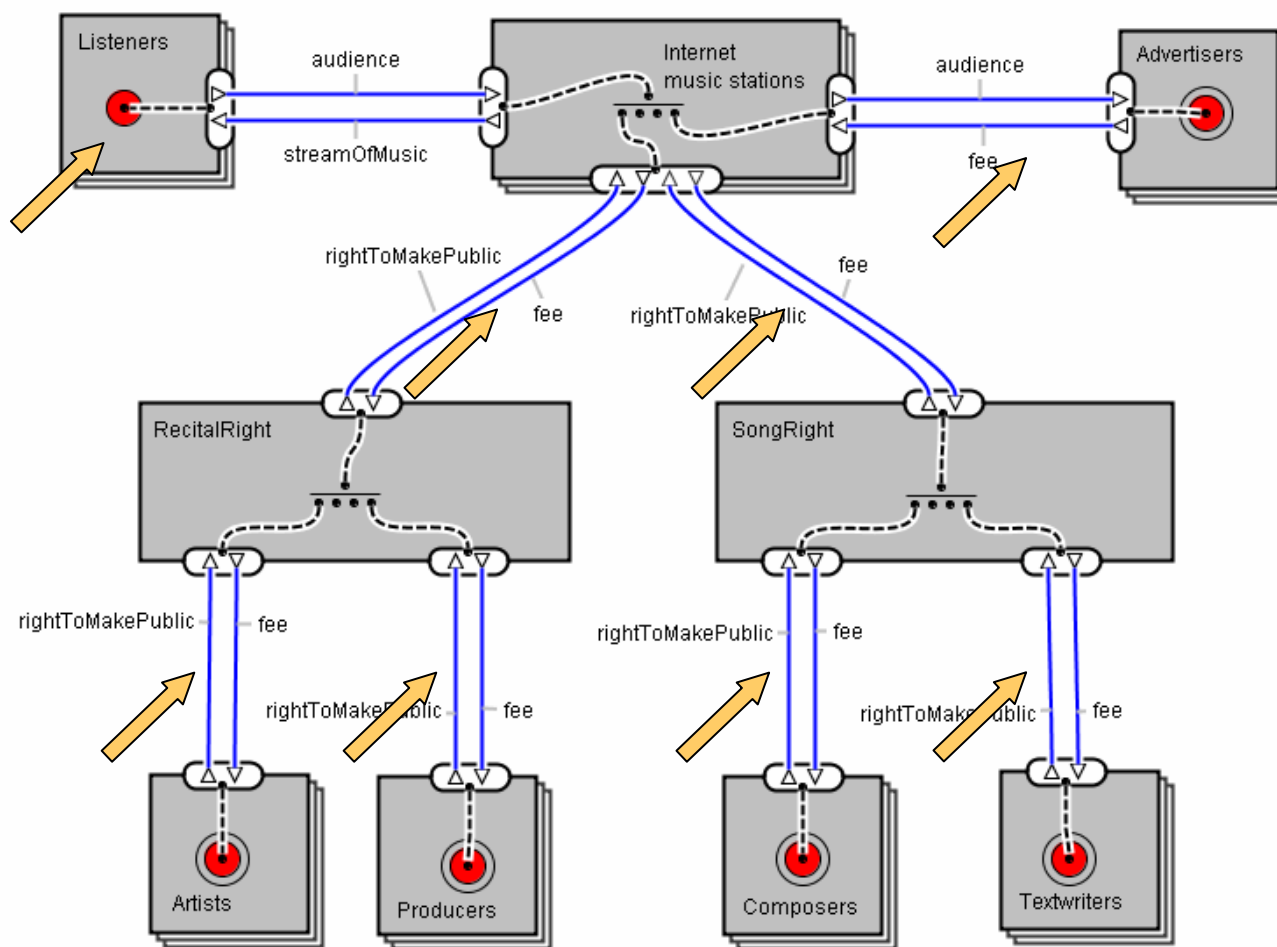
Dependencies



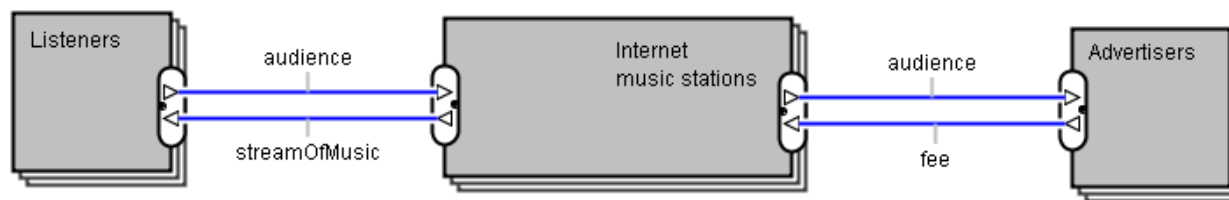
Dependencies



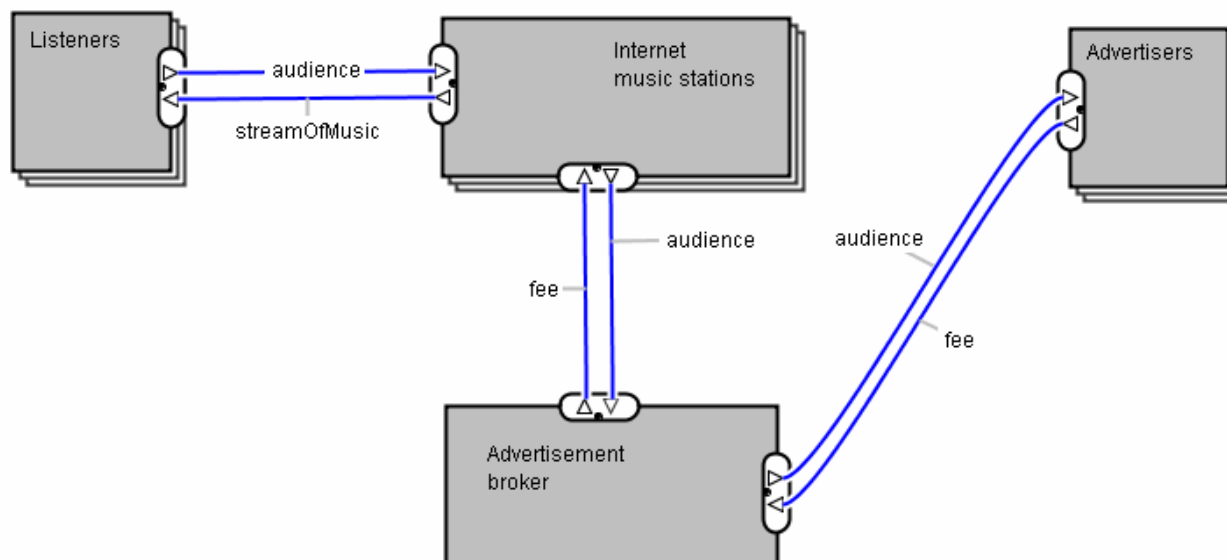
End Stimulus



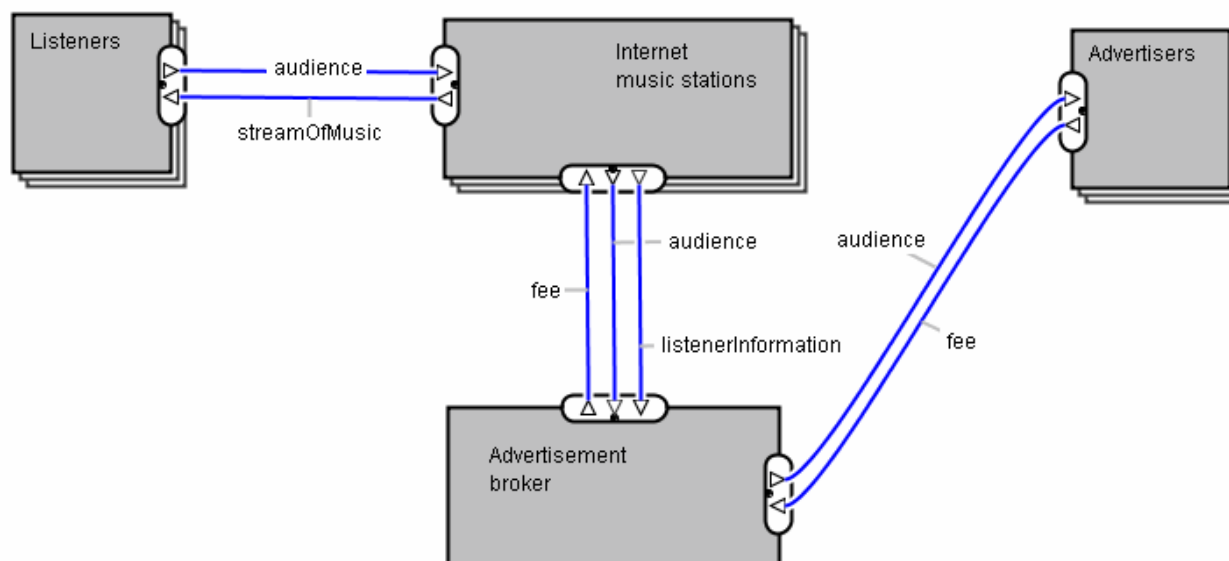
An Extension



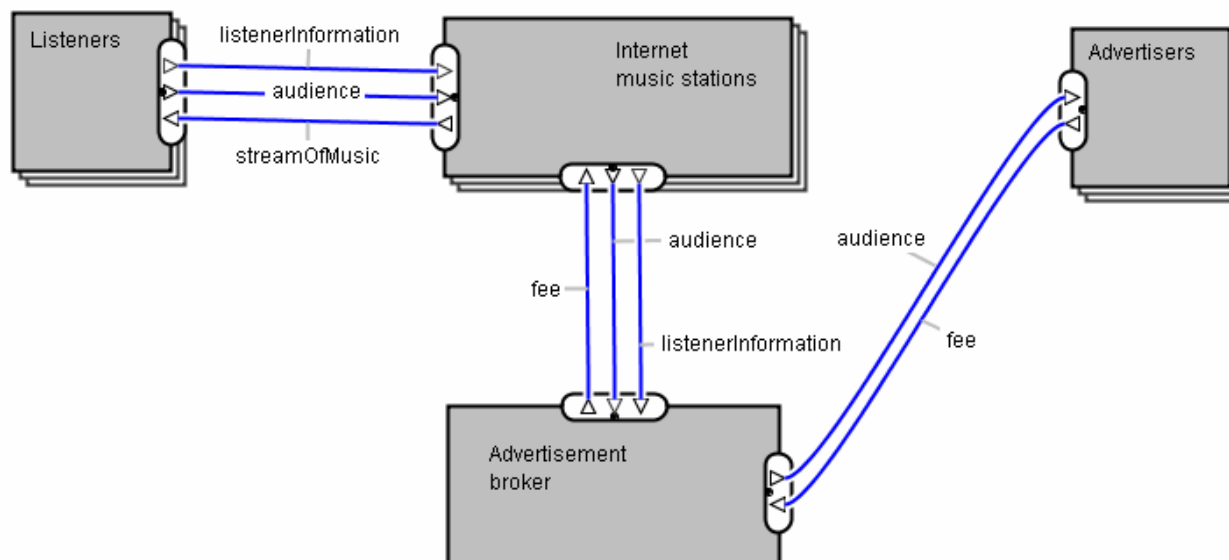
Advertisement Broker



A New Value Exchange



One More Value Exchange



Examples of e3-value

Developed by KTH
for **INTEROP Project**
www.interop-noe.org

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