

## Model of Excellence

Titlez

Company:

Business Model:

**Titlez**  
**Palo Alto, CA 94301**  
**www.titlez.com**

**Subscription Supported:**  
**Pure Subscription**

### Business Model

The **Subscription Supported: Pure Subscription** business model, while it appears simple and straightforward, often proves much more difficult to execute. There is much more to it than simply making your content available on a password-protected basis via the Web. There are technological issues, such as fighting inappropriate use, password-sharing and mass downloading. There are also business challenges such as establishing and maintaining high perceived value, habituating users to the online product, and adapting the editorial process to an environment where real-time updating is an expectation.

### Overview

TitleZ has a simple and fascinating content model: building a giant database of historical book sales trend data by collecting book sales rankings from Amazon (with permission).

With Amazon driving so many book sales, its book sales rankings are increasingly used by publishers, publicists, authors and others as an indicator of how a book title is doing in the marketplace. There's only one limitation: Amazon only reports *current* rank, so it's impossible to see a trend over time. Enter TitleZ which has been preserving this information since November, 2004, allowing subscribers to quickly and easily view a books performance over time, see sales spikes (which can often be traced to promotional activities or a publicity campaign), and via another unique feature of the site, compare performance of multiple books side-by-side.

The need is clear, the concept is simple, and data collection is a breeze. Aggregated information is delivered to subscribers through an attractive and intuitive user interface, and the product limits itself to trying to do a few things very well, rather than over-reaching.

TitleZ is a living example that simply collecting and organizing information that others are in many cases throwing away can offer the basis for solid new business opportunities. We remain amazed that the Web, despite a virtually unlimited storage capacity, continues to have such a strong "here today, gone tomorrow" orientation towards content. TitleZ is one of what we predict will be a growing number of companies trying to remedy this situation.