



YEM  **YAPI-ENDÜSTRİ MERKEZİ**
THE BUILDING INFORMATION CENTRE





The Building Information Centre

YEM is the “information centre” of the building sector.

It forms a bridge between building materials/services providers and sector professionals since 1968.

YEM provides common platforms and connects providers with users. It is an independent media group catering to all parties within the building community.

1.0

1.0

2.0

2.0

- Content is created by the content provider
 - The user is passive
-
- Content is created by the content provider and the user
 - The user is active

Business Model



INFORMATION DISSEMINATION MODELS

INFORMATION DISSEMINATION MODELS

FAIRS

CATALOG

WEB PORTALS

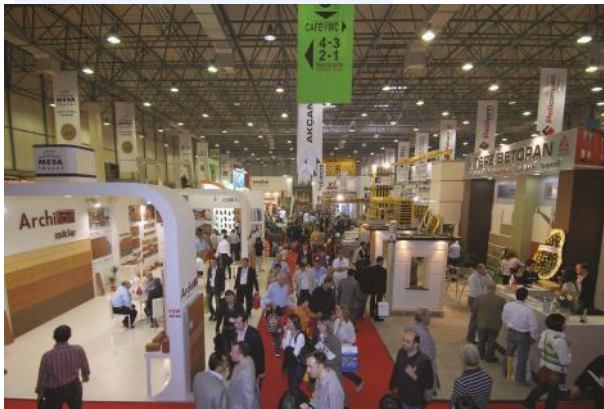
PERIODICALS

EVENTS

EVENTS

FAIRS

FYIK?



- Firms bring their own content
- That content is formatted, sorted and arranged
- The users access the content free or with a symbolic fee
- Firms pay to insert their content to this medium

1.0

1.0

CATALOG

CATALOG



- Firms bring their own content
- That content is formatted, sorted and arranged
- The users access the content by buying the catalog
- Firms pay to insert their content to this medium

1.0

1.0

ONLINE CATALOG

ОНЛІНЕ САЛІДГОС

- Firms bring and edit their own content
- That content is automatically formatted, sorted and arranged
- The users access the content for free
- Firms pay to insert their content to this medium
- The user can play with the content, reformatting or sharing it with others: Interactivity



2.0

5.0

WEB PORTALS

МЕРКІТІ



- Content is provided by content provider
- The users access the content free
- The user can comment on the content, share it on social web tools, reuse it in their own work
- Firms buy advertisement space

2.0

5.0

PERIODICALS

PERIODICALS



- Content is provided by content provider
- Content is “still” king
- User pays to get access to the content. (buys the magazine)
- Firms buy advertisement space

1.0

1.0

EVENTS

EVENTS



- The content is provided by the content provider
- firms sponsor the events
- events are free of charge for visitors

1.0

1.0

- Many of our business models are in the phase of changing from 1.0 to 2.0
- The average age of the user is rapidly decreasing
- The majority of the users are past the digital divide
- The new user will not pay!
- Some of our business models might not have a future
- We have to monitor closely the changes in the information field

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