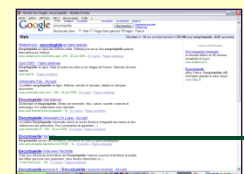


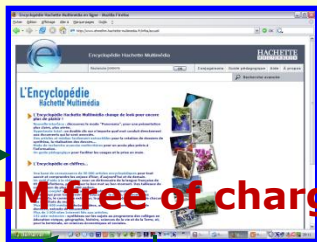
**GENERAL PUBLIC (DIRECT)**

**Online EHM Business Model**

**INSTITUTIONS (DIRECT)**



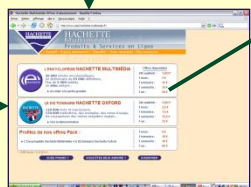
Search engines, eg Google, with keyword *encyclopédie*



**EHM free of charge**



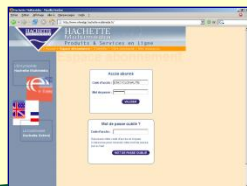
HM site



Subscription

Subscribers

Authentication



Intranets, eg Lagardère



Public libraries, eg Ville de Massy



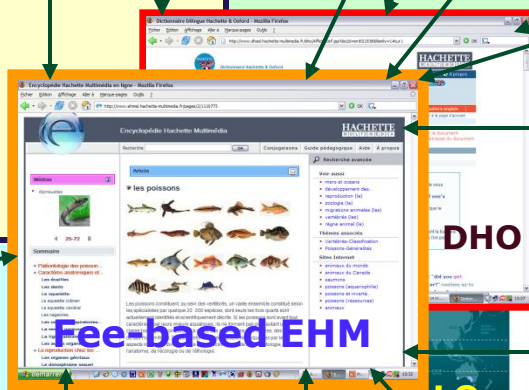
Businesses, eg Le Figaro (editors)



Institutions abroad, eg LearnAlberta



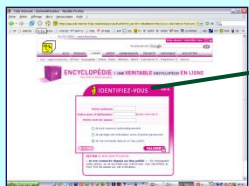
Institutions abroad, eg Institut canadien du service extérieur



**DHO**

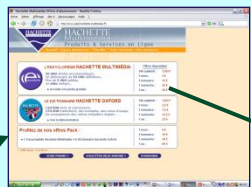
**Fee based EHM**

**LOs**



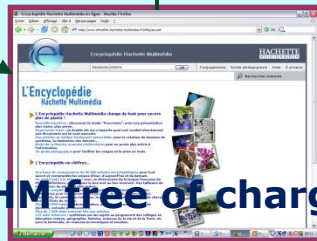
Club-Internet subscribers

Subscription



Affiliated site users, eg (hypothetical) *Le Monde*

**EHM free of charge**

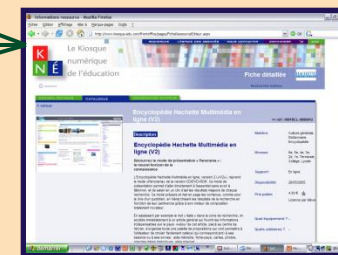


Authentication

Subscribers



Canadian institutional customers via De Marque



French schools via the **KNÉ**



Business customers via DataPasse (IDM)

**GENERAL PUBLIC (INDIRECT)**

**INSTITUTIONS (INDIRECT)**