Internet intermediaries: Definitions, economic models and role in the value chain (The Role of Internet Intermediaries in Advancing Public Policy Objectives)

This chapter proposes a working definition of Internet intermediaries and attempts to identify categories of Internet intermediaries, drawing on official industrial classifications and on regulators' definition of Internet intermediary activities. It then turns to their role in the creation of value: aggregation of information on buyers, suppliers and products; facilitation of search for appropriate products; reduction of information asymmetries through the provision of product and transactional expertise; matching buyers and sellers for transactions; and trust provision to the marketplace to enhance transactability.
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