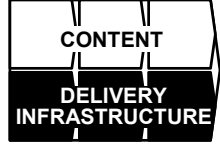
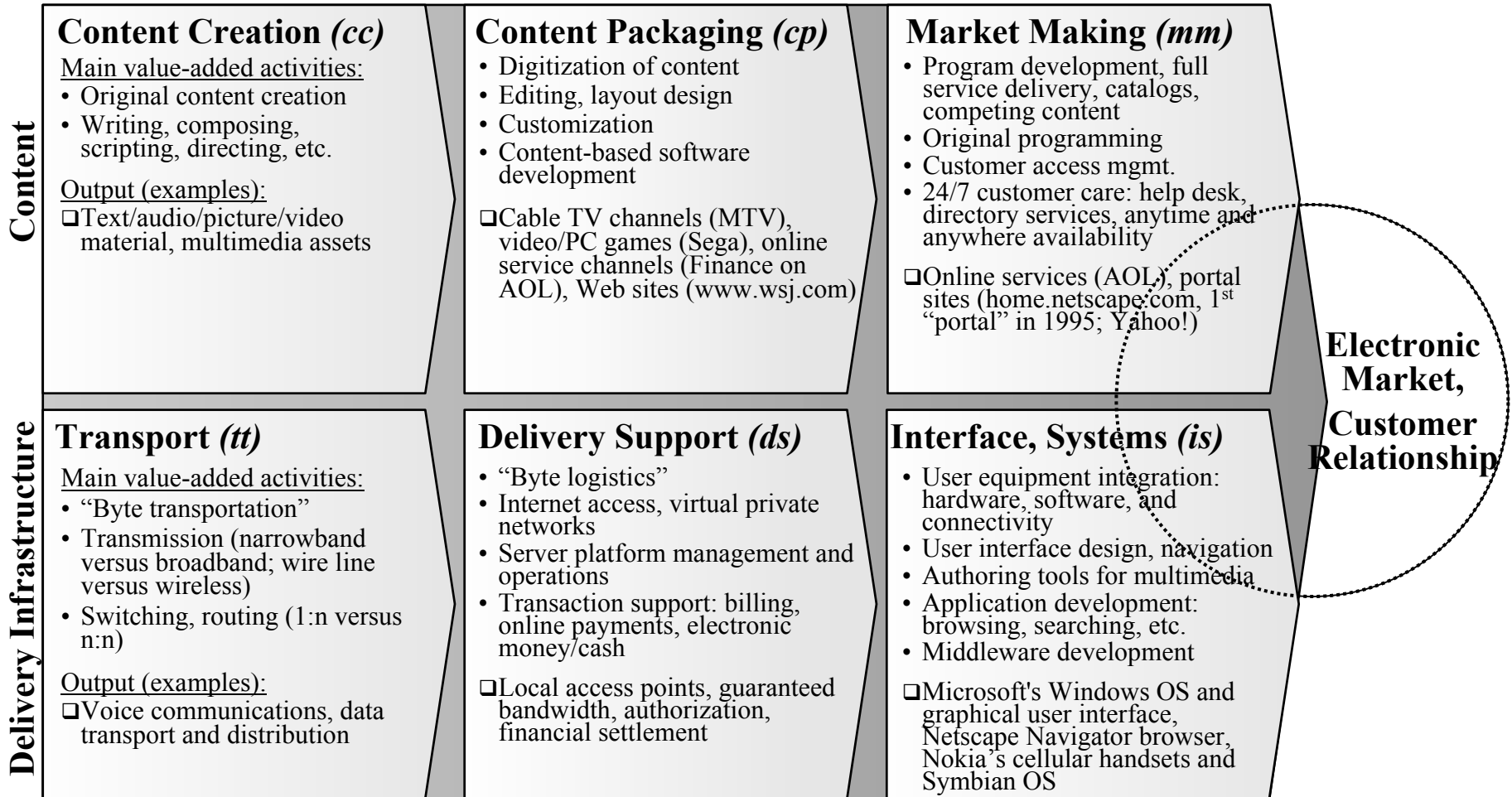


The 2-3-6 Value System for Digital Interactive Services, 2004



Online Value-Added Chain



Source: Adapted from Schlueter, C., and M. J. Shaw. 1997. *A Strategic Framework for Developing Electronic Commerce*. *IEEE Internet Computing*, 1(6): 20-28 (22).

