

Boom and Bust Through The Eyes of btdot.com

In December, 1999, this magazine doffed its hat to the dotcom revolution by launching a magazine-within-a-magazine called btdot.com, a celebration (in lower case, it must be said) of a revolution in the making. By February, 2002 however, it was evident that the net had pretty much gone mainstream and the m-w-a-m was assimilated into the whole. Over its 48-issue existence, however, btdot.com managed to capture the headiness, the excitement, the magic of those days when angels smiled munificently on anyone with an idea and eyeballs mattered more than money. Here, are all 48 covers of btdot.com with annotations on just what each was about.



Issue 1:
Dec. 7, 1999
27 portals.
A dozen e-biz models. Only 1 will work

Issue 2:
Jan. 22, 2000
The ABC of e-education



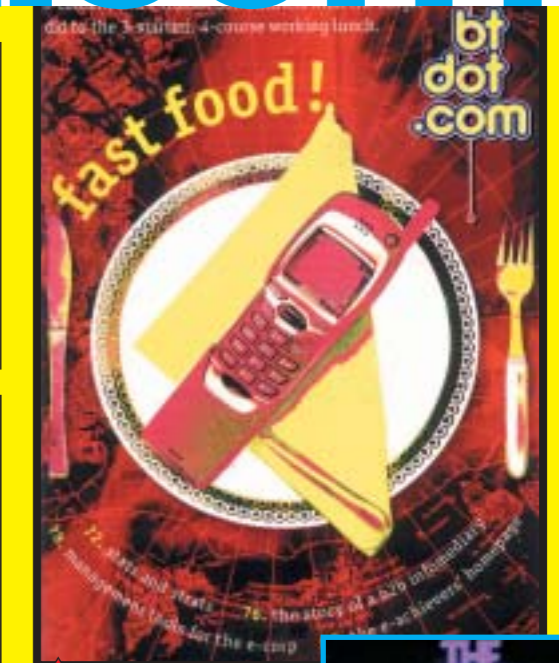
Issue 3: Feb. 7, 2000
Connectivity combat.
India's ISPs are beginning to compete on price differentiation and value-addition. Here comes the shakeout

Issue 4: Feb. 22, 2000
Your e-customer's a/s/l.
BT presents the IDC survey of India's on-line customers and their net-usage patterns



Issue 5:
March 22, 2000
The (wired) sound of music.
The net will change the music industry forever. Tune in

Issue 6:
April 21, 2000
Dot.coms: The branding bazaar



Issue 7: May 6, 2000
Fast food.
A hot new technology called WAP is doing to the e-content and e-transaction business what the burger did to the 3-martini, 4-course working lunch



Issue 25: March 6, 2001
Fallen angels
Chapter 1 was a streak of bad investments. Now, VCs are realising that chapter 2 could be all about pain.



Issue 24: Feb. 21, 2001
Fat pipes
... or how broadband can wire your company's insides.



Issue 23: Feb. 6, 2001
.Sex
How Indian porn sites could be the most successful B2C business online.



Issue 22: Jan. 6, 2001
For relief from back pain.
The country's National Internet Backbone is in the boondocks. Just what went wrong with a project on which India's connectivity dreams are hinged?

Issue 20: Dec. 6, 2000
e-community.
The Indian internet space witnesses the coming of the third C of the dotcom trioka after content and commerce: community. But is there strength in numbers?



Issue 21: Dec. 21, 2000
Making e-mail pay. Fine, e-mail is the www's killer app #1, but how do you make it pay?



Issue 19: Nov. 21, 2000
The cable guy.
Cable guys like Spectranet's Atul Punj are holding out the promise of broadband paradise to customers.



Issue 26: Mar. 21, 2001
Transporter
Payment gateways are the critical link in the e-com chain. Unfortunately, there is more to them than 'Beam me up, Scotty'.

Issue 27: April 6, 2001
Caution. Men at work.
Skewed economics, whimsical regulations, and poor consumer demand seem set to derail the broadband bandwagon.



Skewed economics, whimsical regulations, and poor consumer demand seem set to derail the broadband bandwagon
74

Net Impasse 76
Stats & Straits 80



Issue 28:
April 21, 2001
Today's menu
With their core businesses floundering, dotcoms are looking for new ways to make money.



Issue 29:
May 6, 2001
Swapping portfolios
With traditional exit routes blocked, VCs look at innovative measures to optimise their returns.



Issue 30: May 21, 2001
Rediff Ver 2.0: Last Man Standing
Ver 1.0 failed to create the magic. Now, rediff.com CEO Ajit Balakrishnan unveils ver 2.0 with, surprise, an all-new business model.



Issue 31:
June 6, 2001
Going Places
A clutch of shoestring online travel agencies isn't just racking up hits; it's raking in profits too.



Issue 32:
June 21, 2001
Easy riders
Using the internet, a whole host of small and remote vendors is tapping into the supply chain of large corporations



Issue 33: July 6, 2001
David & Goliath remastered
The first round of fights in cyberspace saw Indian dotcoms lick their multinational rivals. The second round could throw up very different results.



Issue 34: July 21, 2001
What's on the VC's mind?



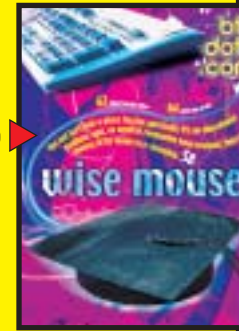
Issue 9: June 21, 2000
Bug spray.
It is a worm-eat-worm world out there. Have you done everything in your power to protect your website?



Issue 10: July 6, 2000
The X-change.
A revolutionary new business model is changing the way B2B commerce is done the world over. All hail the on-line exchange.



Issue 11: July 21, 2000
Wanted.
Job websites have landed. Let the talent shakeout begin.



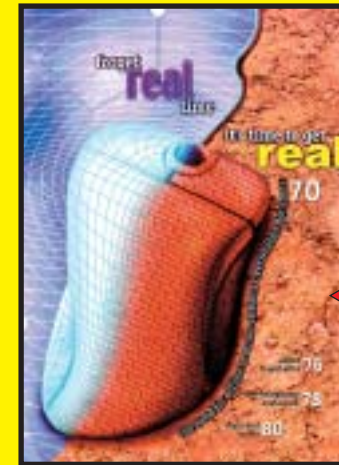
Issue 12: August 6, 2000
Wise mouse.
The net isn't just a place for fun and frolic; it's an educational medium. And, as several companies have realised, there's money to be made in e-learning.



Issue 13: Aug. 21, 2000
Smart search.
The seekers never had it so good. They can now choose from Indian versions of global search biggies and a covey of home-grown pioneers

Issue 8: May 21, 2000
They're at it again.
More Indian sites that want to be the most successful portal of them all.

Issue 15: Sep. 21, 2000
Big brother is watching you.
Privacy woes.



Issue 14: Sep. 6, 2000
Forget real time, it's time to get real.
The need for offline revenue-streams overwhelms dot.coms.

Issue 41: Oct. 28, 2001
Whatever happened to Rajesh Jain?
India's first and only dotcom multi-millionaire is a media recluse quietly working out his next big idea.

Issue 42: November 11, 2001
Patron of the fields
They have brought the market—and entrepreneurship—to the village. But can these award-winning dotcoms sustain themselves.



Issue 17: Oct. 21, 2000
Indian curry.
Where NRIs go when they feel the need for local flavour and who is making money out of this.



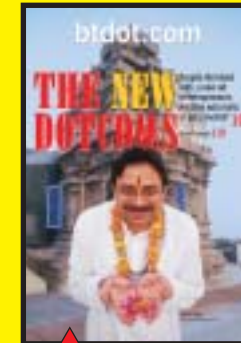
Issue 18: Nov. 6, 2000
Is content a commodity?
Supplying content is a sure P2P, but the cookie cutter approach won't work. Only those content companies that manage to create a differential will rule the www. Pick one...



Issue 16: Oct. 6, 2000
Will B2B be?
Who will win the B2B game?



Issue 38: Sep. 16, 2001
Battle in the trough
He's in Dubai one day, Singapore the next. His cell phone does global roaming too. How does yesterday's dotcom poster boy flourish the day after?



Issue 39: Sep. 30, 2001
The new dotcoms
Despite the bloodbath, a new set of entrepreneurs. Are they extra bold, or extra foolish?



Issue 40: Oct. 14, 2001
The moving finger falters
But new opportunities silently emerge for battered content providers.



Issue 43: November 25, 2001
The broadband disconnect
Technologies are iffy, costs are high and customers scarce. Were our cities excavated for nothing?



Issue 35: Aug. 6, 2001
Why this ASP flies
Pension and pay-roll management ASP, India Life's anti-e-gravity tricks include a sharp segment focus, clear revenue stream, and superior technology deployment.



Issue 36: Aug. 19, 2001
Thank God, it works
But only just. Rooted firmly in the cities they serve, metro portals manage to scrape an online—and offline—living.



Issue 37: Sep. 2, 2001
Paid e-mail.
Deliverance or Doom?

Issue 48: Feb. 17, 2002
Virtual wells
How 140 unmanned oil platforms run by microchips and ether deep in the Arabian Sea are showing the way ahead for India's largest oil drilling company



Issue 46: Jan. 6, 2002
God.com
With growing cash and assets, religious institutions find wiring up greatly helps the management of divinity.

Issue 47: Feb. 3, 2002
5 golden rules for e-sourcing
Unless you know the whys and hows, sourcing materials online could cause more heartburn than benefit. A guide to making it work.



Issue 44: Dec. 9, 2001
It happened only in India.
They partied hard. They worked, well, pretty hard. They burned millions, they got our attention. And then one day, the party was over. The inside story of a great fall.

Issue 45: Dec. 23, 2001
Man in the muddle
Too many companies, not enough consumers. Survival strategies for beleaguered ISPs.

