

Sharing Economy and Subscription Economy

1. Sharing Economy



1. Sharing Economy

- It refers to economic activities by recognizing the concept of borrowing and borrowing goods from each other rather than owning them
- The sharing economy includes both tangible and intangible types, and can be broadly classified into three categories: 1) sharing, 2) barter, and 3) cooperative community according to the type of transaction.
 - 1) Car-sharing is a typical example of sharing in a way that users can use products or services without owning them.
 - 2) Barter is a method of redistributing goods that are not needed to those who need them.
 - 3) Collaborative communities deal with both tangible and intangible resources in a way through collaboration between users within a particular community. AirBnB, which provides its own space to travelers, and Wizdom, a knowledge sharing platform, are well-known cooperative community sharing economies.
- The sharing economy aims for a win-win structure that benefits users, intermediaries, and society as a whole. For example, while existing companies operate separately from the profits earned through product production and sales, and social return, in the sharing economy, not only the parties to the transaction can benefit, but the transaction itself can save resources and solve environmental problems. to contribute to society as a whole.

2. Subscription Economy



2. Subscription Economy

❖ Background

- ✓ The big axis driving the economy is the rapid shift from ownership to sharing and from sharing to subscription.

❖ Definition and Scope

- ✓ It refers to a new concept distribution service in which a supplier periodically provides a product or service that a user wants by paying a certain amount. A typical example is a service that allows you to receive and use daily necessities or clothing for a certain amount of money or to use various types of vehicles
- ✓ In Korea, it started to be introduced around the 2010s, and in the beginning, cosmetics were mainly used, but service items are gradually diversifying into household goods, home shopping, food and beverage, and luxury clothing. Recently, there has even been a service that allows you to choose and change the vehicle you want out of a set number of vehicles by paying a certain amount each month

❖ What is the key to customer-customized subscription service ?

2. Subscription Economy

❖ Model and Type

- ✓ Unlimited (Netflix model)
- ✓ Regular delivery type
- ✓ Rental type (water purifier model)

❖ Effect of Subscription Economy

- ✓ From the consumer's point of view, a purchasing manager with specialized knowledge selects and delivers excellent products on behalf of consumers, saving time spent choosing products. In addition, from the supplier's point of view, it has the advantage of being able to fully enjoy the effect of promoting its products and understanding the needs of users more easily.
- ✓ For this reason, the subscription economy is in the spotlight as an economic model following the sharing economy.

2. Subscription Economy



구독경제(subscription economy)의 세 가지 모델

	넷플릭스 모델	정기배송 모델	정수기 모델
주요 적용상품	술, 커피, 병원, 헬스클럽, 영화관 관람, 동영상 및 음원 디지털콘텐츠 등	면도날, 란제리, 생리대, 칫솔, 영양제 등 소모품	자동차, 명품 옷, 가구, 매장 등 고가제품
이용방식	월 구독료 납부한 후 매월 무제한 이용	월 구독료 납부한 후 매달 집으로 수차례 배송	월 구독료만 납부하면 품목 바뀌가며 이용가능
대표업체	무비패스 (월 9.95달러 내면 매일 영화관 관람 가능)	달러쉐이브클럽 (월 9달러 내면 매달 면도날 4~6개씩 배송)	캐딜락 (월 1800달러 내면 모든 차종 바뀌가며 이용가능)

그래픽: 유정수 디자인가자

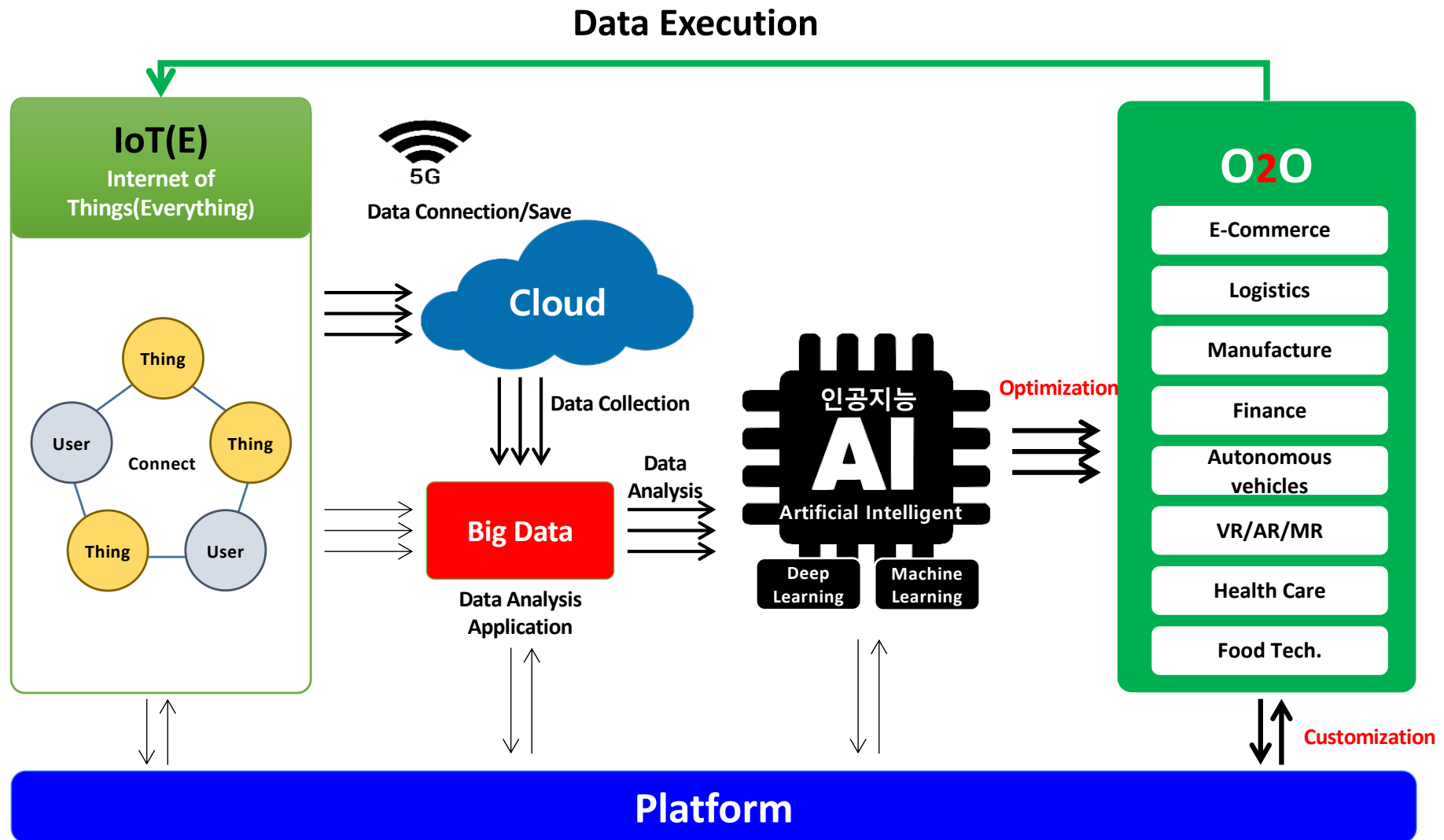
구독경제 비즈니스 유형

구독경제 유형별 사례

	무제한형	정기배송형	렌탈형
특징	언제, 어디서나 무제한 소비	정해진 날 상품 배송	품목 변경 가능, 사용 후 반납
품목	동영상, 게임, 소프트웨어 등 콘텐츠	셔츠, 면도기, 생리대, 휴지 등 생필품	자동차, 명품, 예술품 등 고가 제품
주요 서비스 사례	· 넷플릭스 · MS오피스 · 애플 아케이드 · 오리진 · 밀리의 서재 · 멜론	· 와이즐리 · 만나박스 · 꾸까 · CJ오쇼핑	· 현대 셀렉션 · 에피카 · 리본즈 · 오픈갤러리 · 판줄

자료: 유진투자증권

3. Principles of operation of core IT technologies in the 4th industrial environment



Thank you ^^