

The Next Internet Revolution



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Panel Detail:

Wednesday, May 4, 2011 8:00 AM - 9:15 AM

Speakers:

[Sam Feder](#), Partner, Jenner & Block LLP

[John Rogovin](#), Executive Vice President and General Counsel, Warner Bros. Entertainment Inc.

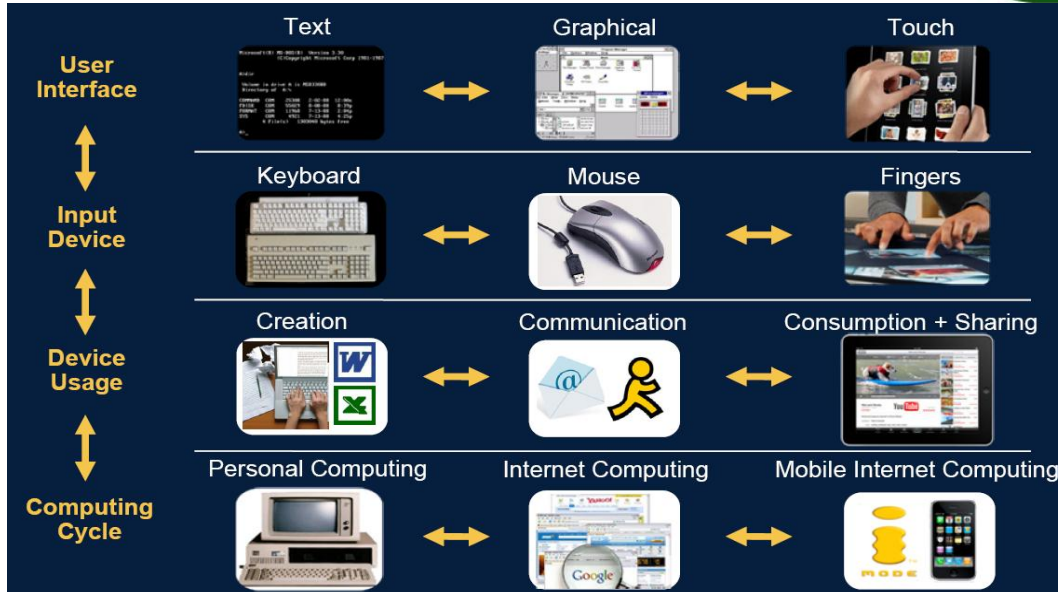
[Gigi Sohn](#), President and Co-Founder, Public Knowledge

[Jonathan Spalter](#), Chairman, Mobile Future

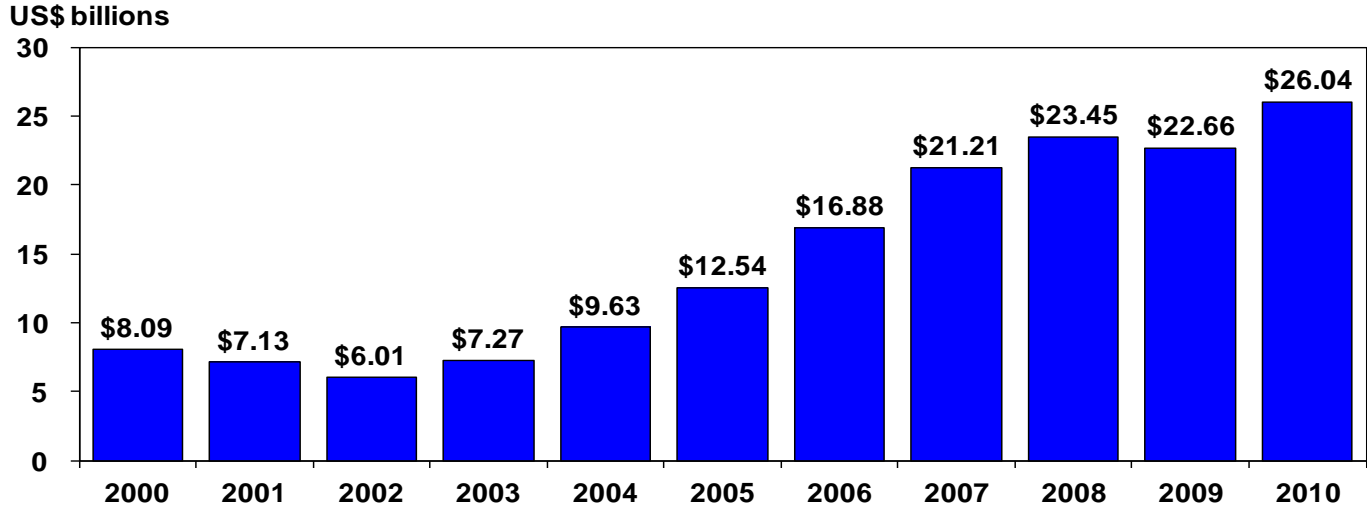
Moderator:

[Robert Hahn](#), Professor of Economics, Sustainable Consumption Institute, University of Manchester

User interface and device usage has evolved over past 30 years



U.S. online ad revenue rebounds in 2010

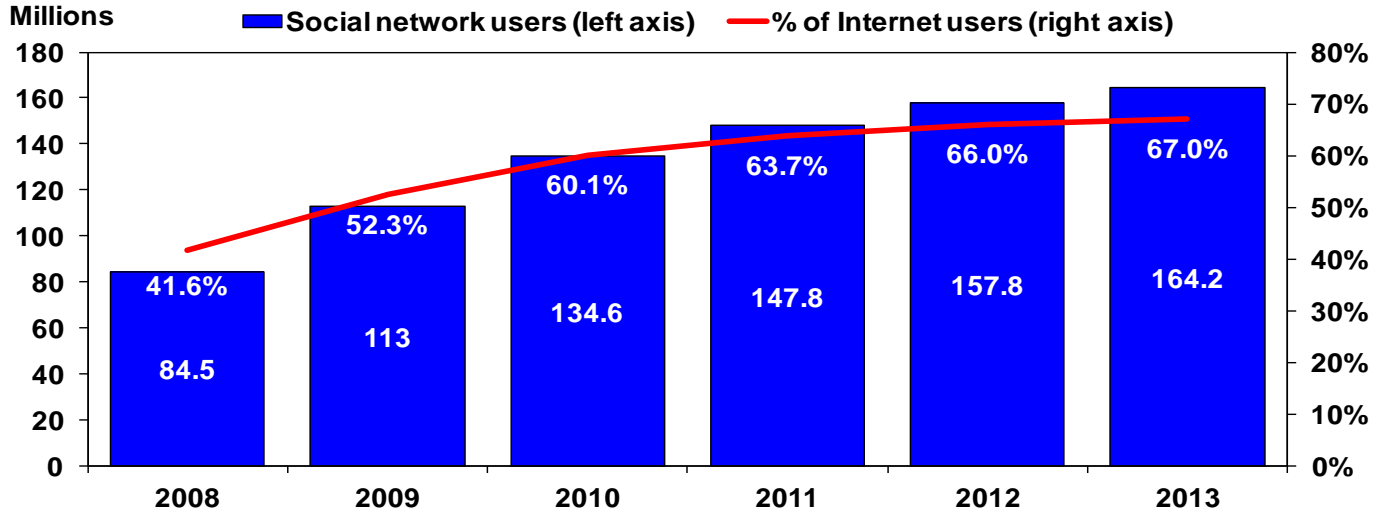


Source: Interactive Advertising Bureau.

8 of the 20 most visited websites are social networks/ social media

Top 20 sites			
1	Google	11	Windows live
2	Facebook	12	LinkedIn
3	Yahoo!	13	MSN
4	YouTube	14	Bing
5	Amazon.com	15	GO
6	Wikipedia	16	CNN Interactive
7	Twitter	17	AOL
8	Blogger.com	18	ESPN
9	eBay	19	WorldPress
10	Craigslist.org	20	PayPal

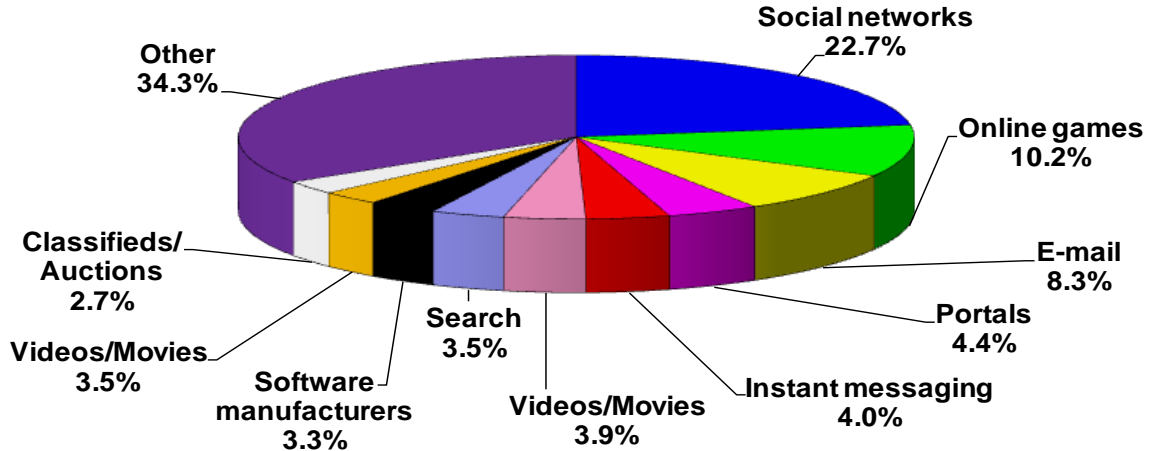
More than 60% of Internet users are on social network sites



Social networks accounts for one-fifth of time spent online



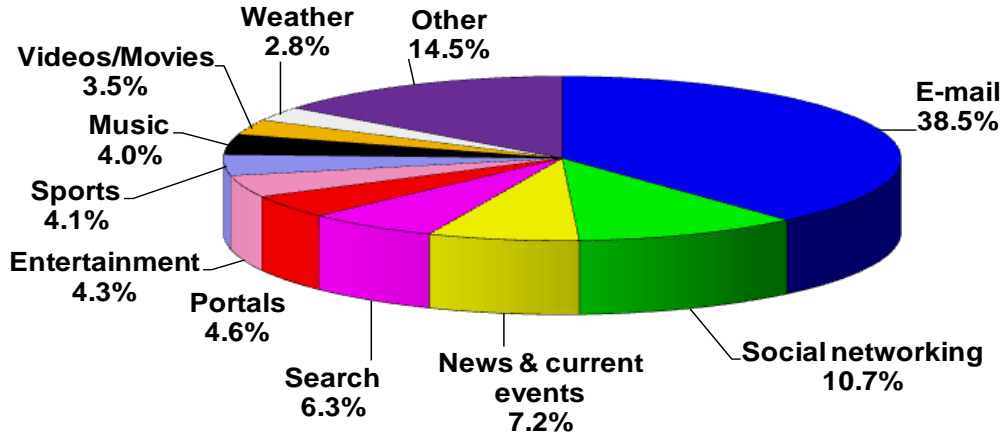
U.S. Internet time by category: June 2010



On mobile phones, social networks are a distant second to e-mail



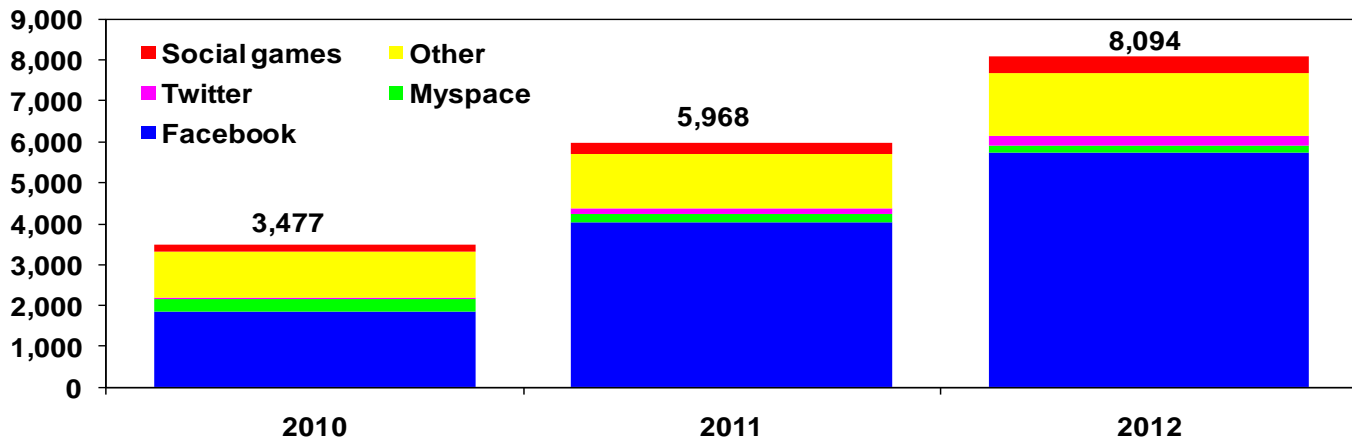
U.S. mobile Internet time by category: May 2010



Advertisers worldwide to spend almost \$6 billion on social networks in 2011

US\$ millions

worldwide social network ad revenues

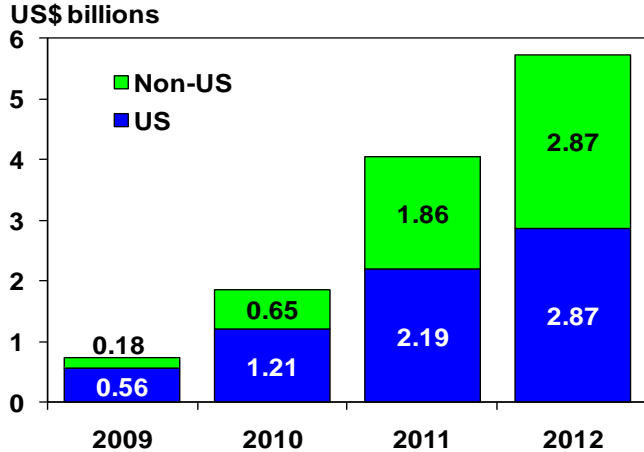


U.S. social network ad spend continues to rise

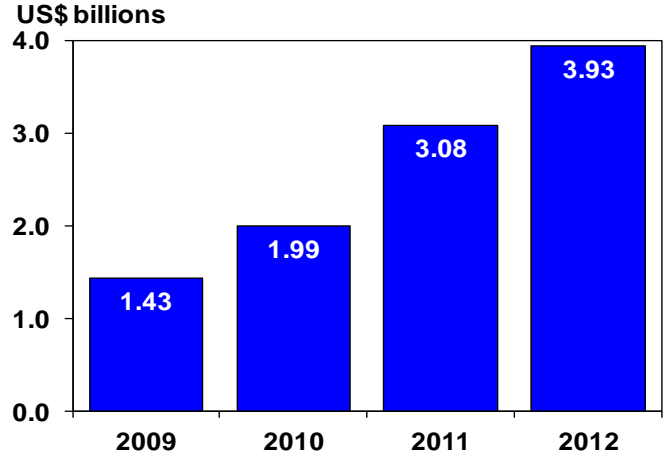


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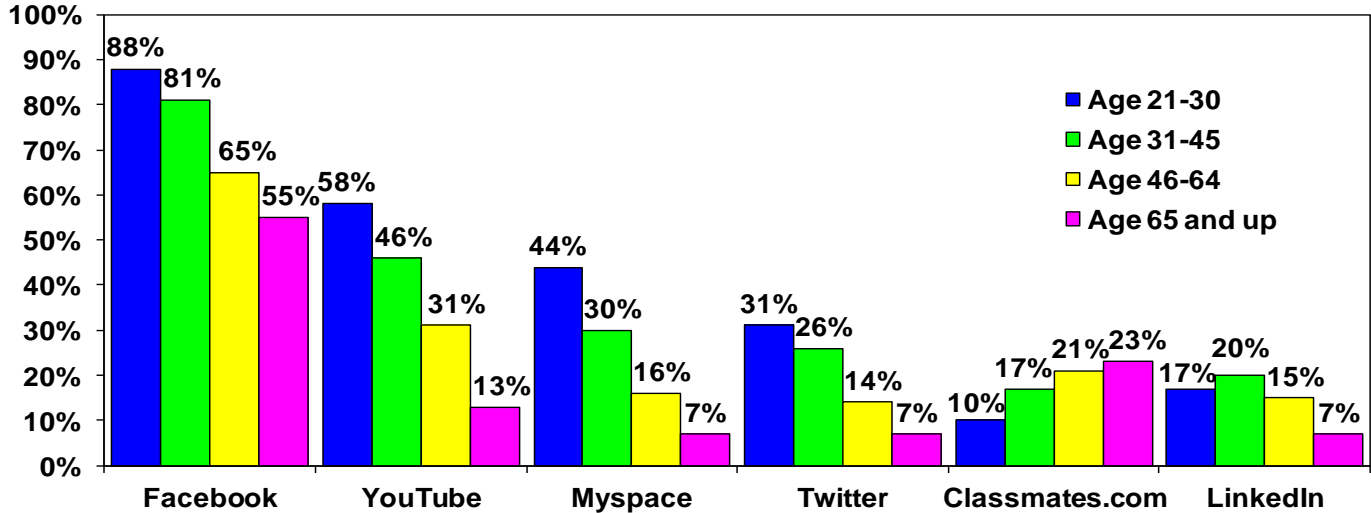
Facebook ad revenue



U.S. social network ad revenue



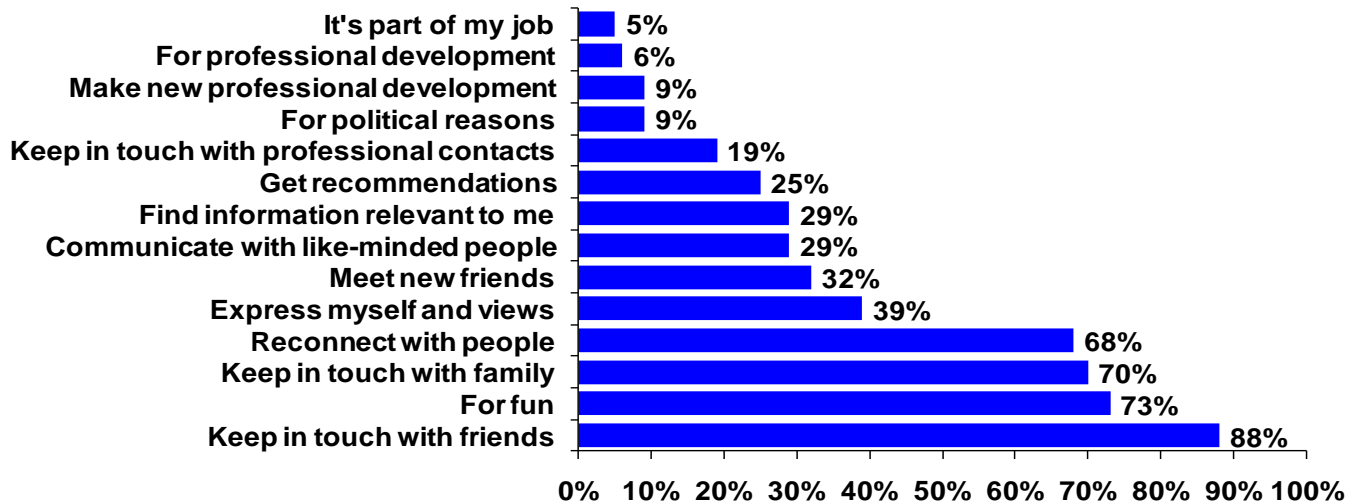
Social networks are a powerful way to connect with consumers of all generations



Why do you use social networking sites?

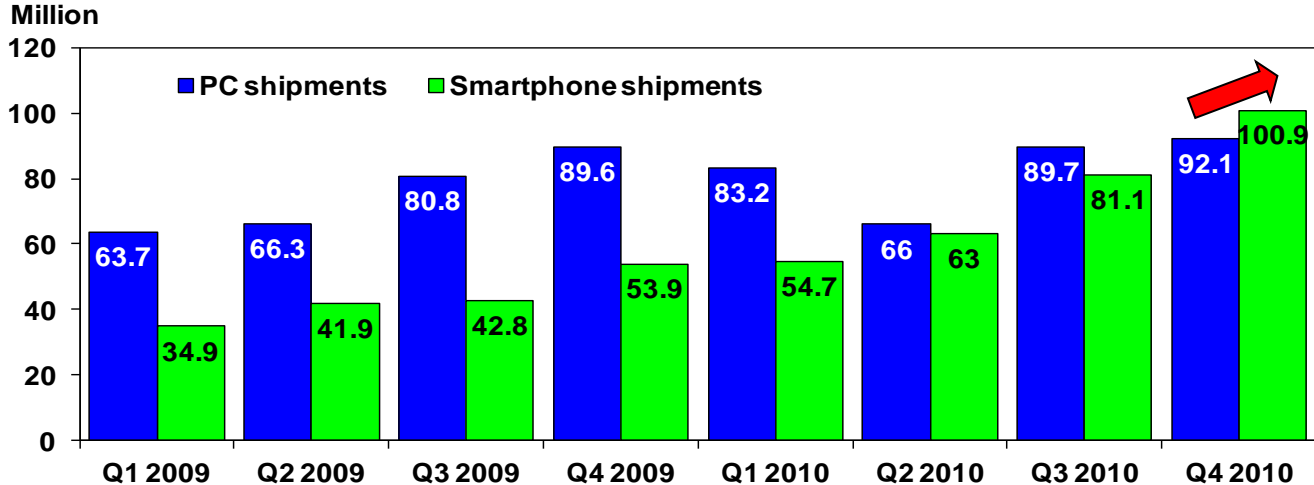


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Source: Simmons New Media Study.

Smartphones surpass global PC shipments for the first time in history

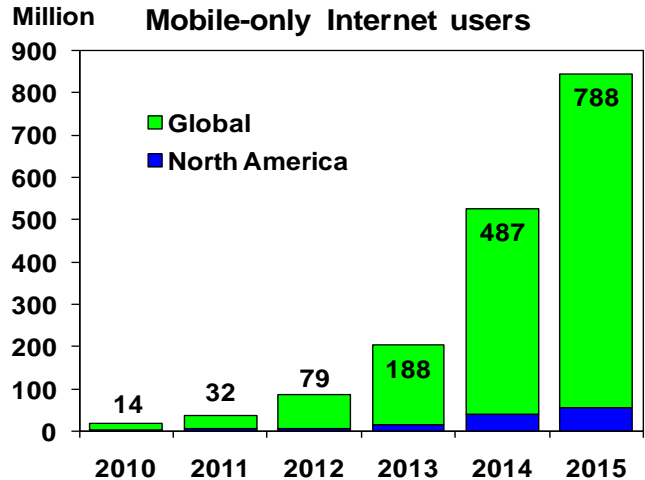
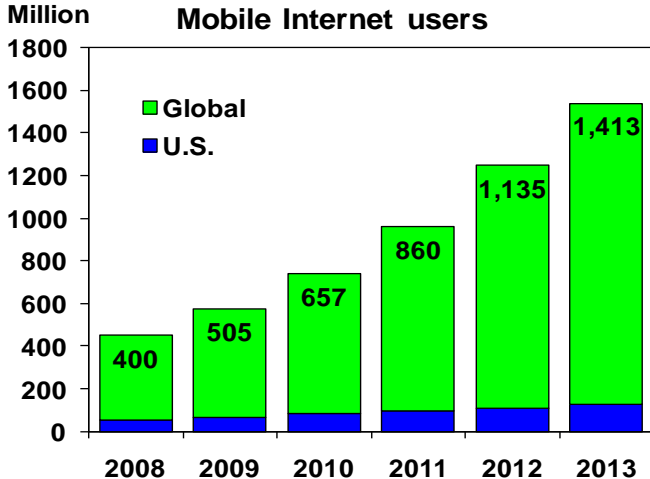


Source: International Data Corp.

Number of mobile-only Internet users expected to climb significantly



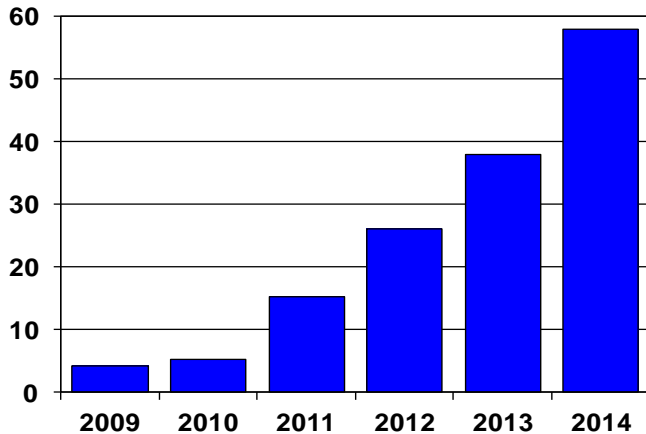
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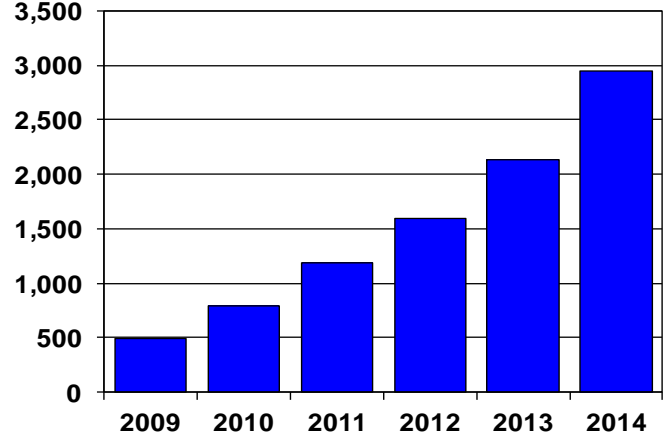
Mobile revenue will surpass \$15 billion in 2011



US\$ billions Mobile app store revenue



US\$ millions Mobile advertising forecast



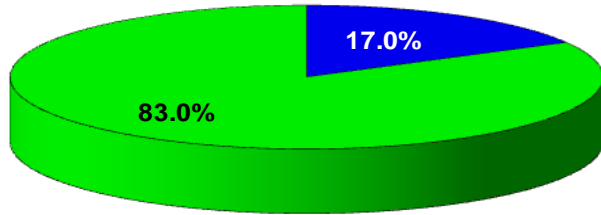
Smartphone market share

U.S., 2009 and 2010



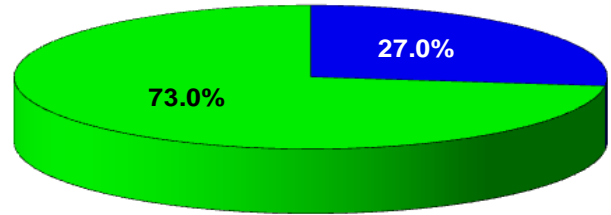
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**U.S. smartphone penetration
2009**



■ Smartphone ■ Non-Smartphone

**U.S. smartphone penetration
2010**



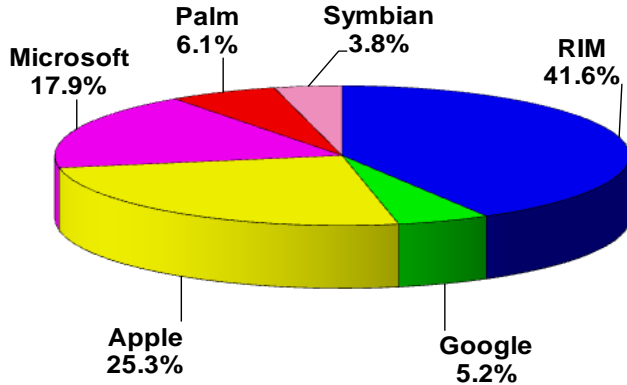
■ Smartphone ■ Non-Smartphone

Source: comScore MobiLens.

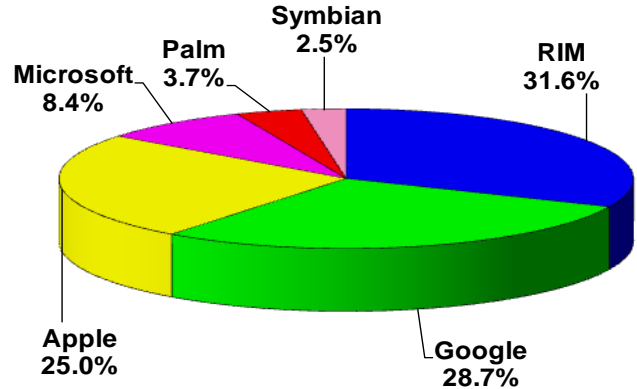
Smartphone OS market share

U.S., 2009 and 2010

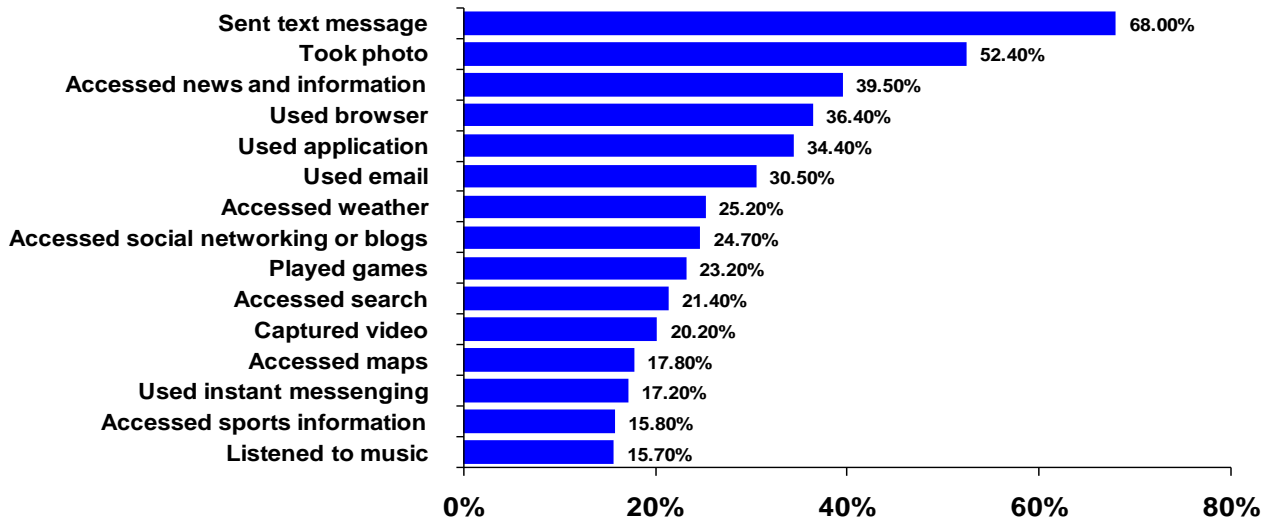
U.S. smartphone OS market share
2009



U.S. smartphone OS market share
2010

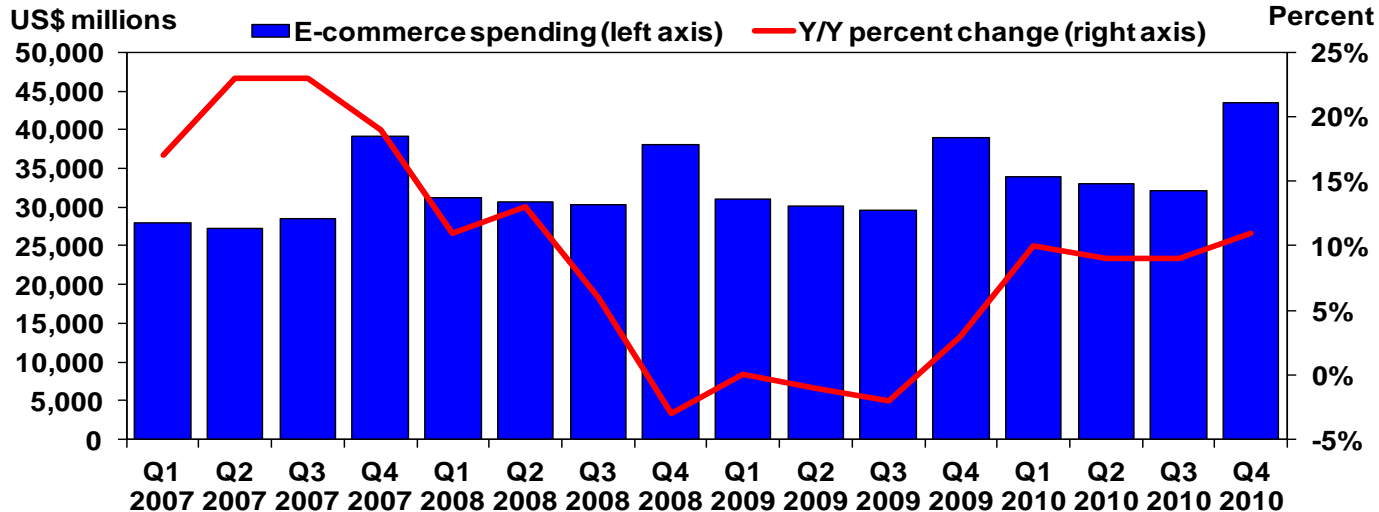


Top mobile activities in the U.S. 2010



Source: comScore MobiLens.

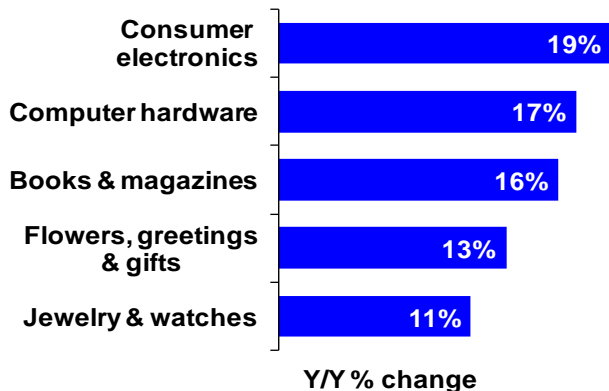
U.S. retail e-commerce spending shows healthy recovery in 2010



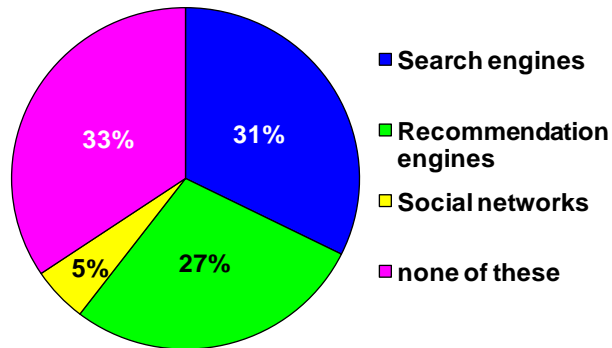
Source: comScore E-Commerce Measurement.

U.S. e-commerce: Customer behavior

Top 5 growing U.S. retail e-commerce categories in 2010



Search engines have the highest influence on online shopping

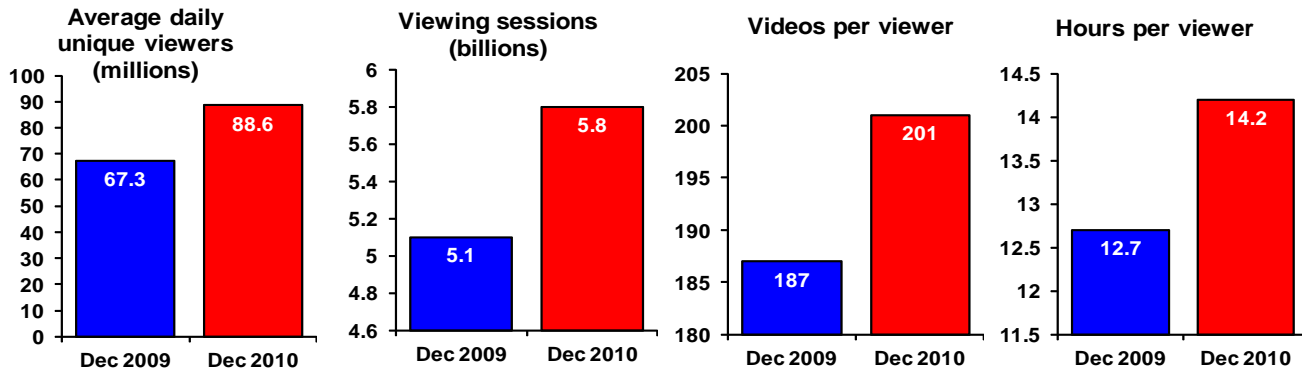


Growth in total U.S. online video market

Dec 2009 & Dec 2010



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Source: comScore Video Metrix.

The first iconic handset

“Portable phones won’t get a lot smaller than this one. After all, they have to reach from your ear to your mouth.”

-Fortune Magazine, 1989



Motorola's MicroTAC flip phone