

From Web 2 to broadcast 2 (whatevercast)

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Bang!

User!Host

user@host.domain

Gopher/wais

Web

Web social (2.0),

Web, voice, video

Any device 24/7/365

????



Internet 2 media media 2 Internet

- Internet projects
 - YT
 - Rutube
- Copy/paste religion
 - 0,01% authors
- Traditional broadcasters
 - BBC
 - ORT (RU channel 1)
- Same TV stuff

New things: “broadcast yourself” (smotri.com)

Special “internet format” professional production (corbina.tv)

~~Figures~~

- On this slide there suppose to be figures, graphs of exponential growth, usage statistics, various reports from consulting agencies.
- Do we need this crap?
- Just look at what your kid is doing on the computer at home. (Manage it!)



New business models

- Internet projects
 - Social networks & blogs: still no monetization idea?
- TV and video hosters?
 - video ads \$20/1000 (banner ads \$5/1000)
- FM into digital?
 - 101.ru, last.fm
- DNS vs search? DOI & handle system™?
- Home CPU sharing models?



Do YOU know the future?



Thank you!

Answers? andrei@rol.ru 😊