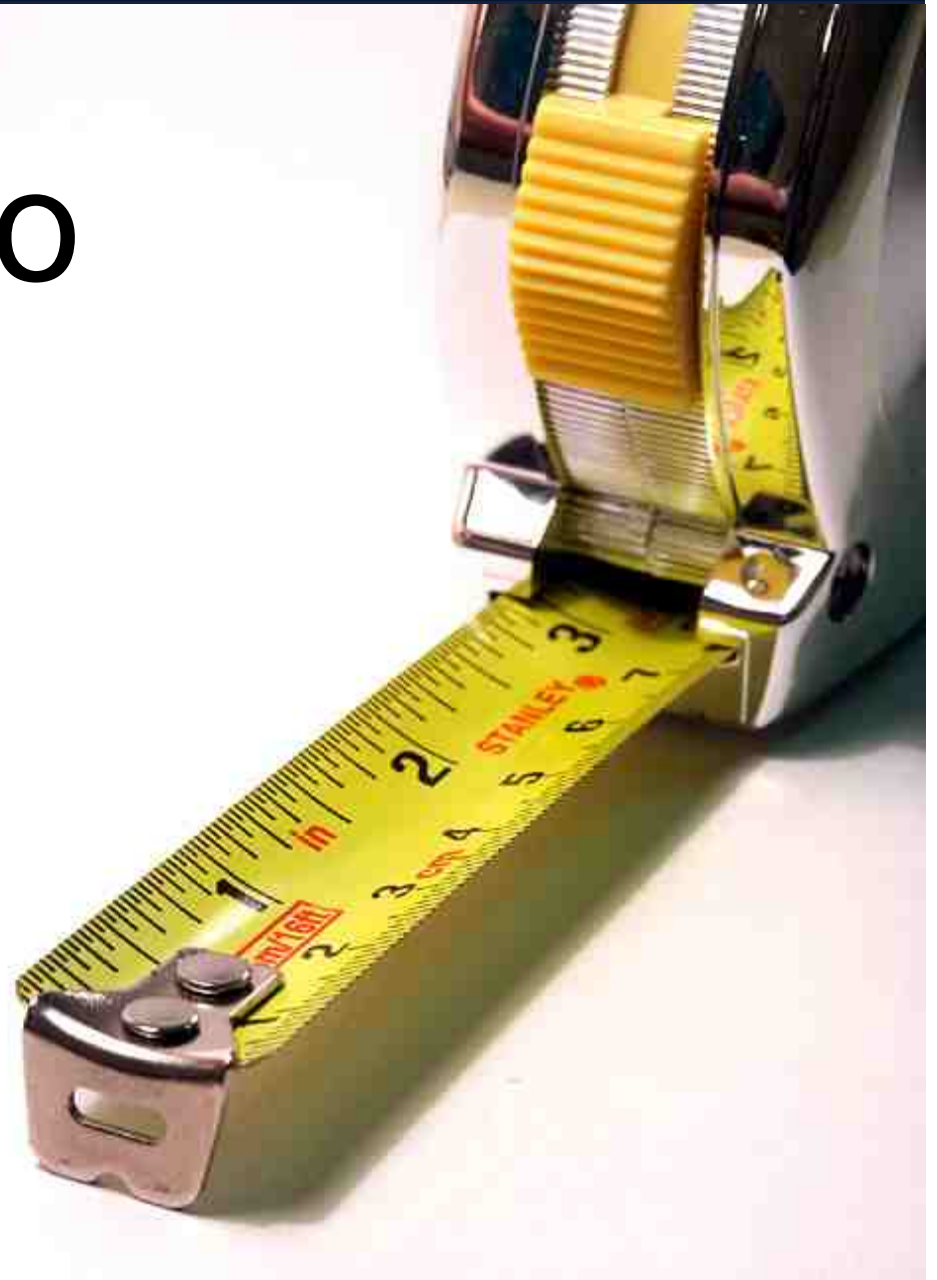


Web 2.0 Expo

Measuring the Participatory Web

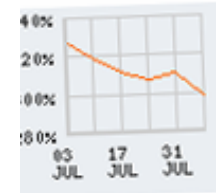
April 17, 2007



Who We Are

- **Online Competitive Intelligence Service**
- Monitor the largest worldwide sample of Internet users
- Report on the most online businesses
- Provide daily delivery of information to drive better business decisions
- Founded in 1997 with profitable operations in the US, UK, Australia, New Zealand, Hong Kong and Singapore
- 1,200+ Clients Worldwide

View Industry Statistics

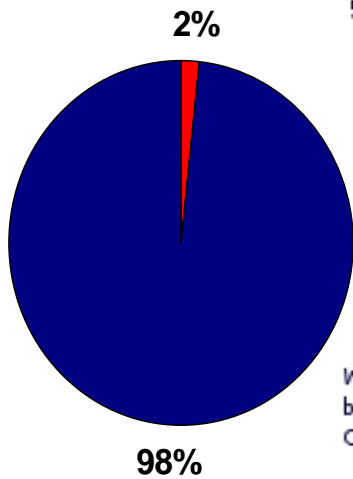
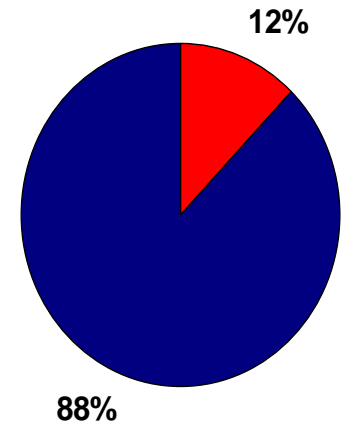


Food and Wine includes lifestyle and ref recipes, or food or wine appreciation, as of food brands, or wine and alcoholic dri catering services and guides to restaura retailing of food and wine are categoris Classifieds - Grocery and alcohol'.

Total domains that ranked with current Category Contribution Percentage: 0.30

RankName - [Show Domain]	Related	Market Share
1. Food Network	▶	10.28%
2. Lifesavers Candystand	▶	6.26%
3. Kraft Foods USA	▶ Site Details	
4. All Recipes	▶ Rank Statistics	
5. NabiscoWorld.com	▶ ClickStream ▶	
6. Dew U Competition	▶ Demographics ▶	
7. Epicurious.com	▶ Media Mentions	
8. About Southern Food	▶ Search Terms	
9. Omaha Steaks	▶ Chart ▶	
10. Pizza Hut USA	▶	1.34%
11. Cooks.com	▶	1.27%
12. Food and Drug Administration	▶	1.09%
13. RecipeSource	▶	1.05%
14. Papa Johns	▶	0.96%
15. Gevalia	▶	0.94%
16. Pepsiworld	▶	0.94%
17. BettyCrocker.com	▶	0.89%
18. Aquafina	▶	0.88%
19. Recipezaar	▶	0.88%
20. Chuck E. Cheese	▶	0.83%

Web 2.0 Two Year Growth

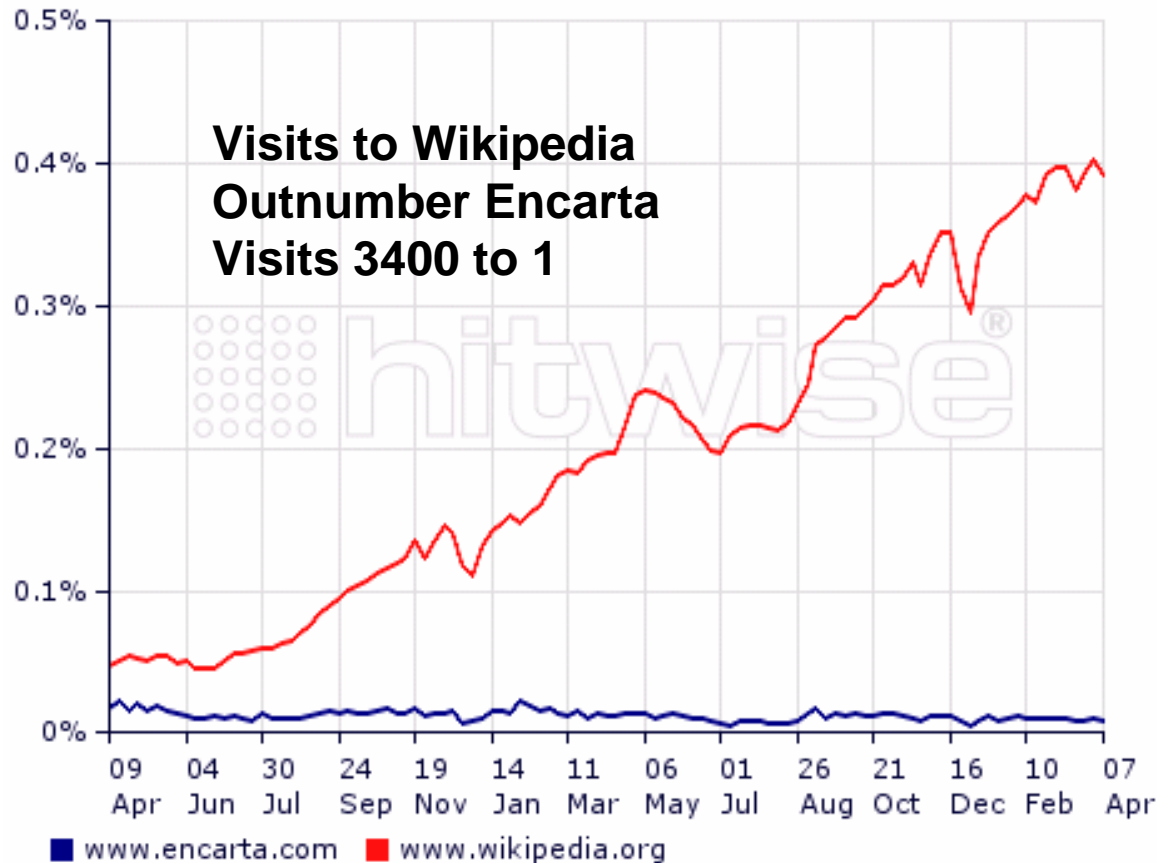


■ Top Web 2.0 Properties (Cust. Cat.)

Weekly market share in 'All Categories', measured by visits, based on US usage.

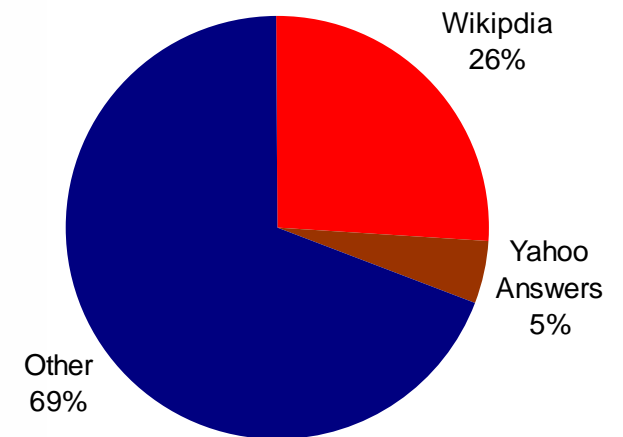
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Reference Category



Weekly market share in 'All Categories', measured by visits, based on US usage.
Created: 04/14/2007. © Copyright 1998-2007 Hitwise Pty. Ltd.

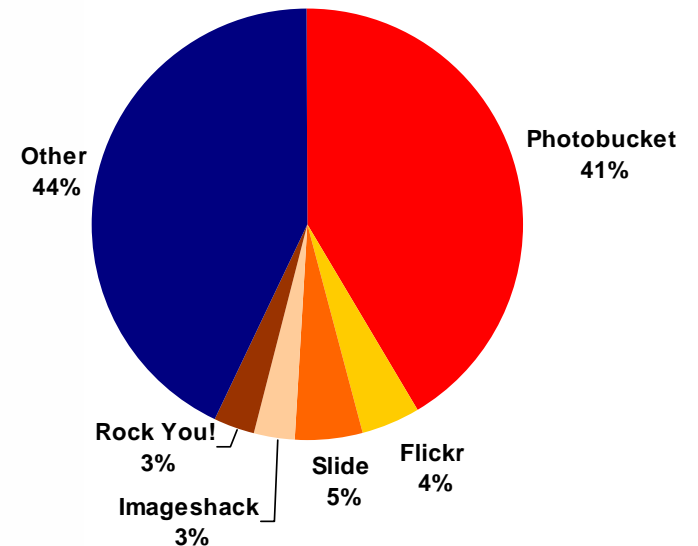
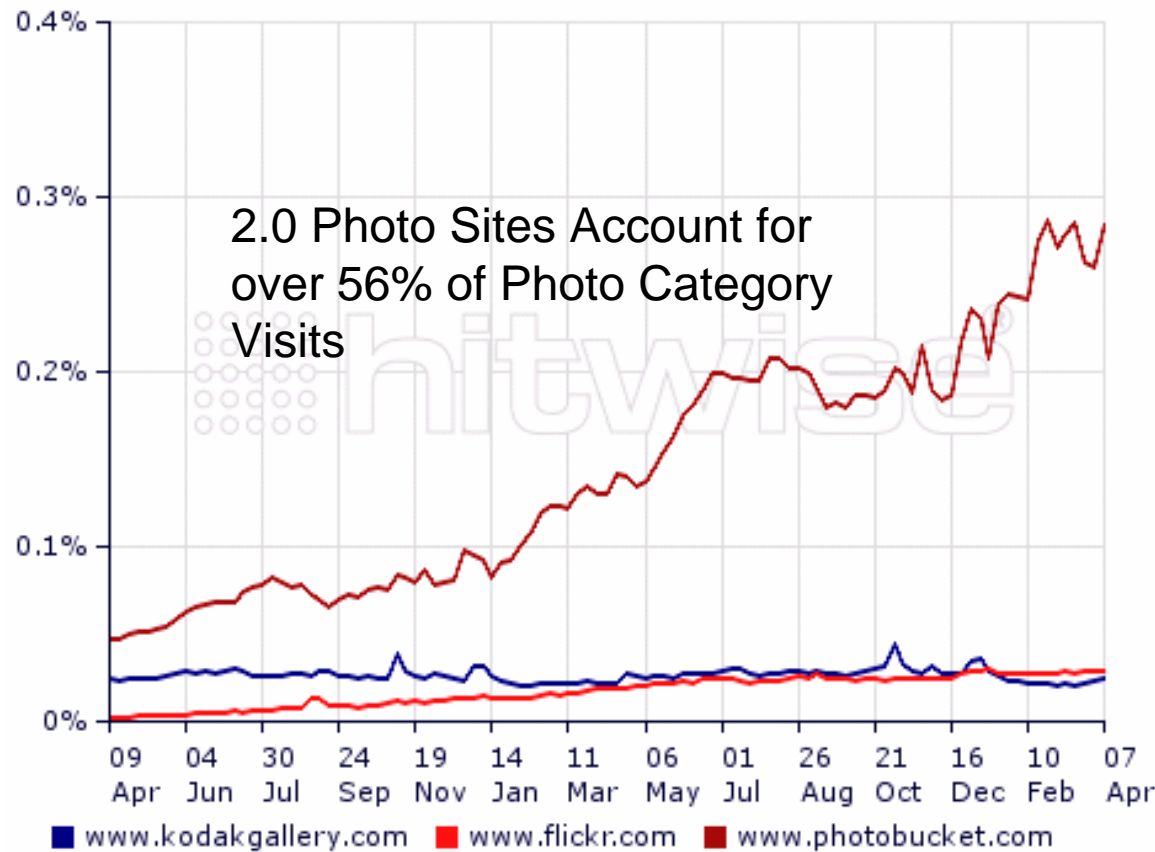
Education - Reference Category



3,272 Sites 1.4% of all Internet Visits (week ending 4/14/07)

Photo Category

Entertainment - Photography Category



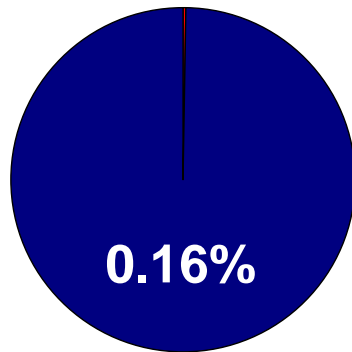
913 Sites 0.63% of all Internet Visits (week ending 4/14/07)

Weekly market share in 'All Categories', measured by visits, based on US usage.

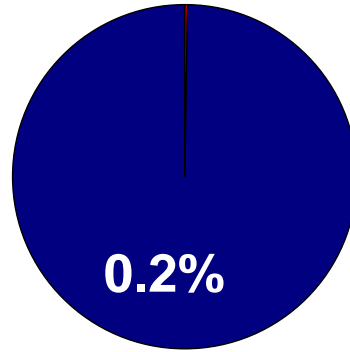
Created: 04/14/2007. © Copyright 1998-2007 Hitwise Pty. Ltd.

Participators versus Viewers

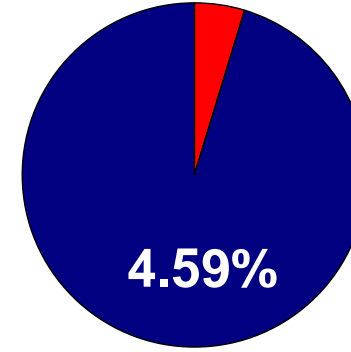
2.0 Percentage of Participation



Visits to Video Uploads

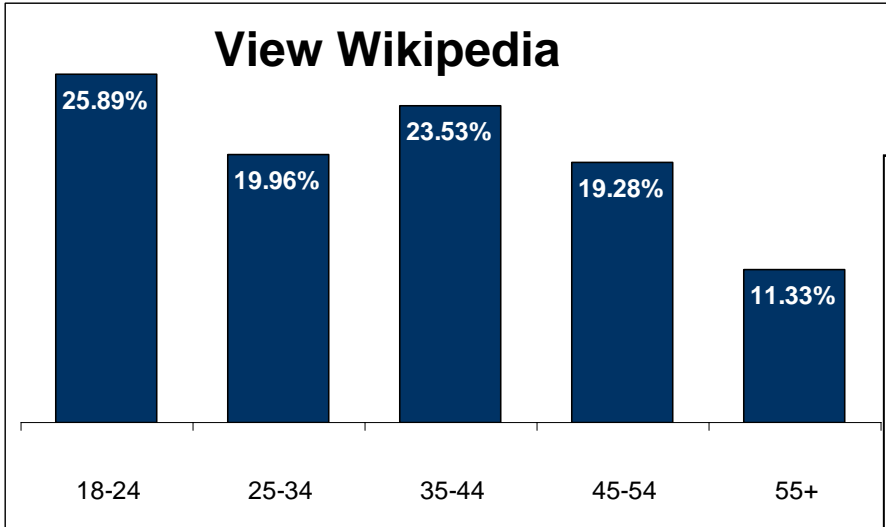


Visits to Photo Upload

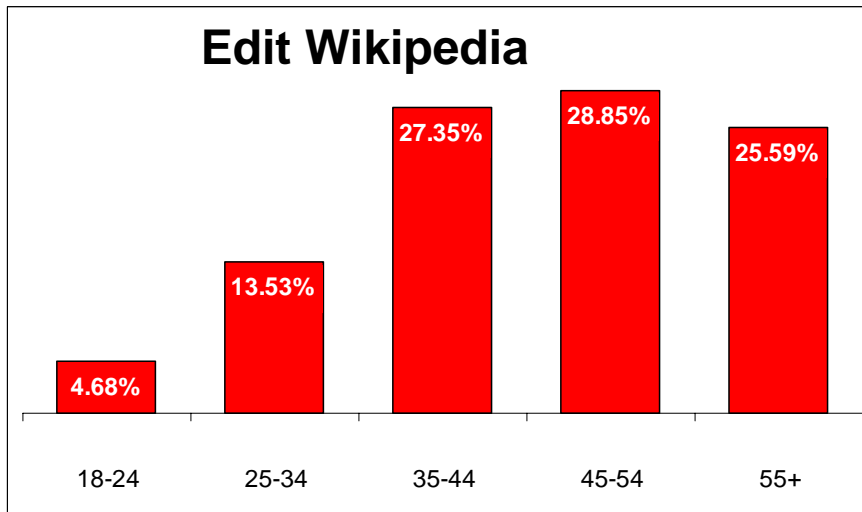


Visits to Entry Edits

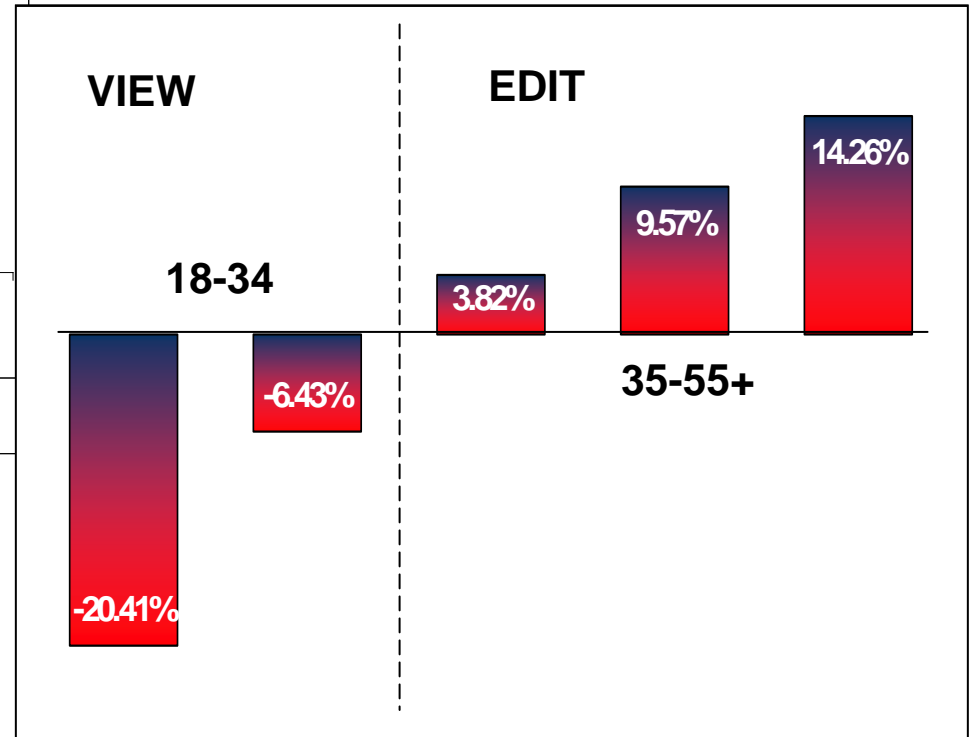
View Wikipedia

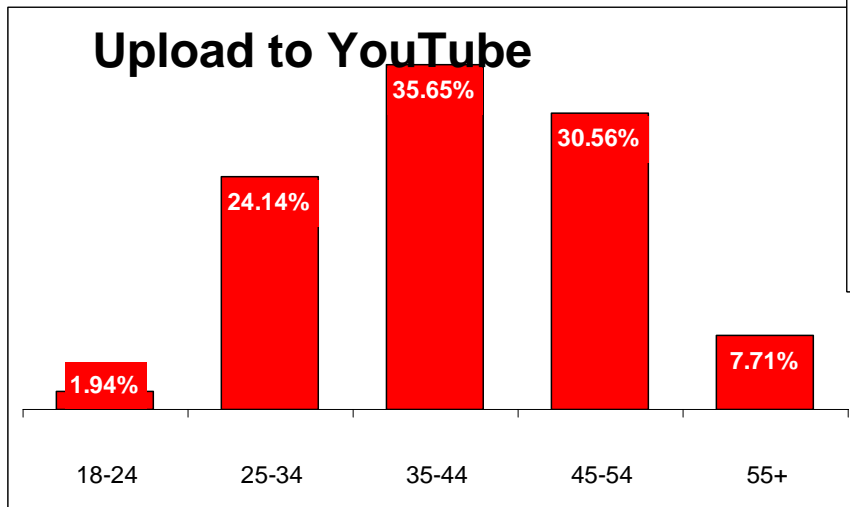
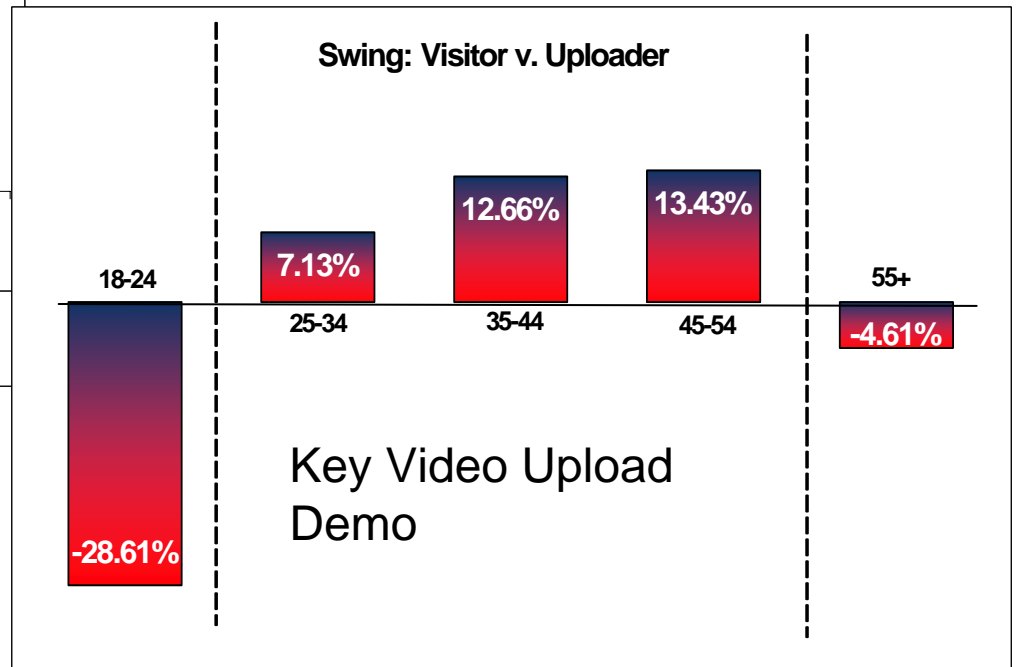
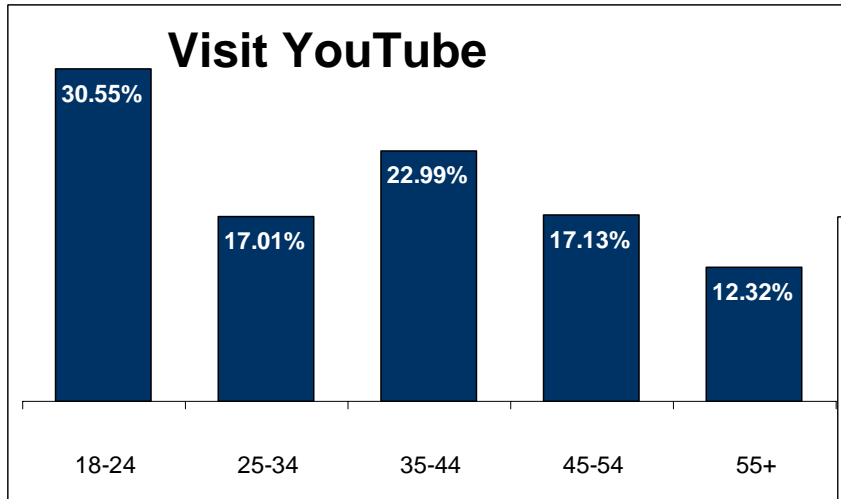


Edit Wikipedia



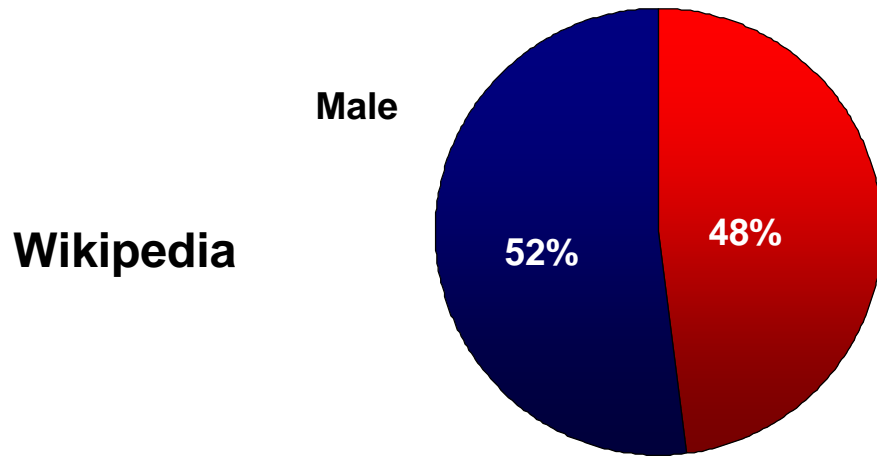
WIKIPEDIA



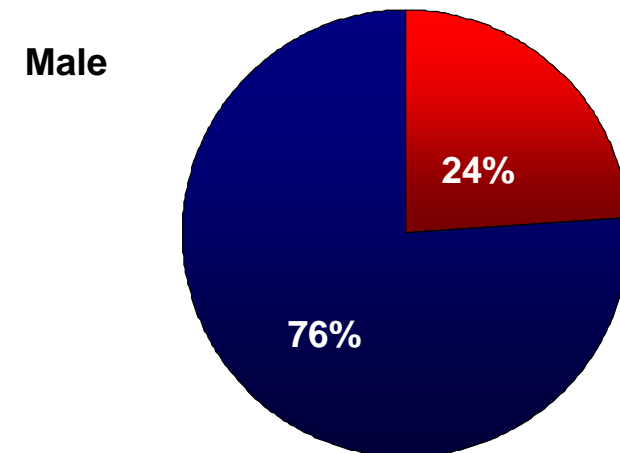
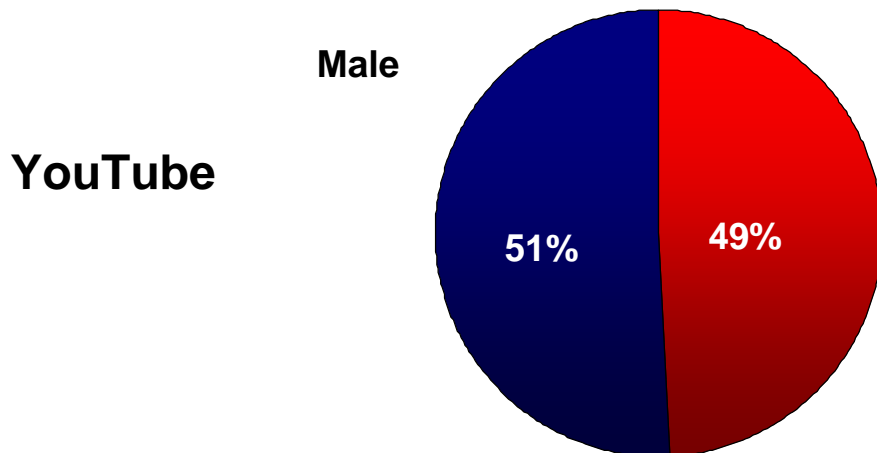
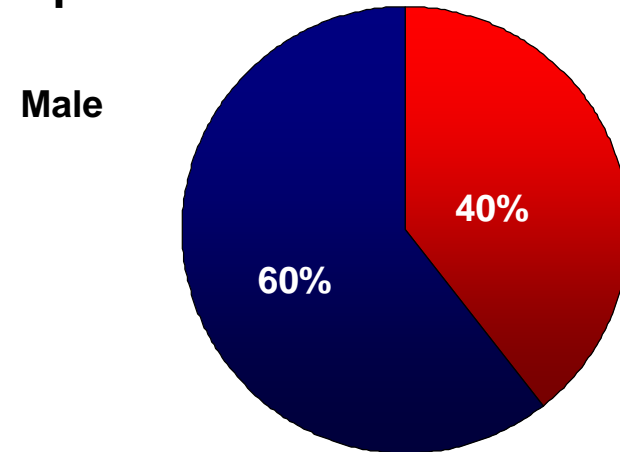


Gender Participation

Visits



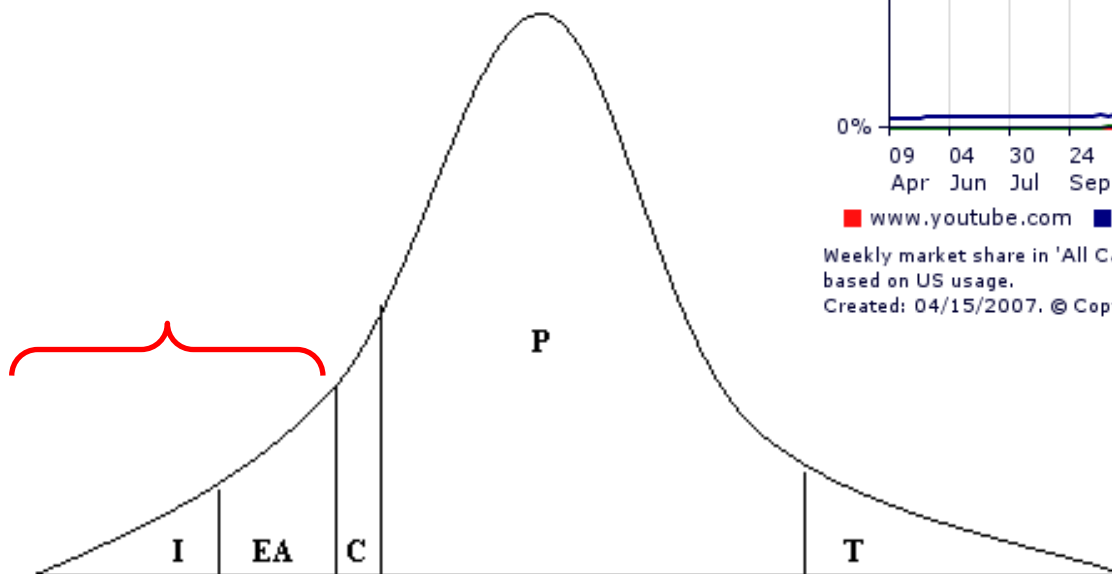
Participation



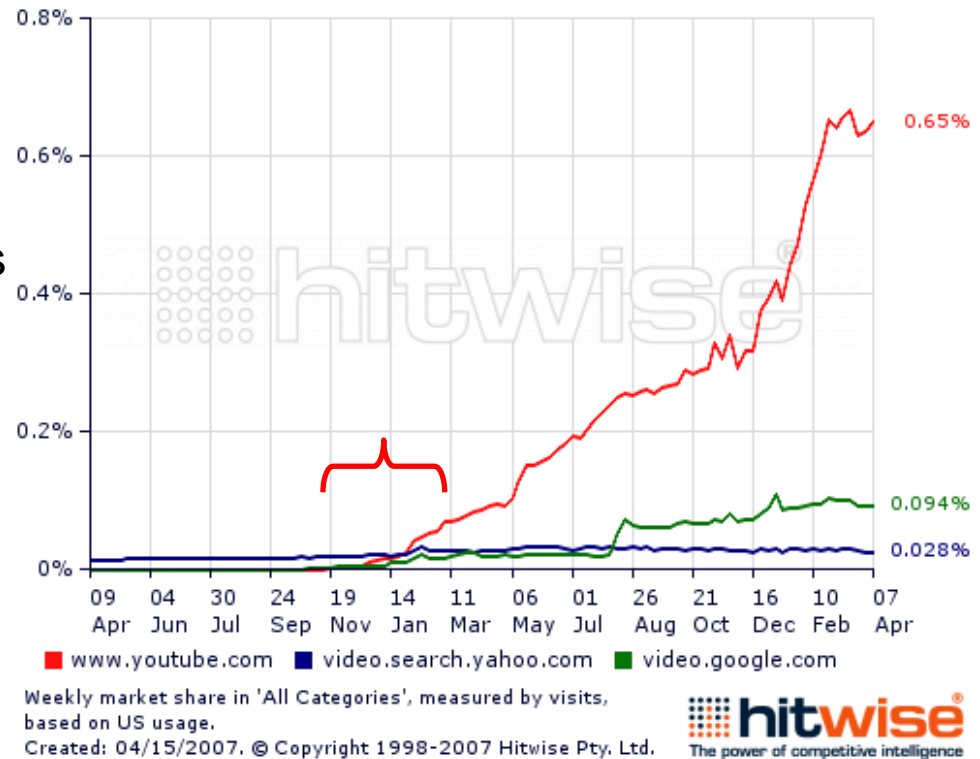
Predicting the Next 2.0 Winner

2.0 Product Lifecycle

- Phases of Product Lifecycle Apply to 2.0 Sites
- Phases are Compressed to Weeks and Months versus Years

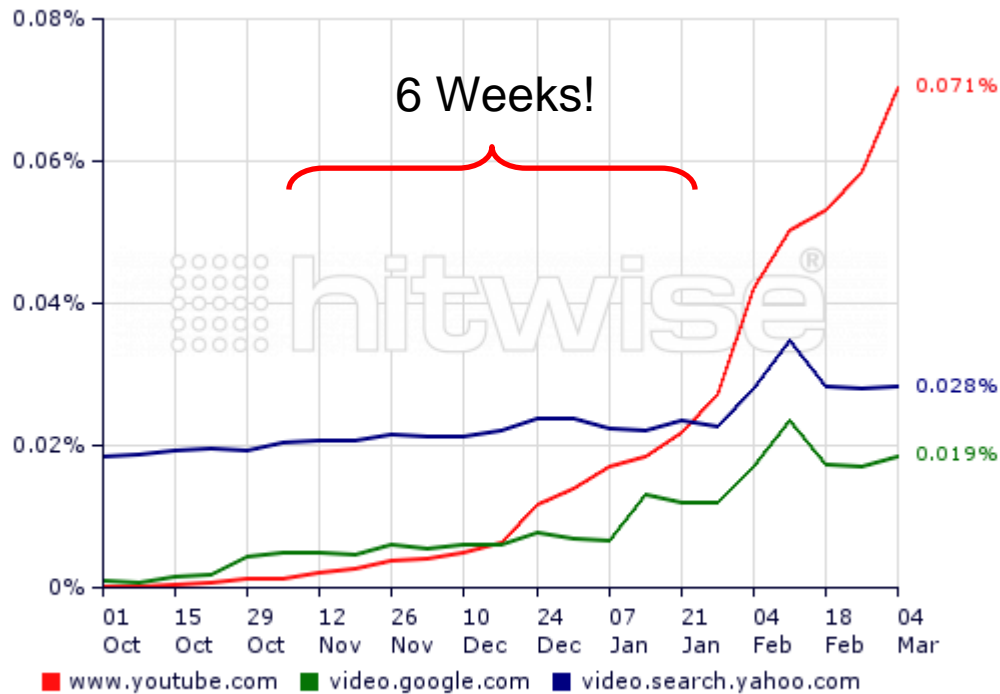


Source: Geoffrey Moore



- Key User Segments Appear in Early Adoption Phase

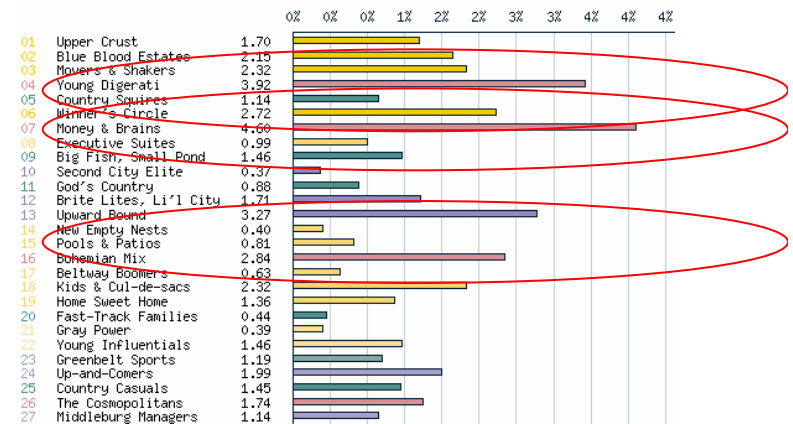
Finding 2.0 Early Adopters









Weekly market share in 'All Categories', measured by visits, based on US usage.
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- YouTube Passes Yahoo! and Google Video Search in Three/Six Weeks Respectively

- During Six Week Early Adoption Phase, Key Segments Were Over-Represented



	Money and Brains	Young Digerati	Bohemian Mix
 Real People. Real Reviews.™	6.69%	6.60%	7.31%
 Discover new sites	4.58%	1.57%	2.59%
	4.51%	2.60%	2.28%
	14.80%	0%	2.19%
	3.27%	1.77%	3.06%
	5.12%	0.70%	2.08%
Internet Average	2.21%	1.76%	2.28%

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Our blog @ www.ilovedata.com

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