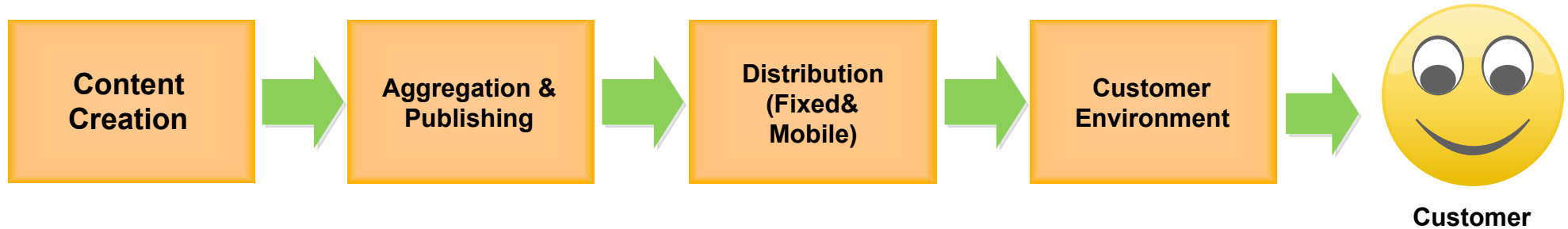


New Media Value Chain



Reduced cost of
new content
production

Reduced cost of
finding existing
content

Search (Long Tail)

Social Networks
Online billing and
payment

Open Source
Web Service
Standards

Broad Capacity

Standard IP
Protocols

Reduced Hosting
costs

WiFi

Moore's Law

Metcalf's Law

Increasing
penetration

Increasing
interoperability