



We are undertaking the study of the Internet that should have been conducted on television in the late 1940s



Countries and Regions in World Internet Project

- **United States**
- **Singapore**
- **Italy**
- **Sweden**
- **Japan**
- **Great Britain**
- **India**
- **Iran**
- **Australia**
- **Bolivia**
- **Hong Kong**
- **Canada**
- **Colombia**
- **Russia**
- **United Arab Emirates**
- **New Zealand**
- **Israel**
- **Mainland China***
- **Macao**
- **South Korea**
- **Germany**
- **Hungary**
- **Spain**
- **Chile**
- **Argentina**
- **Estonia**
- **Portugal**
- **Czech Republic**
- **Mexico**
- **France**



The Impact of the Internet--Year Nine Report, 2009

Surveying the Digital Future—The World Internet Project

USC Annenberg School--Center for the Digital Future

Lessons from Nine Years in the Field



Trend #1

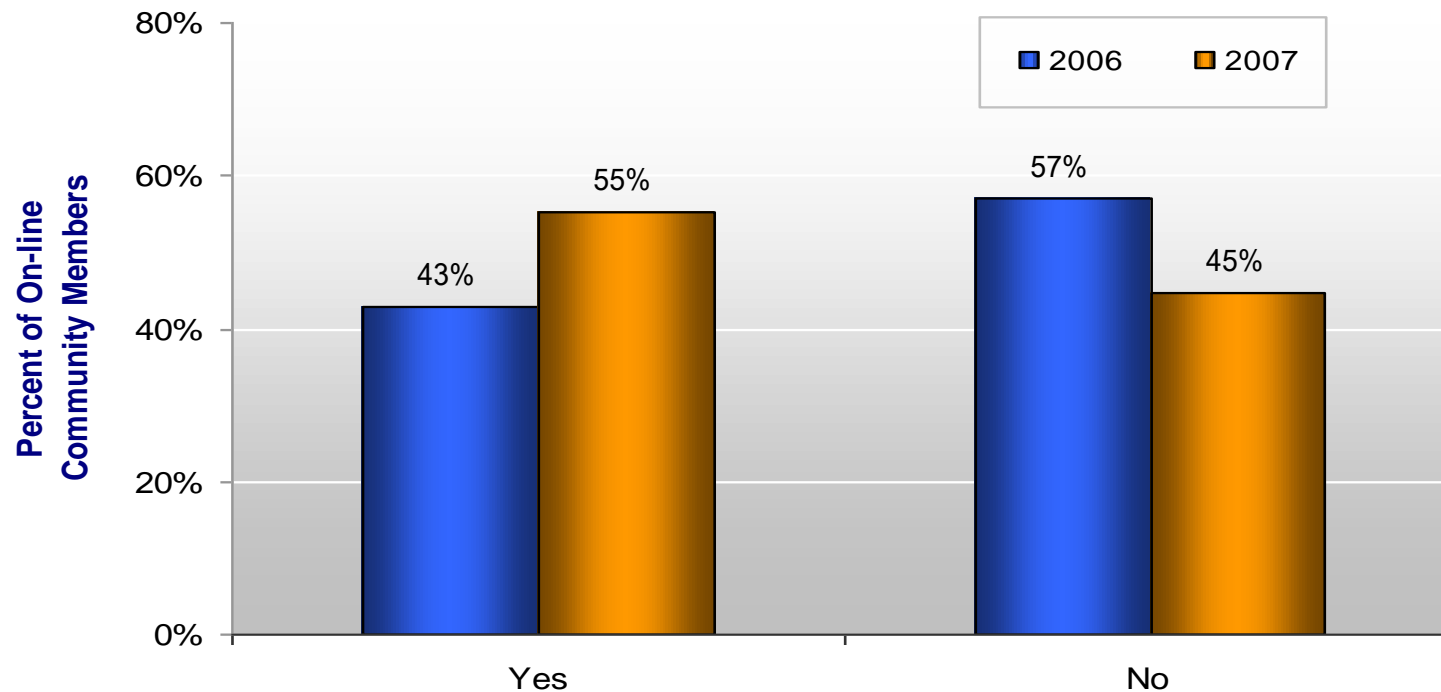
Social Networking: “The Real Deal”

The reality lives up to the hype



Would you say that you feel as strongly about your on-line community as you would your real world community?

(On-line Community Members)





Trend #2

While film, music and print will survive (and thrive), it may be as smaller industries, especially on the web.



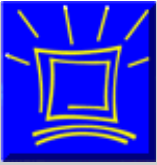
Television is the Exception

Rather than shrinking,
television (video) will grow
dramatically in importance



Trend #3

There are only three ways
to acquire content and one
will prevail (for the short
term)



Advertising on the Web

- Users accept web advertising (not pop-ups) as the “price” of content. New metrics create real opportunity



CONTACT INFORMATION

Web: <http://digitalcenter.org>

E-mail: cole@digitalcenter.org

Phone: (213) 437-4433