eBiz Forum

Web Squared

Jo, SanKu

January 26, 2010

SD Group, KT
web2.0
(1990~2009)

The First Wave
web2.0 October 2004
is all about harnessing
collective intelligence
using the web as a Platform
Collective intelligence applications depend on managing, understanding, and responding to massive amounts of user-generated data in real time.
What is Next?
What is web3.0?
The Semantic Web?
Virtual reality?
The social web?
The mobile web?
It is all of those, and more.

Web Squared

Web 2.0 Meets the Real World
Web²

The Second Wave
June 2009

The Web becomes more closely integrated with the real world via sensor-based smart phone applications. Web Squared is another way of saying "Web meets World"
2009 Smartphone Revolution
24 H PC
Exponential Growing of Data (in Real Time)

Sensor Generated  User Generated  More Data Open

DATA.gov
Data and Opportunity

Internet Singularity

Web²

Web 2.0
Redefining Collective Intelligence: Sensory Input
Sensor generated data

User generated content

Expert-generated content

Traditionally Published Content
Web²

How the Web Learns
Web²
Web meets World: Information Shadow and The Internet of Things
The Internet of Things

Network

- Mobile Phone
- Plant
- Phone
- Box
- Microphone
- House
- Bicycle
- Books
- Elderly Man
- Desktop Computer
Information Shadow
Augmented Reality
Web²
The Rise of Real Time: A Collective Mind
Real-Time
Twitter
Smartphone Revolution
Mobile Internet Computer

- 24H PC
- Web from our desks to our pockets
- Sensors: See, Listen, Locate, Move
- Real time data
- Personal Media
- Style
Economy + Internet Trends
October 20, 2009
Web 2.0 Summit – San Francisco
mary.meeker@ms.com / scott.devitt@ms.com / liang.wu@ms.com
www.morganstanley.com/techresearch
Mobile Internet
Next Major Computing Cycle

Mainframe Computing 1950s

Mini Computing 1960s

Personal Computing 1980s

Desktop Internet Computing 1990s

Mobile Internet Computing 2000s

Morgan Stanley
New Computing Cycles Supported by 10x More Devices
Opportunities for Semiconductor / Hardware / Software / Services

Computing Growth Drivers Over Time, 1960 – 2020E

- Mainframe
- Minicomputer
- PC
- 100MM+ Units
- 1B+ Units / Users
- 10B+ Units???
- Mobile Consumer
- Cellphone / Desktop Internet
- Car Electronics
  - GPS, ABS, A/V
- Mobile Video
- Home Entertainment
- Games
- Wireless Home Appliances
- Smartphone
- Kindle
- Tablet
- Cell phone / PDA
- MP3

Increasing Integration

Devices / Users (MM in Log Scale)

Mobile Internet Outpaces Desktop Internet Adoption

iPhone + iTouch Users = 8x AOL Users 8 Quarters After Launch

iPhone + iTouch vs. NTT docomo i-mode vs. Netscape vs. AOL Users
First 20 Quarters Since Launch

Mobile Internet
iPhone + iTouch
Launched 6/07

~57MM

Desktop Internet
Netscape*
Launched 12/94

~25MM

NTT docomo i-mode
Launched 6/99

~11MM

AOL*
v 2.0 Launched 9/94

~7MM

Quarters Since Launch

Q1 Q3 Q5 Q7 Q9 Q11 Q13 Q15 Q17 Q19

Subscribers (MM)

Morgan Stanley

Note: *AOL subscribers data not available before CQ3.94, Netscape users limited to US only.
Source: Company Reports, Morgan Stanley Research.
Mobile Social Networking in Japan
~3x Greater (and Rising) than Desktop Social Networking per Mixi

Mixi’s (Japan’s Leading Social Network) Monthly Page Views, Mobile vs. PC, CQ2:06 – CQ1:09

Note: Mixi is one of Japan's leading social networking sites on PC and mobile with 23MM registered users as of 5/09. It monetizes mobile usage via sales of avatars, customized homepages and other premium services.

Source: Mixi, Naoshi Noma, Morgan Stanley Research.
Facebook + Apple iPhone / iTouch
Driving Independent / Overlapping Innovation in Social Networking + Mobile Platforms

Facebook
- 390MM users
- +153% Y/Y
- 350K+ Apps
- 500MM+ Downloads

Apple iPhone / iTouch
- 57MM users
- +166% Y/Y
- 85K+ Apps
- 2B+ Downloads

Social Networking

Mobile

Note: Facebook data as of 9/09, Apple data as of 10/09. Source: comScore, Facebook, Apple.
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<th>Technology Cycles - Wealth Creation / Destruction</th>
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<td>New Companies Often Win Big in New Cycles</td>
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Web² Explosion Expected

- Web2.0
- Social Web
- Smartphone: Mobile
- Internet Computing/Sensor
  + Innovation
Global Market at Home
History of Internet
The Second Boom

Web²
web2.0 + Smartphone
Social + Internet Computing
Upgrade Korea to Korea² with Web²
Summary

- Web Squared
- Theme
  - Mobile: Internet & Computing
  - Social Web
  - Gelocation
  - Realtime Web
  - Data Web
  - Augmented Reality
- Ent², Gov², School²
- Challenges: Privacy, Security, Trust/Reputation