

What does the future of the Web hold?

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October 15, 2009

9th sphere overview:

- In business since 1997
- Full service website solutions company
 - Web design
 - Application development
 - Search engine optimization
 - Search engine marketing
 - Email marketing
- Staff of 20 employees
- One of Canada's oldest & largest full service web firms
- 10 industry awards to date

Overview:

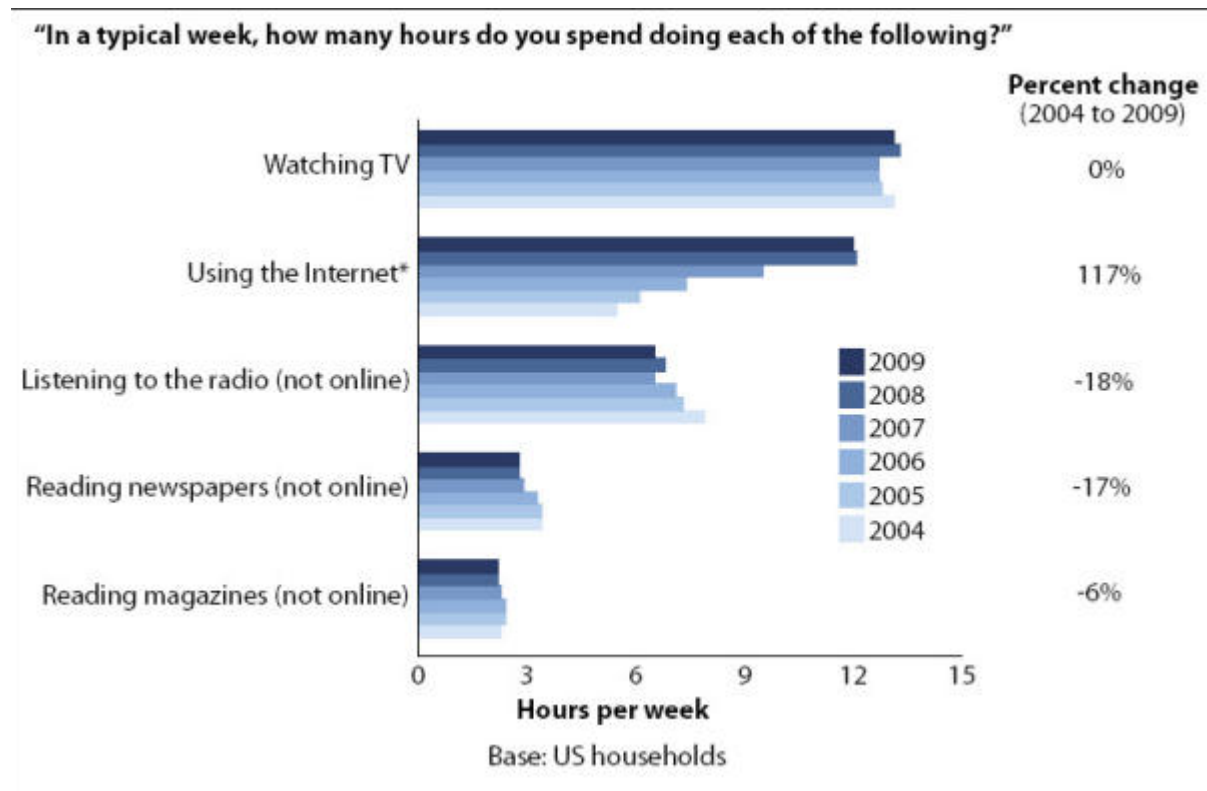
- A brief history
- Current state of the web
- What's next

A Brief Look Back:

- Purpose of providing access to a network of different computer systems that held information.
- Became popular in early 1990's
- First websites mostly informative, simple HTML protocol
- 1999 shift of how people used the web = Web 2.0 = user-centered design, information sharing, social networking, interactive

What's now:

- Approximately 1.1 billion people using the web regularly
- Average time spent online 12 hours / week



Source: CNET, Forrester via North American Technographics Benchmark Surveys, July 2009.

Most Popular Internet Activities

Task	Percent of Internet users who report this activity
Send or read email	92%
Use a search engine to find information	89
Search for a map or driving directions	86
Look for info on a hobby or interest	83
Research a product or service before buying	81
Check the weather	80
Look for health/medical info	75
Get travel info	73
Get news	73
Buy a product	71

Source: Pew Internet & American Life Project tracking surveys (July 22, 2008).

- Last 2 years, largest percentage increase in Social Networking (Facebook, mySpace, Twitter, etc.) = Web 2.0
 - Low computer costs
 - Increased broadband usage
 - Power of people vs. corporations controlling content
 - Youth cultural / professional changes – I want to be famous!

Google's mission: to organize the world's information and make it universally accessible and useful.

What's next... going mainstream

- The web will rule the world!
 - Hub that collects & provides access to all information
 - Gaming online
 - Radio online
 - TV online
 - Newspapers - will be dead – online (eg. Kindle)
 - More devices connected

What's next... going mainstream

- Software as a service
 - Office Live, Google Apps, OpenOffice
 - Improve speed to customer, updates, security patches
 - Reduce cost of software
 - Reduce piracy

What's next... going mainstream

- Central data storage = Cloud computing
 - Amazon, Microsoft, Salesforce Solutions

What's next... going mainstream

- Web 3.0 = systematic web, Interoperability, openness of information, connection of multiple databases, learning from behaviour

Thank you

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