

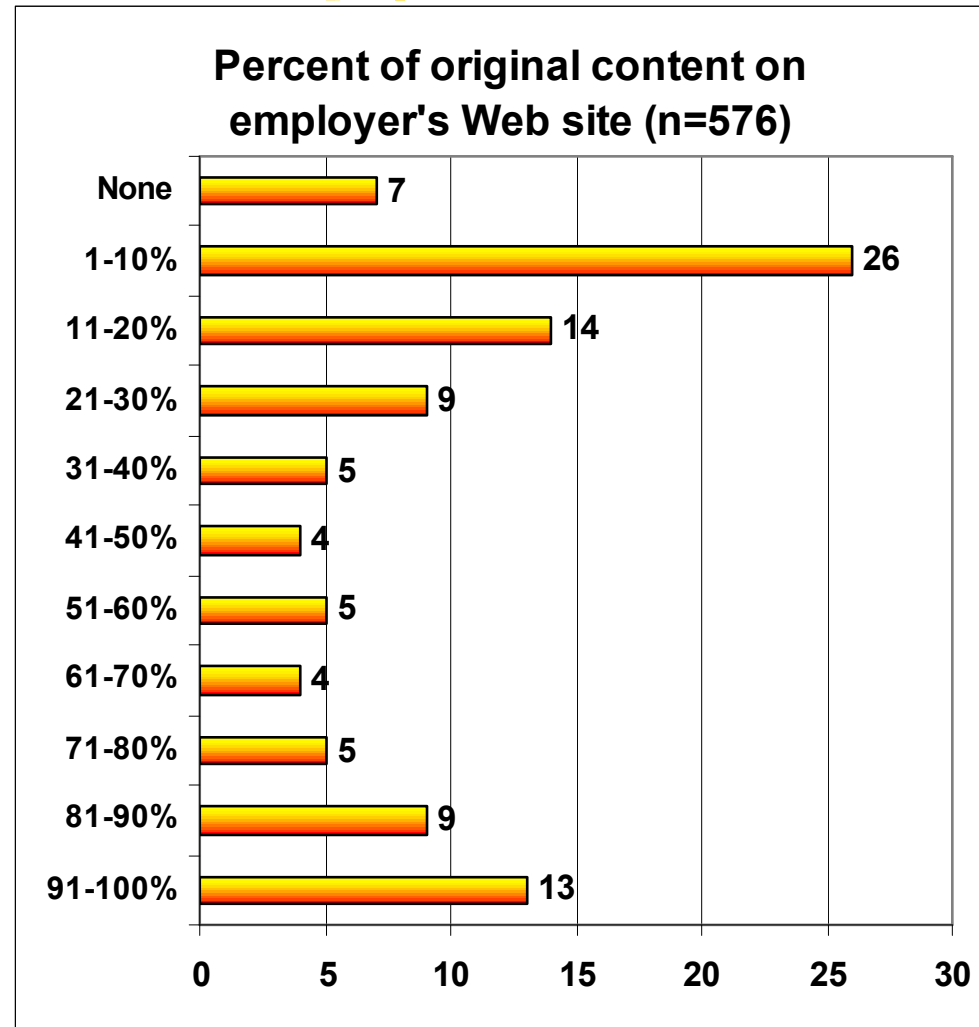
# 2001: Dijelovi iz prezentacija Rossa i Hayesa



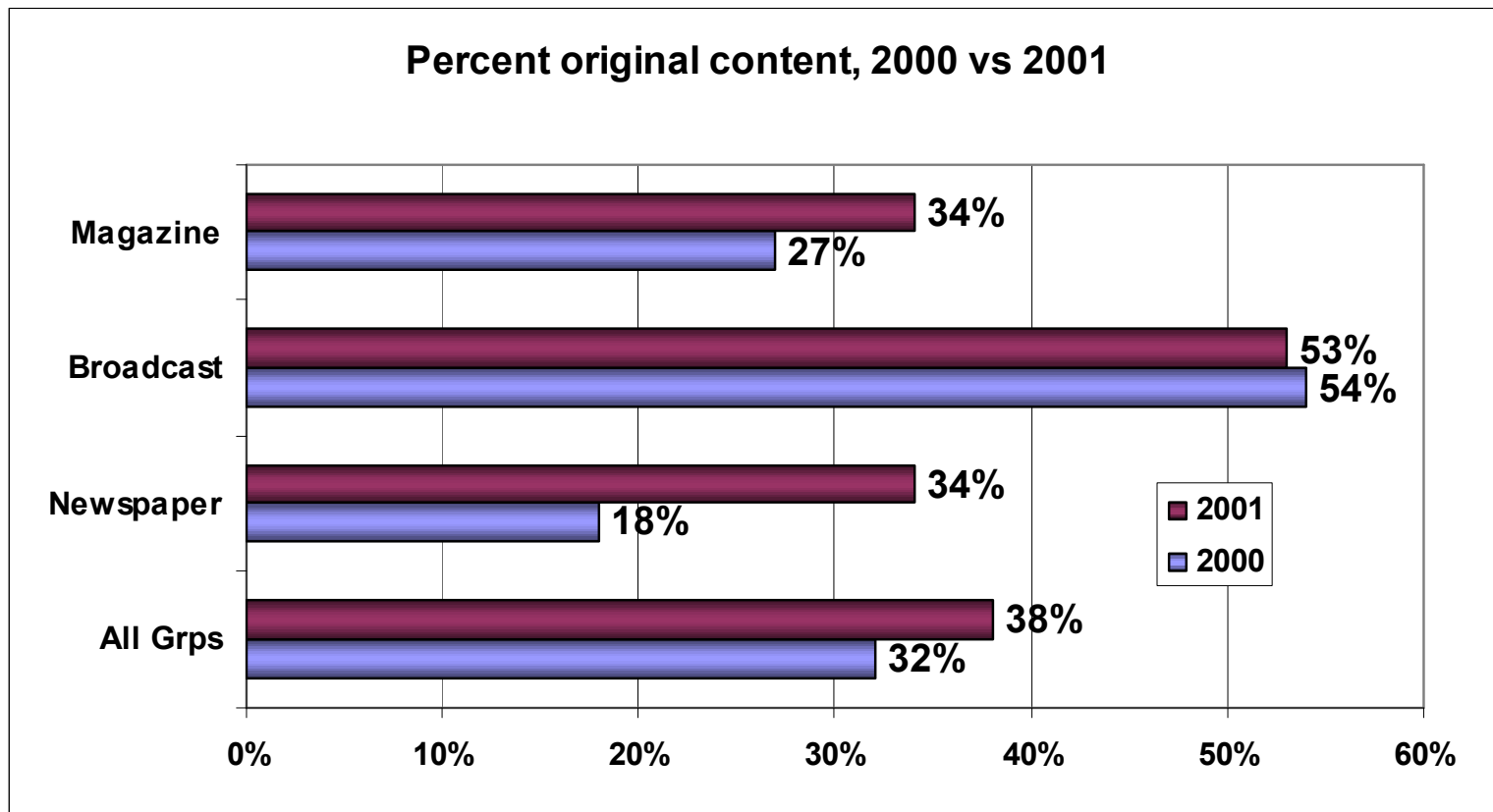
**Ross Survey  
of Media and Technology**

**THE INTERNET AS  
CURRENTLY SEEN IN  
THE UNITED STATES**

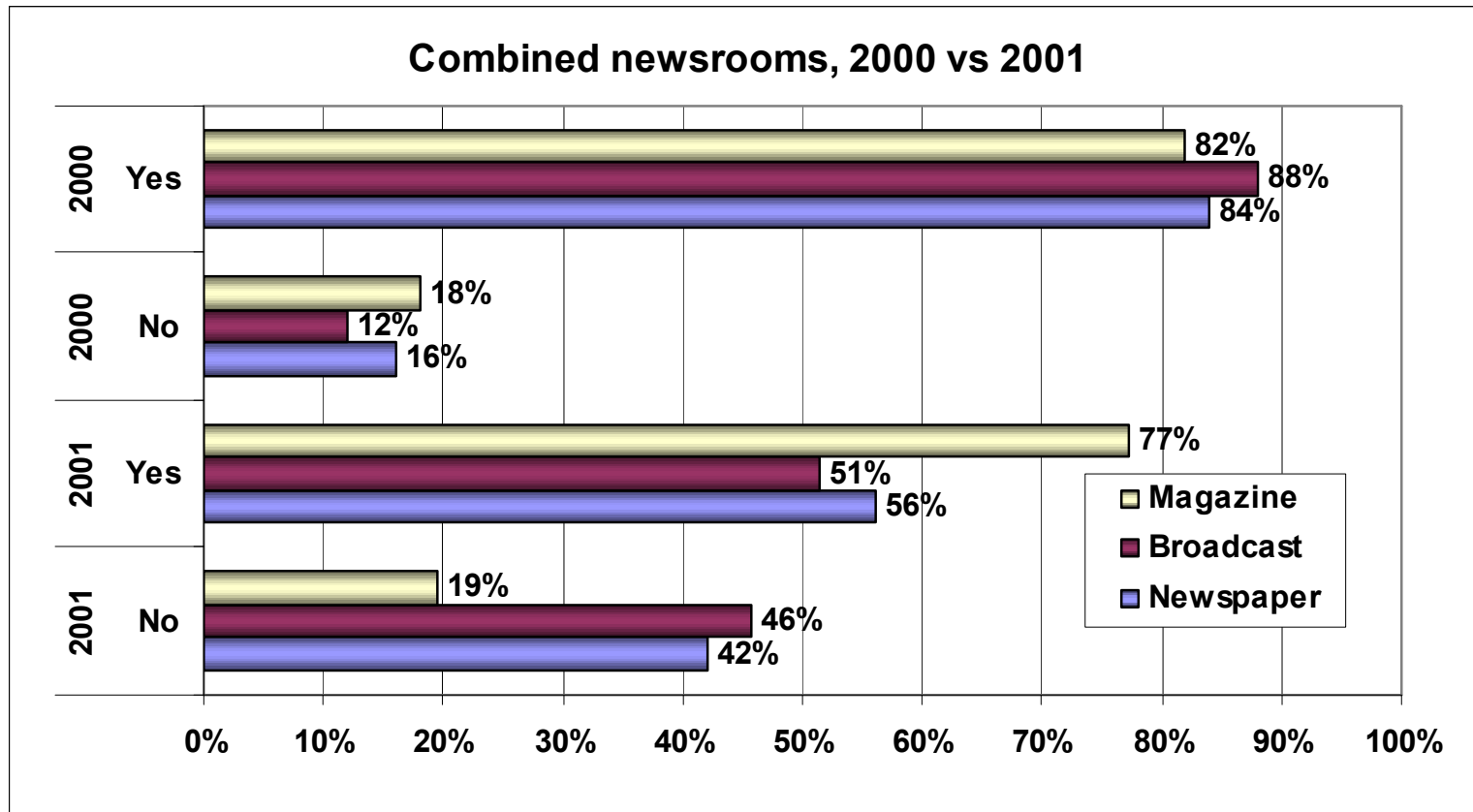
# Original content? A third have less than 10%



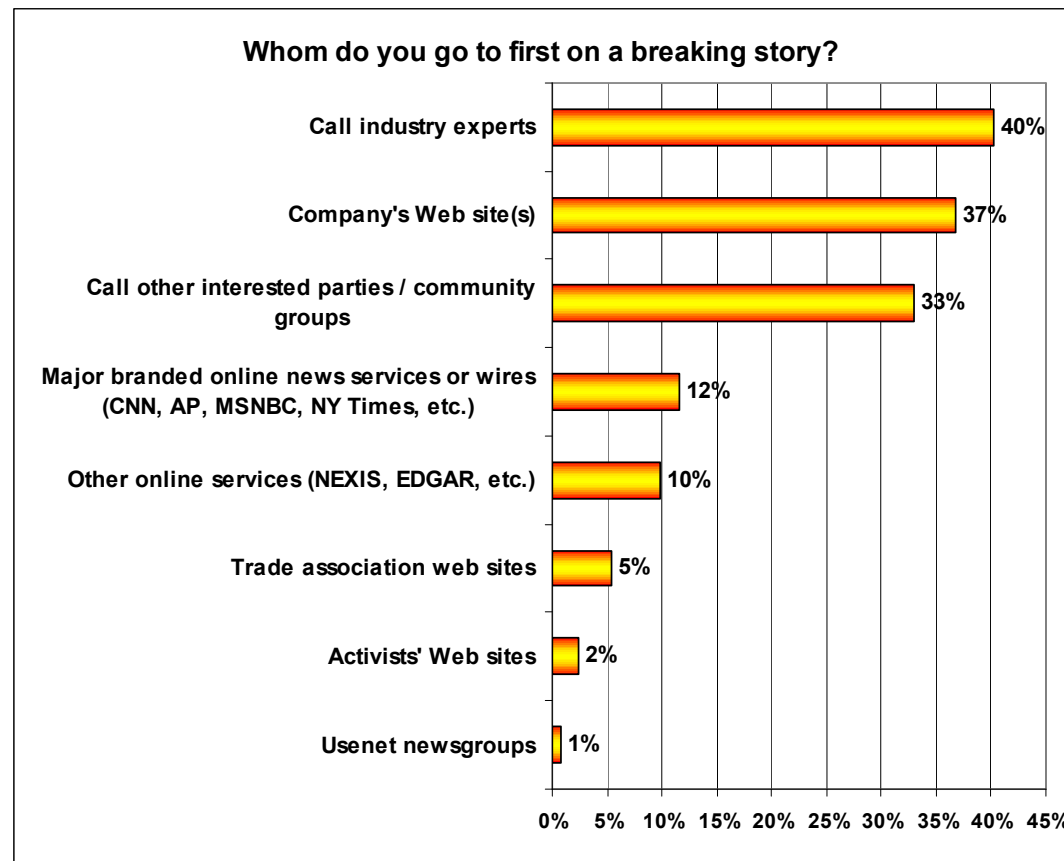
# % original content varies greatly by medium



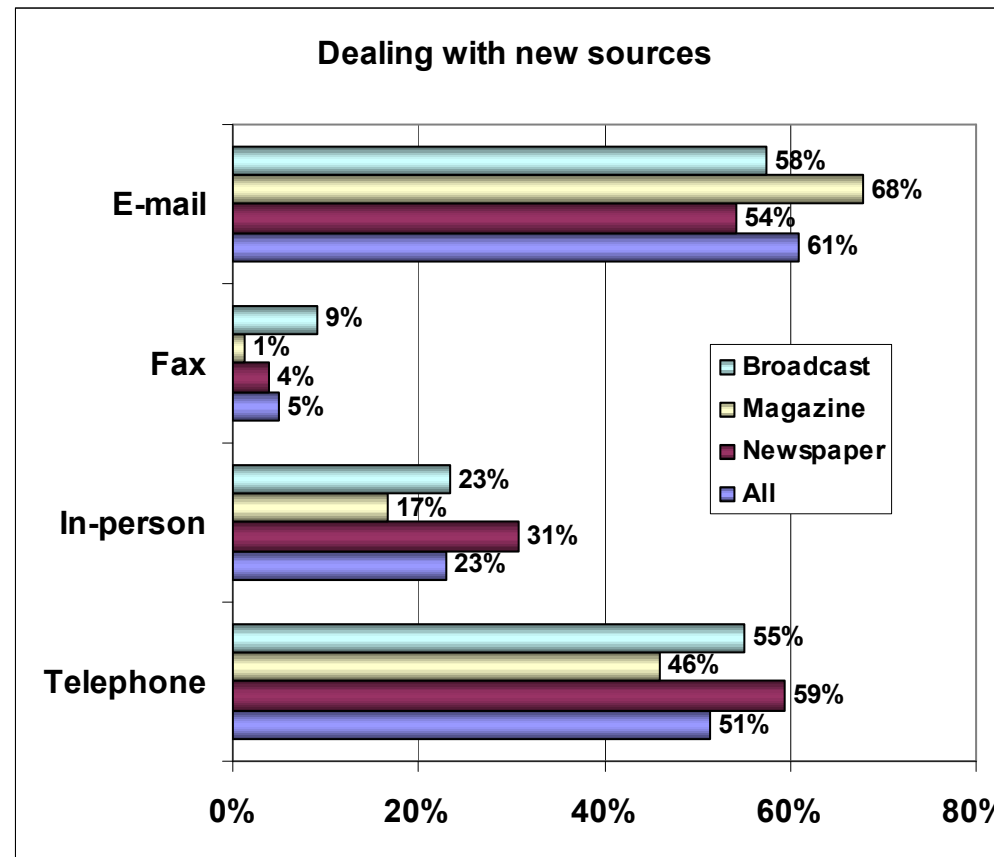
# Combined newsrooms; a decline thanks to chain ownership



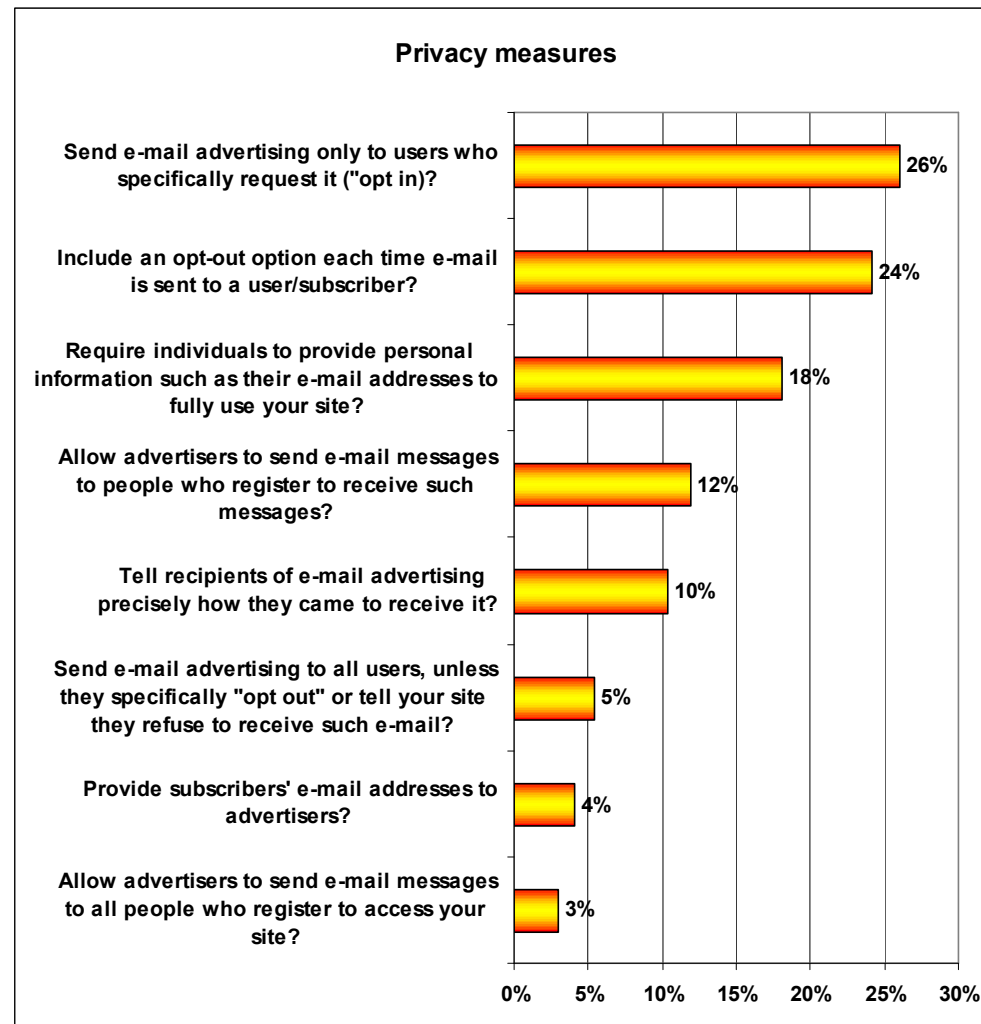
# Breaking news: The Web catches up to live calling



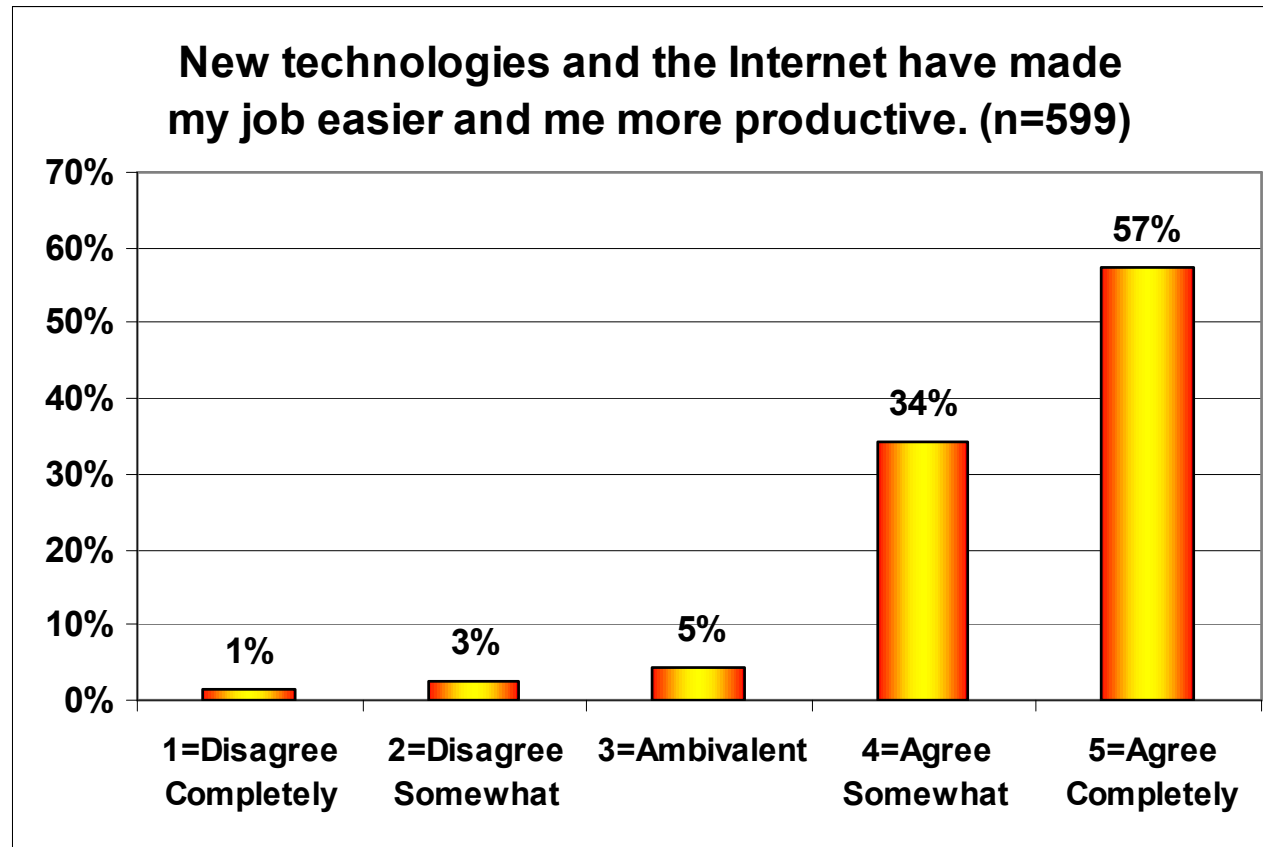
# Dealing with new sources, by media type



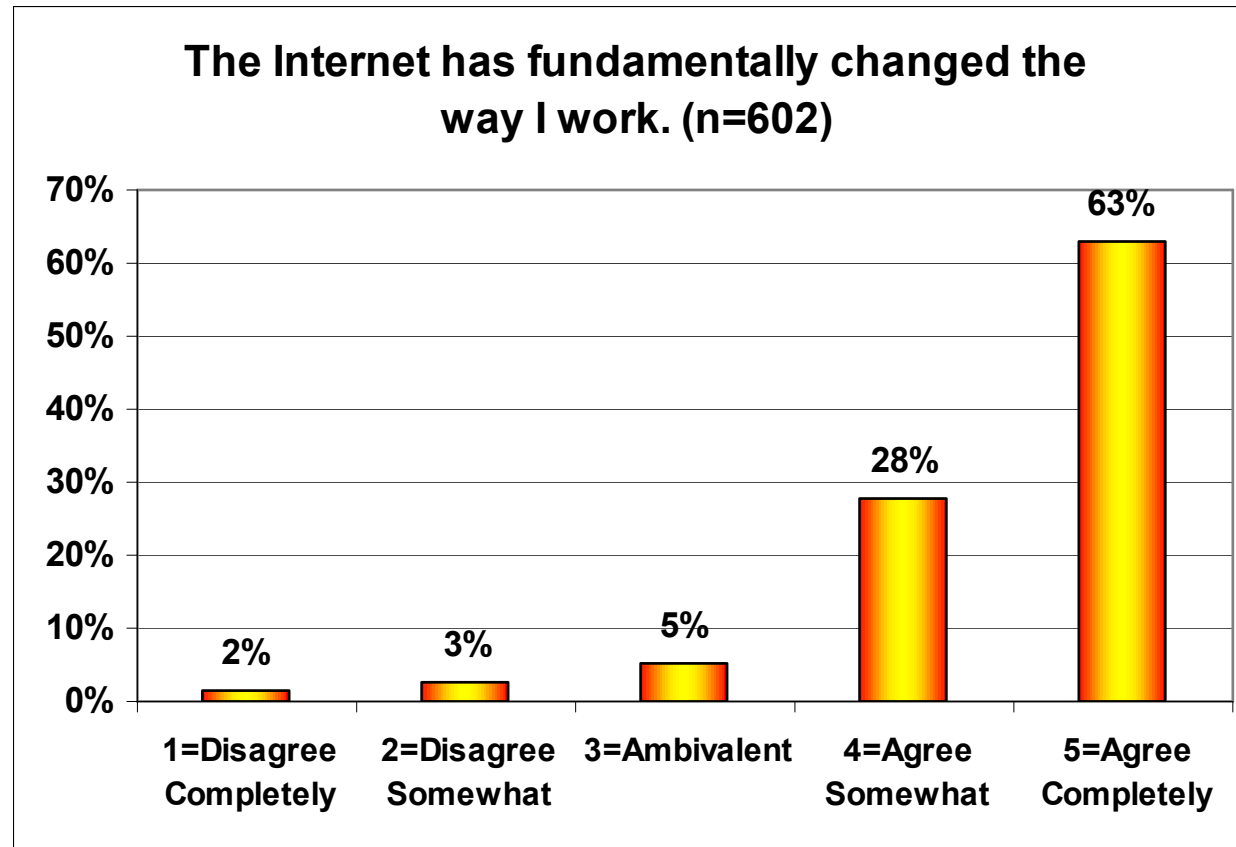
# Privacy issues are on the scope, but lack of privacy is typical



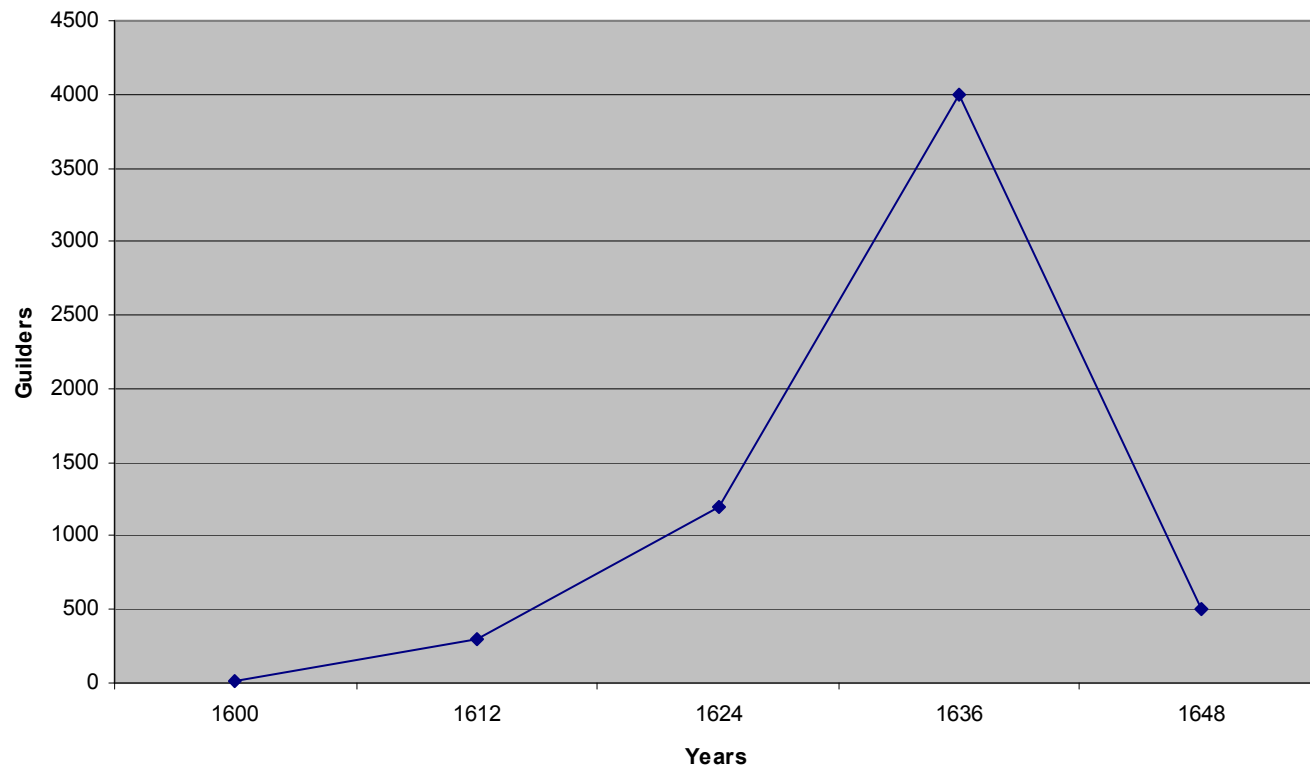
# The Internet has made their jobs easier and more productive



# 90% say the Internet has fundamentally changed journalism




## Tulip Mania The Cost per Bulb




## The Investment Community (1)



- Tulip Mania
  - The Rise and Fall of the Dot-Coms
    - Creation of the Internet
    - Commercial Online Services
    - The Rise of the Dot-Coms
    - The Collapse of the Dot Coms
    - The Recent History of Technology Manias
  - The Impact on the Telecoms
- 

## The Investment Community (2)



- **Tulip Mania**
  - **The Rise and Fall of the Dot-Coms**
  - **The Impact on the Telecoms**
    - **The Shift from Long Distance to Internet**
    - **The Shift from Voice to Data**
    - **The Shift from Pipeline to Content**
    - **The Shift from Wired to Wireless**
    - **The Shift from Narrow-band to Broad-band**
- 

## Assessment of the Internet (2)

### ■ Accounting Practices

### ■ What Have We Learned

- The Internet isn't as "disruptive" as we thought
- If it doesn't make Cents, it doesn't make Sense
- Time favors incumbents
- Making a market is harder than it looks
- There is no such thing as "Internet Time"
- "Branding" is not a strategy

## Assessment of the Internet (3)



### ■ Accounting Practices

### ■ What Have We Learned



- Entrepreneurship cannot be systematized
- Investors are not the customers.
- The Internet still changes everything
- The Internet changes your job
- Distinction between internet and non-internet companies is fading
- The real wealth creation is yet to come