



NEW MEDIA ENTREPRENEURSHIP

International MBA Oct 2009

IDC, Israel





The World is Flat

FLATTENING FORCES

Political

- End of Cold War
- Globalization

Business

- Work flow software
- Outsourcing
- Offshoring
- Supply-chaining
- Insourcing
- Deregulation

Technological

- Personal computing
- Rise of the web
- Digital convergence
- Enabling technologies

Social

- Uploading
- Search
- Transparency
- The young consumer.



Fall of Berlin Wall in 11/9/89

Image source: <http://www.freedomagenda.com/>

THE FALL OF THE BERLIN WALL

- Domino effect

“The world became a better place to live in after 11/9 because each outbreak of freedom stimulated another outbreak. “

- Tipped balance of power to democracy
- Away from autocratic regimes
- Away from centrally planned economics
- Liberate people of the Soviet Empire

THE FALL OF THE BERLIN WALL

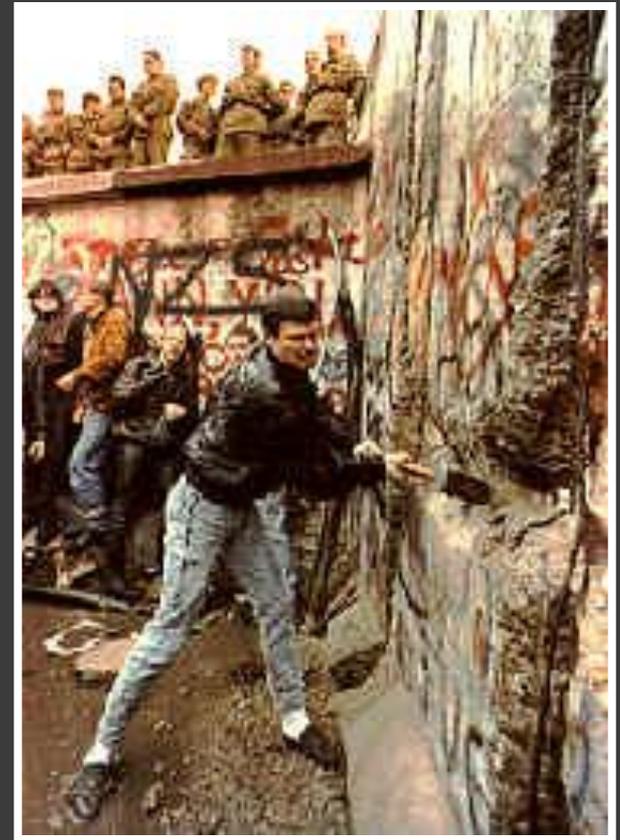
“paved the way for the adoption of common standards on how economies should be run”

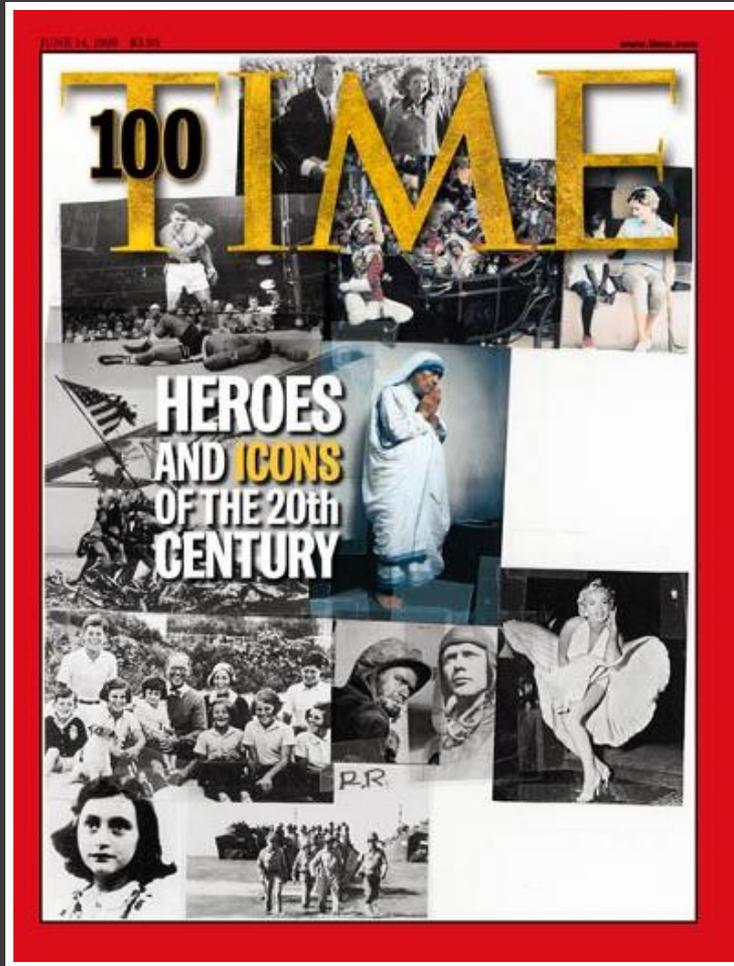
- 1991: India open to international trade → 7%
- Formation of the European Union

THE FALL OF THE BERLIN WALL

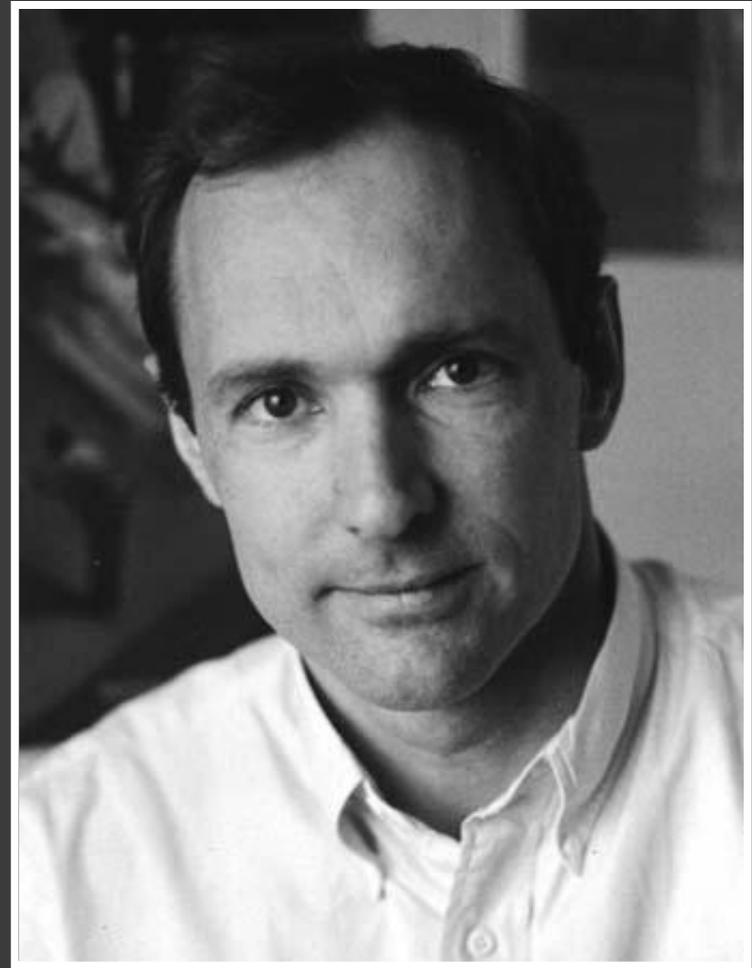
“The Berlin wall was not only blocking our way it was blocking our sight – our ability to think about the world as a single market, a single ecosystem and a single community”

The World is Flat





100 most important
people of the 20th century



Tim Berners Lee



“Thomas Edison got credit for the light bulb, but he had dozens of people working in his lab on it. William Shockley may have fathered the transistor, but two of his research scientists actually build it. And if there ever was a thing that was made by committee, the internet – with it’s protocols and packet switching – is it.

But the World Wide Web is Berners Lee alone. He designed it... And he ... fought to keep it open, nonproprietary and free.”

Time Magazine 6/14/1999

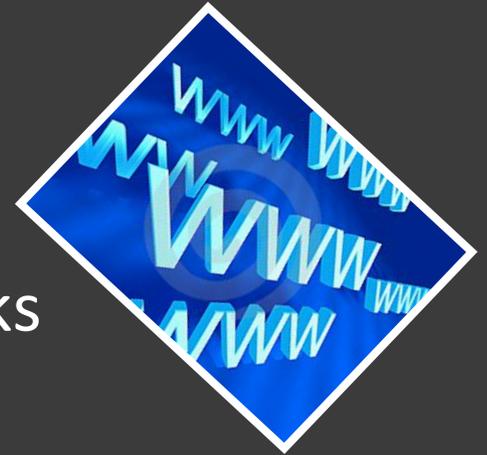
“VEGUE but INTERESTING”

- 1989 - European Organization for Nuclear Research
- Proposal - Connect hypertext with Internet and PC
- Hypertext - browse between texts on pages using links

- Berners-Lee started working on the web as side project

THE CREATION OF THE WORLD Wide Web

- HTML - Hyper Text Markup Language
 - Coding scheme for content creators
 - Web pages with text, images and links
- HTTP - Hyper Text Transfer Protocol
 - Rules to link pages on computers across the net
- Browser
 - A program with GUI for displaying HTML pages



THE NET

- Network of networks
- Computers and cables
- Connects computers
- Delivers packets



THE WEB

- Abstract space of info
 - Documents, sound, video
 - Connects hypertext
 - Communication between Programs on the Net
-
- Web made Net useful

IN PLAIN EN



[trouble seeing this video?](#)

1995 - NETSCAPE IPO

- Popularized the Internet and the Web
- Easy to install and use
- Tiny start up in Mountain View CA



WINDOWS ENABLED PC

- 15 days after Netscape IPO
- Windows 95 - Popularized personal computing
- IE -Built-in browser connecting all PC applications
- Eliminated the barrier of authoring
- Transporting words, images, music, video, data





BIRTH OF WORK FLOW SLOFTWARE

“They wanted to shape things, design things create things, sell things , buy things, keep track of inventories, do someone else's tasks and read someone else's Xray from half a world away.

And they wanted to do that from anywhere to anywhere, anytime and from any computer to any computer, seamlessly.”

The World is Flat

WORK FLOW SOFTWARE

- Collaboration
 - Design , display , manage and share data
 - Previously handled manually
- XML - Extensible Markup Language
 - data description language
- SOAP - Simple Object Access Protocol
 - XML transport protocol

AJAX

- Asynchronous Java Script and XML
- PC like Web Application
 - Rich user experience
 - Benefit of connectivity
- Business implications

37signals 

A Better Way To Work.

Over 3 million people use our web-based apps to get things done the simple way.

- Nothing to download
 - Safe, secure, backed-up
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 - No "IT Guy" required
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- [More reasons](#) why web-based is better.

"One of the Net's rising stars." — **TIME**

"Reader's Choice." — **BusinessWeek**

[More praise from the press](#)

Manage Projects and Collaborate with Your Team & Clients.

Share files, meet deadlines, assign tasks and centralize feedback.



Basecamp[®]

Manage Your Projects

Track Your Contacts, Leads, and Deals. Always Be Prepared.

Keep track of past conversations, calls, and emails. Never forget to follow-up.



Highrise[®]

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Organize and Share Information Across Your Business.

The quickest way to create and share information with your whole team.



Backpack[®]

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Real-Time Chat, File & Code Sharing for Remote Teams.

Campfire is like instant messaging, but designed specifically for groups.



Campfire[™]

Chat with Your Group

VIRTUAL GLOBAL OFFICES

- Access talents all over the world
- Get work done 24/7/365
- Not limited by:
 - boundaries of your office
 - your country and to

Web site redesign TravelCenter

Overview

Messages

To-Do

Milestones

Writeboards

Chat

Time

Files

People

Search

Permissions

To-do lists

[Reorder lists](#)

Home page revisions

- Make the logo bigger
- Tweak the nav so "Customer Center" link fits

1

Enter a to-do item

Who's responsible?

 or [I'm done adding items](#)

2

- Jun 20 Check with web host re: server situation
- Jun 18 Rewrite intro paragraph
- Jun 15 Get legal agreement from lawyers

Design review v1 TTD Private

3

- Get client approval for font

[Add an item](#)

- Jun 14 Schedule conference call
- Jun 14 Buy stock photos from Getty
- Jun 12 Buy font from T-26

Show to-dos assigned to:

Current to-do lists

[Home page revisions](#)[Design review v1 TTD](#)

Completed to-do lists

[Log videos](#)

CASE STUDY - BetaMarker.com

beta marker
like it ? mark it !

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Free Backup Software
One-click backups. Auto backups
Very easy, yet powerful software.
www.GoodSync.com

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MPEG2, MPEG4 & more. Try now!
www.avs4you.com/AVS-Video-Converter

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Stars!
www.pctools.com

Ads by Google

Home/1

Hottest Marked Software Releases

1
12
mark it

Tabbles 1.2 Beta 2
submitted by [Tabbles](#) 1 day, 2 hours ago [Organization](#)

Tabbles introduces a new way to categorize and find all your files and bookmarks. And quickly. The tabbles are special containers that go beyond folders: they can be used to describe your files,... [more](#)

[0 comments](#) [diqq this](#) [tag this](#) [share this](#)

4
9
mark it

eMailaya 3.6.0
submitted by [DoubleEagle](#) on 06-01-2009 [Clients](#)

eMailaya is an email application with emailaya features. eMailaya contains unique features, friendly GUI and is portable. With it you will understand that everyday tasks related to emailing, can be done... [more](#)

[0 comments](#) [diqq this](#) [tag this](#) [share this](#)

3
mark it

CloudBerry Explorer 1.2 Beta

Software Marker Power

If you love software and power, get this: Beta Marker gives you power to...

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500 marks
marks it
marked by friend

Mark software you like and be the first to download new releases!

Our fun 2 min video will [show you how...](#)



Outsourcing and Offshoring

OUTSOURCING

1. Taking some specific but limited function
 2. Having another company perform that function
 3. Reintegrating it back into your overall operation
- Late 90s, lady luck shines on India:
 - Fiber optic bubble
 - Y2K: date and time sensitive programs
 - When bubble bust outsourcing reduced costs

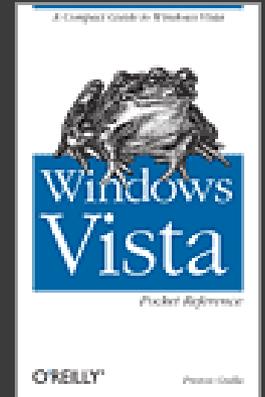
OFFSHORING

- 2001, China formally joined the WTO
 - Global rules governing imports exports
 - Foreign investments
- Taking factories and moves it offshore
- Low production costs
- From textile to consumer electronics and furniture

Web 2.0

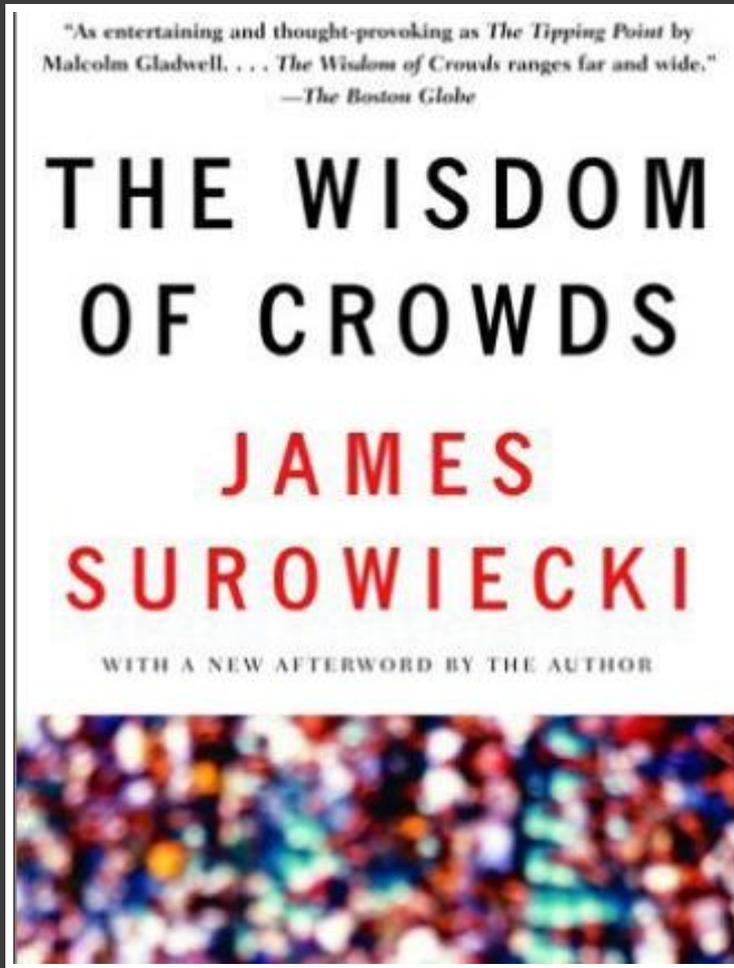
- Web 2.0 is a set of trends:
 - Economic
 - Social
 - Technological

- Collectively form the basis for the next generation of the Internet

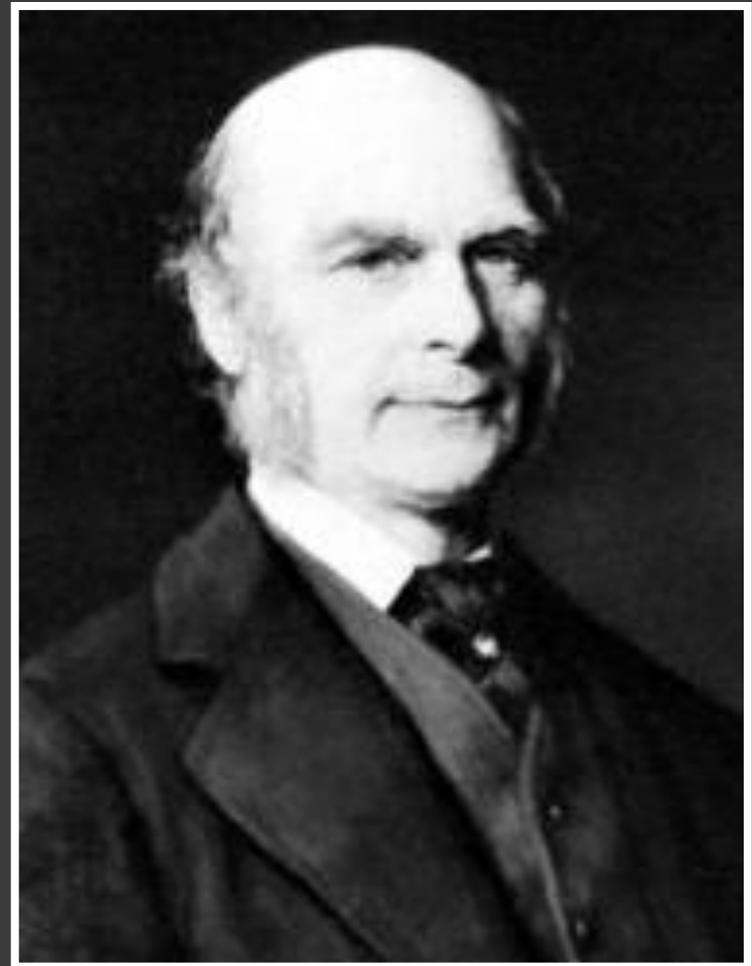


O'REILLY®





The Wisdom of Crowds

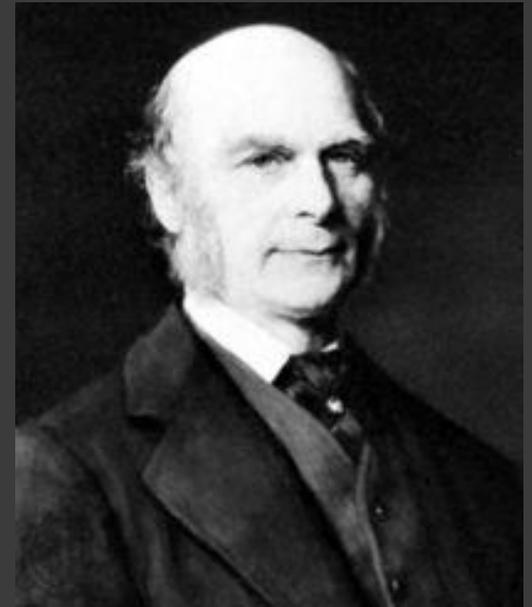


Sir Francis Galton, 1906

The Wisdom of Crowds

- Groups can make extremely intelligent decisions and are often wiser than the wisest individuals in them.

- Sir Francis Galton 1906
- Crowd avg guess: 542.9 kg
- Bull weight: 543.4 kg



Further Research

- Sort objects by weight and size
- Estimate how many sweets in the jar
- Find the way out of a maze

- Group AVG Better Than Best Individual

Characteristics of Wise Crowds

- Crowds are NOT always wise
 - Peer pressure
 - Group mind
 - Herd behavior
- Crowds are wise when:
 1. Diversity of opinion
 2. Independence
 3. Decentralization
 4. Aggregation

THE CHALLENGER CRASH 1986



Take off

11:38 EST on the 28/1/86



Crash

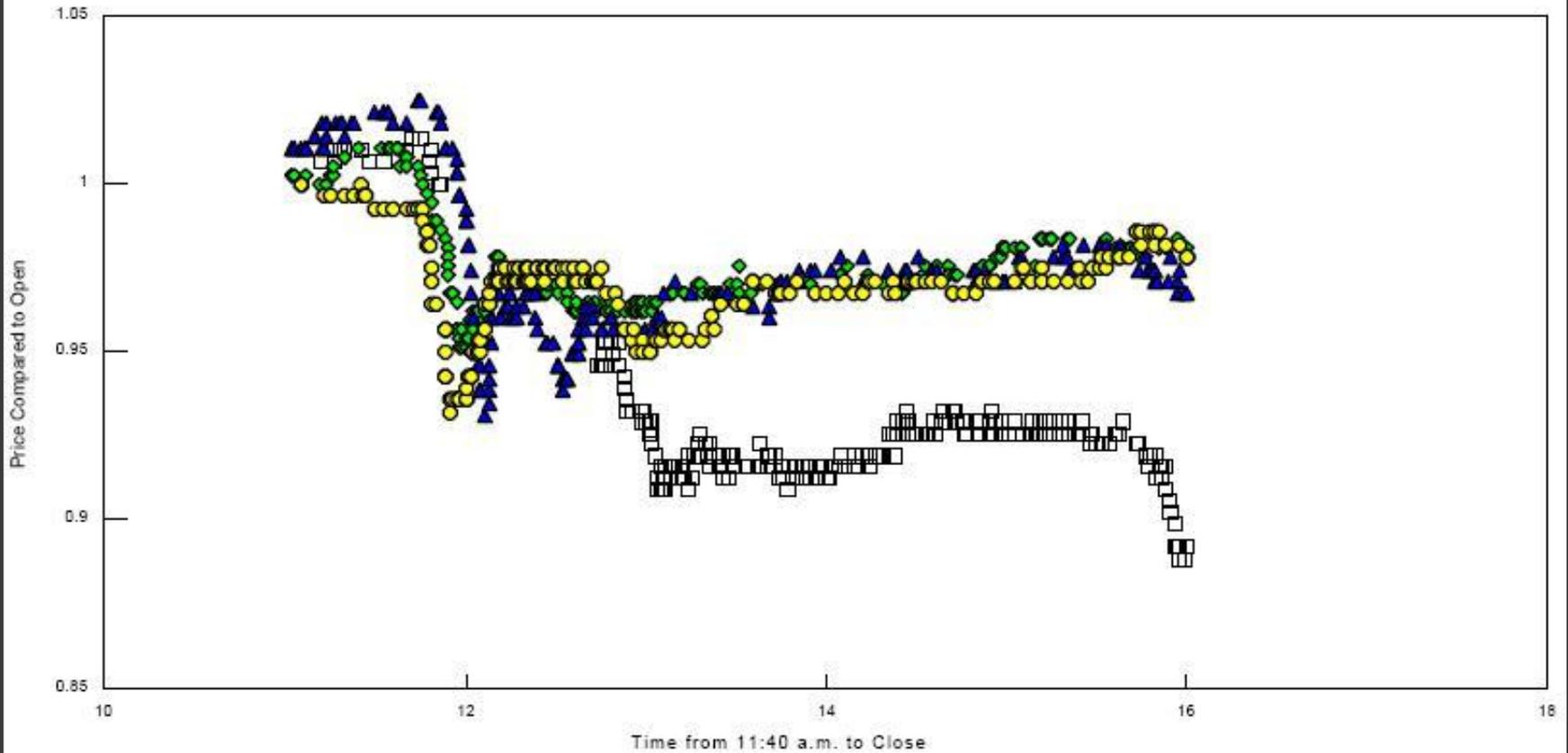
74 seconds after take off

THE CHALLENGER CRASH 1986

- 4 companies contracted by NASA:
 - Rockwell International - shuttle and engines
 - Lockheed - manager of ground support
 - Martin Marietta - external fuel tank
 - Morton Thiokol - fuel booster rocket

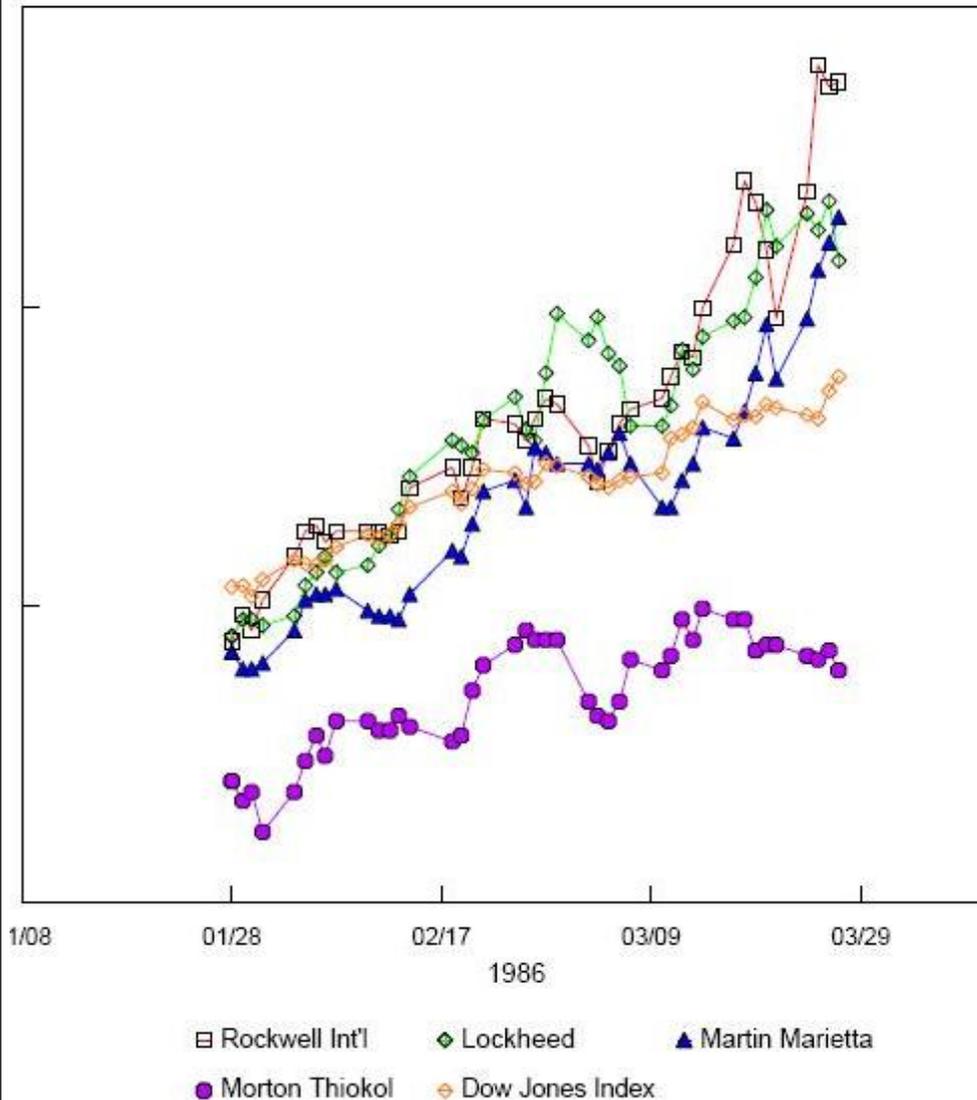
THE CHALLENGER CRASH 1986

Intraday Stock Price Movements Following the Challenger Disaster



□ Motron Thiokol ◆ Lockheed ▲ Martin Marietta ● Rockwell

Three Month Price Movement



“It will be months before NASA has any real answers to the question What went wrong with the Challenger?”

Financial Times

Harnessing Collective intelligence

- The success stories of Web 1.0
 - Google PageRank: collective linking choices
 - eBay: collective activity of buyers & sellers
 - Amazon: collective buying, rating & reviews



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Web

Results 1 - 10 of about 1,390,000,000 for dvd [definition]. (0.06 seconds)

[DVD - Wikipedia, the free encyclopedia](#)

DVDs resemble compact discs as their physical dimensions are the same (120 ... DVD recordable discs supporting this technology are backward compatible with ...

en.wikipedia.org/wiki/DVD - 57k - [Cached](#) - [Similar pages](#)

[DVD Empire - DVDs, DVD Movie, DVD Movies, DVD Videos, TV on DVD ...](#)

DVD Empire - International Retailer of DVD Movies and Accessories.

www.dvdempire.com/ - 64k - 15 Jan 2007 - [Cached](#) - [Similar pages](#)

[DVD Forum](#)

Ad-hoc association created for the purpose of exchanging and disseminating ideas and information about the DVD Format and its technical capabilities, ...

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[Amazon.com DVD: Low prices on thousands of DVDs](#)

Online shopping for thousands of DVDs from all movie genres, television & studio specials, documentaries, family & educational DVDs & more at everyday low ...

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DVD.box.sk - your dvd resource! ... With DvdReMake you can easily make a customized backup of your DVD disk or reauthor your disk to add features your ...

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כולל פילוח על פי איזור גיאוגרפי
www.netex.co.il

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The Movie Collector's Website!
1000s of titles not found elsewhere
MoviesUnlimited.com

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The Perfect DivX Player
מהנציג הרשמי בארץ
www.shalmon-cs.com/DVD

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Also listed in: [Consumer Electronics](#) > [Portable Audio](#) > [CD Players](#) > [Coby](#)

BRAND NEW ! Coby DVD-537 DVD Player/ SONY/PANASONIC Item number: 330074959807



Stock Photo

[View larger picture](#)

Winning bid: **US \$2.25**

Ended: **Jan-17-07 07:15:24 PST**

Shipping costs: **US \$20.00**
Standard Flat Rate Shipping Service
Service to [United States](#)

Ships to: [United States](#)

Item location: [long island city, NY, United States](#)

History: [3 bids](#)

Winning bidder: [jicu \(1 \)](#)

You can also: [Email to a friend](#) | [Sell one like this](#)

Meet the seller

Seller: [ii-love-u \(58 ★ \)](#) 

Feedback: **100% Positive**

Member: since May-01-05 in United States

- [Read feedback comments](#)
- [Ask seller a question](#)
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Buy safely

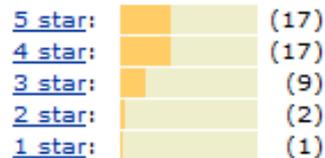
1. **Check the seller's reputation**
Score: 58 | 100% Positive
[Read feedback comments](#)
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Amazon

Customer Reviews

46 Reviews



Average Customer Review

★★★★☆ (46 customer reviews)

Create your own review

New! Amazon has customer video reviews



It's easy to shoot video reviews or life's everyday moments with the [Flip Video camcorder](#).

Most Helpful Customer Reviews

99 of 119 people found the following review helpful:

★★★★☆ **Solid FOUR, Some Preening, Double-Spaced Overview**, January 17, 2007

By [Robert D. Steele](#) (Oakton, VA United States) - [See all my reviews](#)

TOP 50 REVIEWER

REAL NAME™

Out of respect for Laura K. Turner's deeper knowledge of this author, I am integrating some of her observations and correcting myself where appropriate. The edit below raising the book to a four was done immediately after publishing the original review.

EDIT: After reading Cass Sunstein's book, which earned a four, I feel compelled to raise this to a four but Amazon does not allow me to change star ratings. This

Most Recent Customer Reviews

★★★★★ **Great Book to Read**

Wikinomics: How Mass Collaboration Changes Everything

As I refresh my professional career for the second decade of the 21st Century, I decided to read this book, and... [Read more](#)

Published 4 days ago by Tomas Alberto Avila

★★★★☆ **Good, but not critical enough and scores high on the buzzword-meter**

The book gives a quick tour of the new collaborative ways in which people aggregate and process information. [Read more](#)

Published 25 days ago by WiltDurkey

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- » bookmark things for yourself and friends
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A tag is simply a word you use to describe a bookmark. Unlike folders, you make up tags when you need them and you can use as many as you like. The result is a better way to organize your bookmarks and a great way to discover interesting things on the Web.

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Tutorials [save this](#) **131** people tags
first posted by [burtonownz](#) | [dvr](#) | [hdtv](#) | [howto](#) | [video](#) | [firewire](#) tags

tags to watch

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media

[everystockphoto.com](#) - your source for free photos

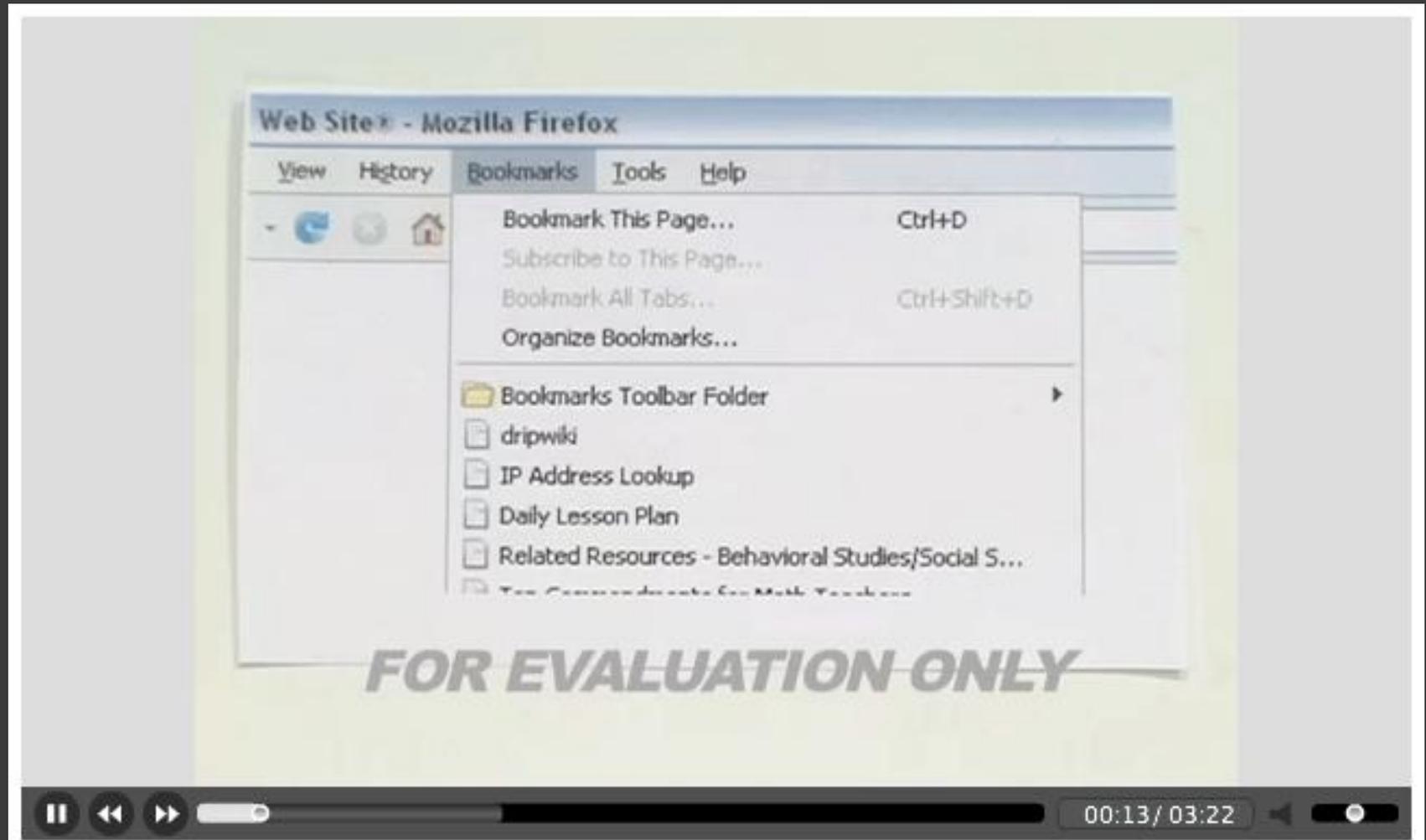
[The Long Tail: What would radical transparency mean for Wired? \(Part 2\)](#)

[StumbleVideo](#)

howto

[howstuffworks](#)

IN PLAIN EN



TAGGING

- Taxonomy:
 - study of scientific classification
- Folksonomy:
 - collaborative categorization using freely chosen keywords called tags

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flickr GAMMA TM

The best way to **store, search, sort** and **share** your photos.

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As long as the [world](#) is [turning](#) and [spinning](#), we're gonna be [dizzy](#) and we're gonna [make mistakes](#). - Mel Brooks

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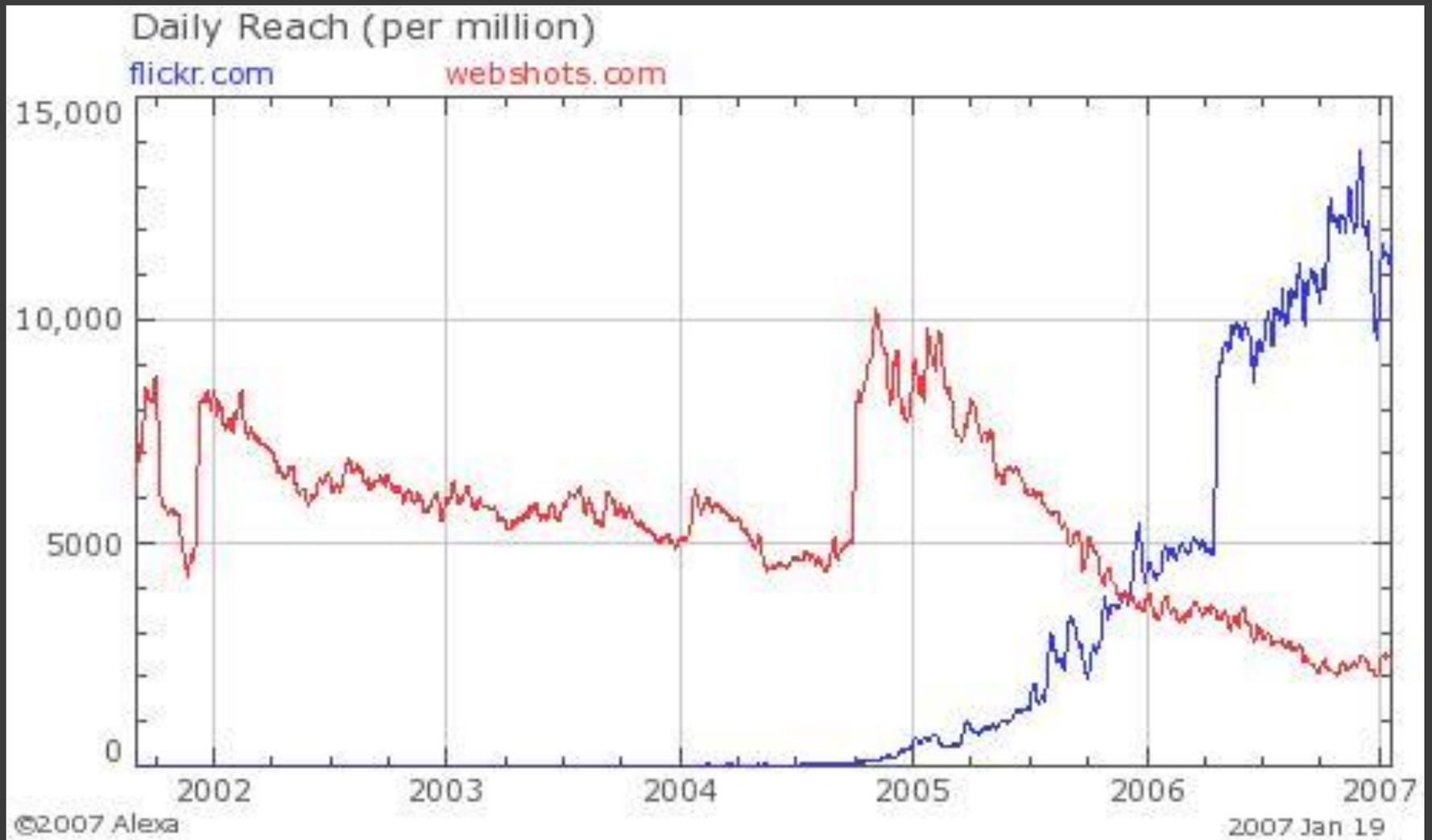
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NEW See popular cameras with [Camera Finder](#)

Web 2.0 vs. Web 1.0



Wikipedia

WIKIPEDIA

English

The Free Encyclopedia

1 582 000+ articles

Deutsch

Die freie Enzyklopädie

527 000+ Artikel

Français

L'encyclopédie libre

427 000+ articles

Polski

Wolna encyklopedia

336 000+ haseł

日本語
フリー百科事典
313 000+ 記事

Italiano

L'enciclopedia libera

233 000+ voci

Nederlands

De vrije encyclopedie

264 000+ artikelen



Português

A enciclopédia livre

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Svenska

Den fria encyklopedin

204 000+ artiklar

Español

La enciclopedia libre

190 000+ artículos

search • suche • rechercher • szukaj • 検索 • zoeken • ricerca • busca • sök • buscar • поиск

Digg.com

The screenshot shows the Digg.com homepage with a blue header containing the logo and navigation links for News, Videos, and Podcasts. A search bar is located in the top right. Below the header is a green navigation bar with categories like All Topics, Technology, Science, World&Business, Sports, Entertainment, and Gaming. The main content area features three featured stories: 'What to Watch in 2007', 'VSTS source code control', and 'Digg for Brain Topics'. Below these is an 'All News' section with filters for 'Newly Popular', 'Top in 24 Hours', '7 Days', '30 Days', and '365 Days'. The first featured story is 'Amazing: 500 Gallons Of Water A Day From Thin Air' by gmark13, submitted 17 minutes ago. The second is 'A hacked NES that fits inside its own controller. Brilliant!' by Brajeshwar, also submitted 17 minutes ago. On the right side, there are two sidebars: 'What's Digg?' with a 'Join', 'Login', and 'Learn More...' section, and 'Top 10 in All Topics' listing 'Man creates real-world Halo suit for military use' (2038 diggs), 'Amazing pics at different hours of the day and night in Hong Kong' (1769 diggs), and 'Pictures: Welcome to F*cking, Austria' (1552 diggs).

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As the World rings in a New Year
What will the Coming Months bring?
www.RealTruth.org/Watch_In_2007

VSTS source code control
from outside the Visual Studio IDE
Linux, Mac OS X and within Eclipse
www.teamprise.com

Digg for Brain Topics
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[Newly Popular](#) | [Top in 24 Hours](#) | [7 Days](#) | [30 Days](#) | [365 Days](#) |

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164 diggs **Amazing: 500 Gallons Of Water A Day From Thin Air**
 [gmark13](#) submitted, made popular **17 minutes ago** (www.off-grid.net)
The water-harvesting technology was originally the brainchild of the Pentagon's Defense Advanced Research Projects Agency (DARPA), which sought ways to ensure sustainable water supplies for U.S. combat troops deployed in arid regions like Iraq. [More...](#)
[20 comments](#) | [Blog It](#) | [Email It](#) | Topic: [Environment](#) | [Bury](#) |

235 diggs **A hacked NES that fits inside its own controller. Brilliant!**
 [Brajeshwar](#) submitted, made popular **17 minutes ago** (arstechnica.com)
How would you like to have an NES controller that housed an actual NES? Okay, the innards aren't an actual NES; the creator used a third-party knock-off system packed with pirated games to do his mad-scientist work, but I'm still impressed. The controller plugs right into the television, has a bunch of games built-in, and, even more crazily, [More...](#)

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Top 10 in All Topics

- 2038** [Man creates real-world Halo suit for military use](#)
- 1769** [Amazing pics at different hours of the day and night in Hong Kong](#)
- 1552** [Pictures: Welcome to F*cking, Austria](#)

Digg.com



[Digg This: 09-f9-11-02-9d-74-e3-5b-d8-41-56-c5-63-56-88-c0](#)

by [Kevin Rose](#) at 9pm, May 1st, 2007 in [Digg Website](#)

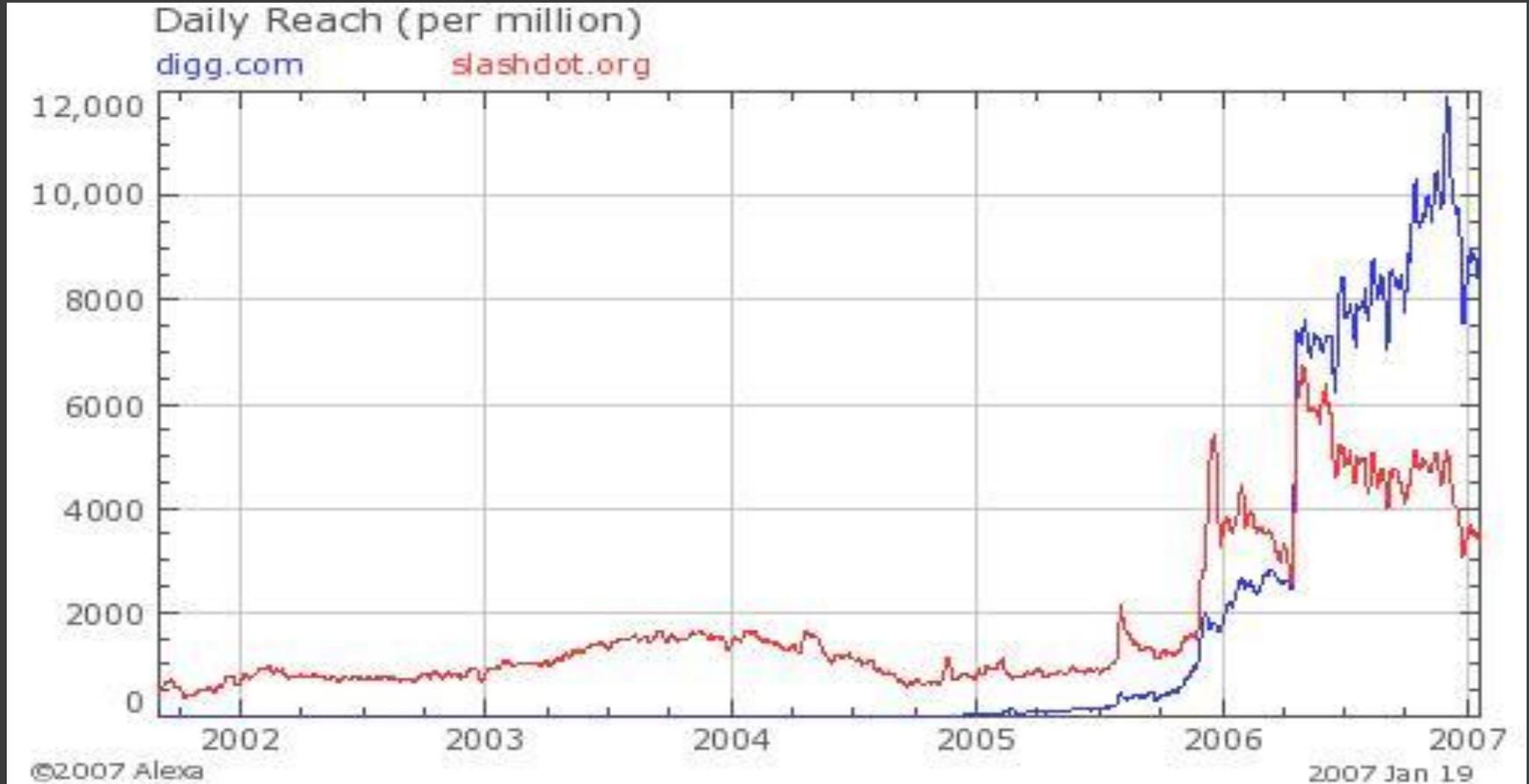
But now, after seeing hundreds of stories and reading thousands of comments, you've made it clear. You'd rather see Digg go down fighting than bow down to a bigger company. We hear you, and effective immediately we won't delete stories or comments containing the code and will deal with whatever the consequences might be.

If we lose, then what the hell, at least we died trying.

Digg on,

Kevin

Web 2.0 vs. Web 1.0

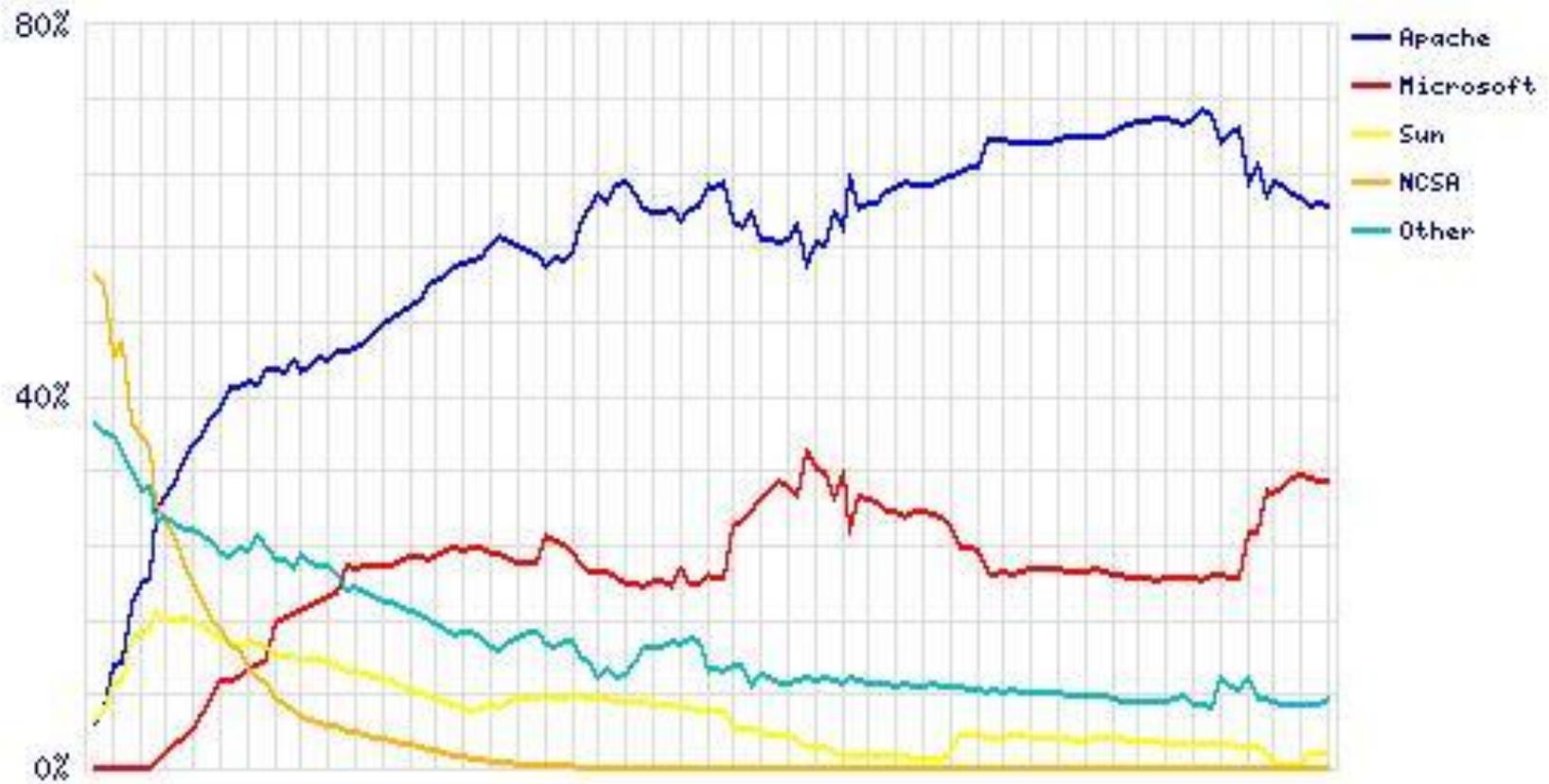


Open Source

- Community developed software movement
- Most of the web infrastructure
 - Linux, Apache, MySQL, PHP
- Source Forge
 - +100,000 open source software projects

Apache Market Share

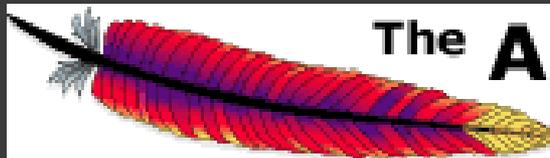
Market Share for Top Servers Across All Domains August 1995 - January 2007



October 1995

January 2007

Apache Web Server



The **Apache Software Foundation**

<http://www.apache.org/>

Collaborative Book Digitalization



reCAPTCHA™

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- GET reCAPTCHA
- PROTECT YOUR EMAIL
- MY ACCOUNT
- RESOURCES

STOP SPAM. READ BOOKS.



Type the two words:

overlooks inquiry

reCAPTCHA™
stop spam.
read books.

Protect your site from abuse and help digitize books.
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The P&G logo is displayed in a white box on a green background. The letters 'P' and 'G' are in a bold, blue, serif font, with an ampersand between them.

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lives of people
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making life a little
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