

INTO THE new
BREW 2007 CONFERENCE

Redefining Social Networking –
Impact of Mobile on Social
Networks & Media

Panel Discussion

Jed Stremmel-Facebook

Nick Desai-Juicercaster

Brandon Lucas-MySpace

Faraz Hoodboy-Pixsense

Bob Morgan-Shozu



The Mobile (R)Evolution



= **850M***



= **1B***



= **2.1B***



3G = **1B+ by 2010***



Web Content \$\$ = \$25B**

Mobile Content \$\$ = \$31B**



*Communities Dominate Brands-Tomi Ahonen/Informa Estimates

**No such thing as a free download

Victor Keegan, **Guardian** May 24, 2007



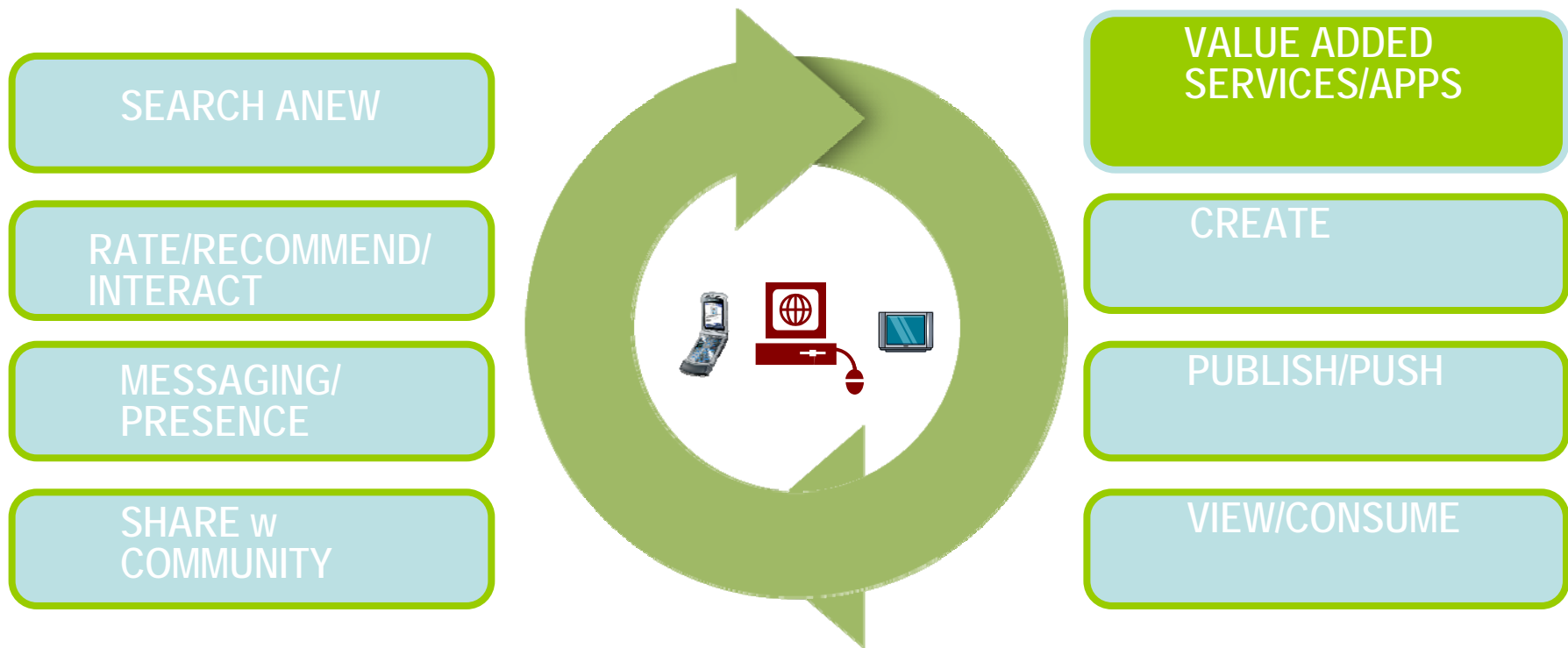
From a Phone - Voice+Data



Always On, Connected, Interactive Personal Device



ENHANCING THE ECOSYSTEM



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QUESTIONS?

