

Exponential Growth & Norms?

- Facebook December 2006: 12 million users
- Facebook today: 350–400 million users
- Internet Users 1990: Order of 300,000?
- Internet Users December 1995: 16 million
- Internet Users December 2000: 360 million

One company has made money

- off of web-based advertising.
- Name them?

Three companies for us to watch

- Microsoft
- Google
- Facebook