

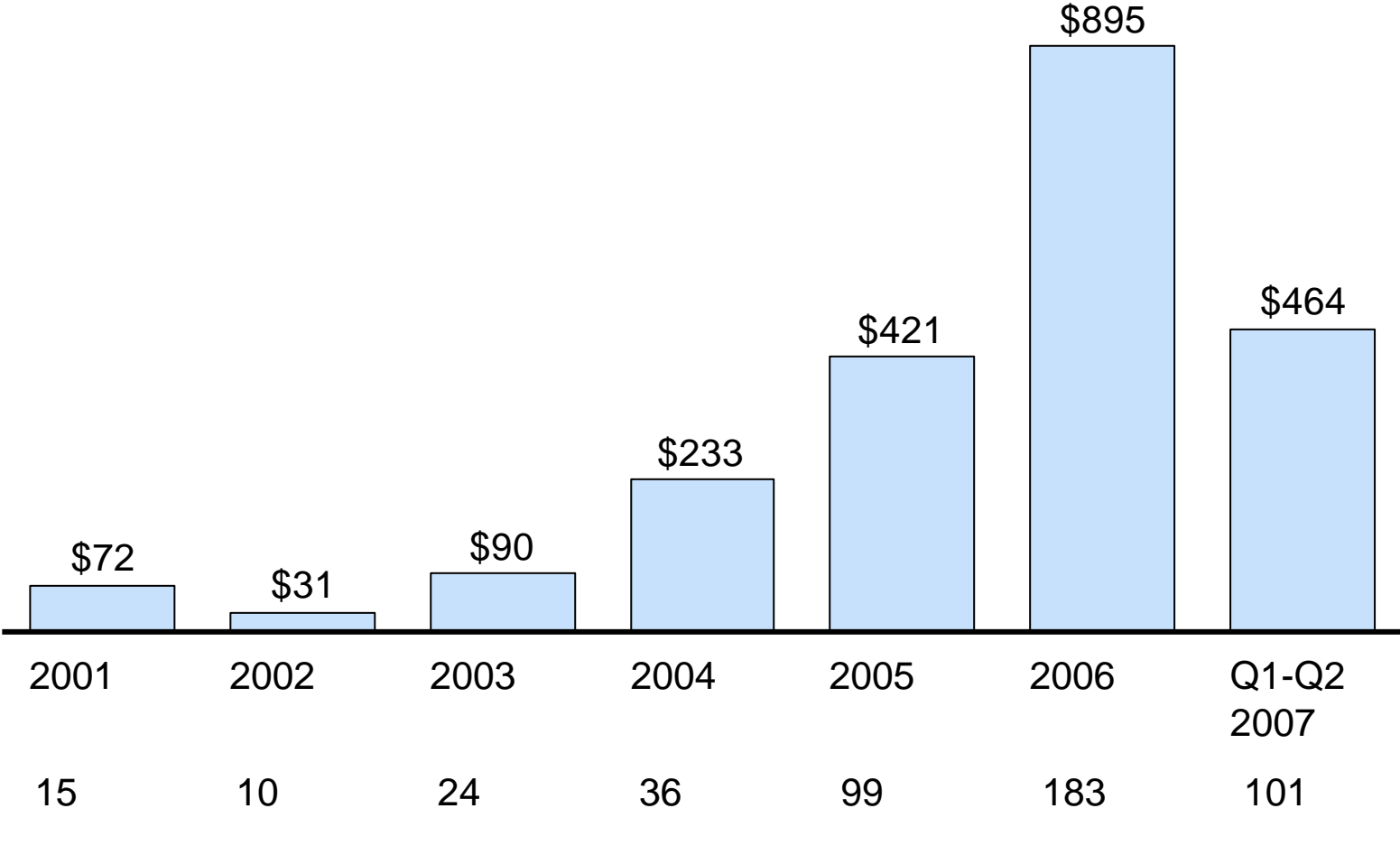
# **‘Participative Web: Strategies and Policies for the Future’**

OECD-CANADA: TECHNOLOGY FORESIGHT FORUM

October 3, 2007

# VENTURE CAPITAL FUNDING FOR WEB 2.0 BUSINESSES

**Total investments**  
\$ millions

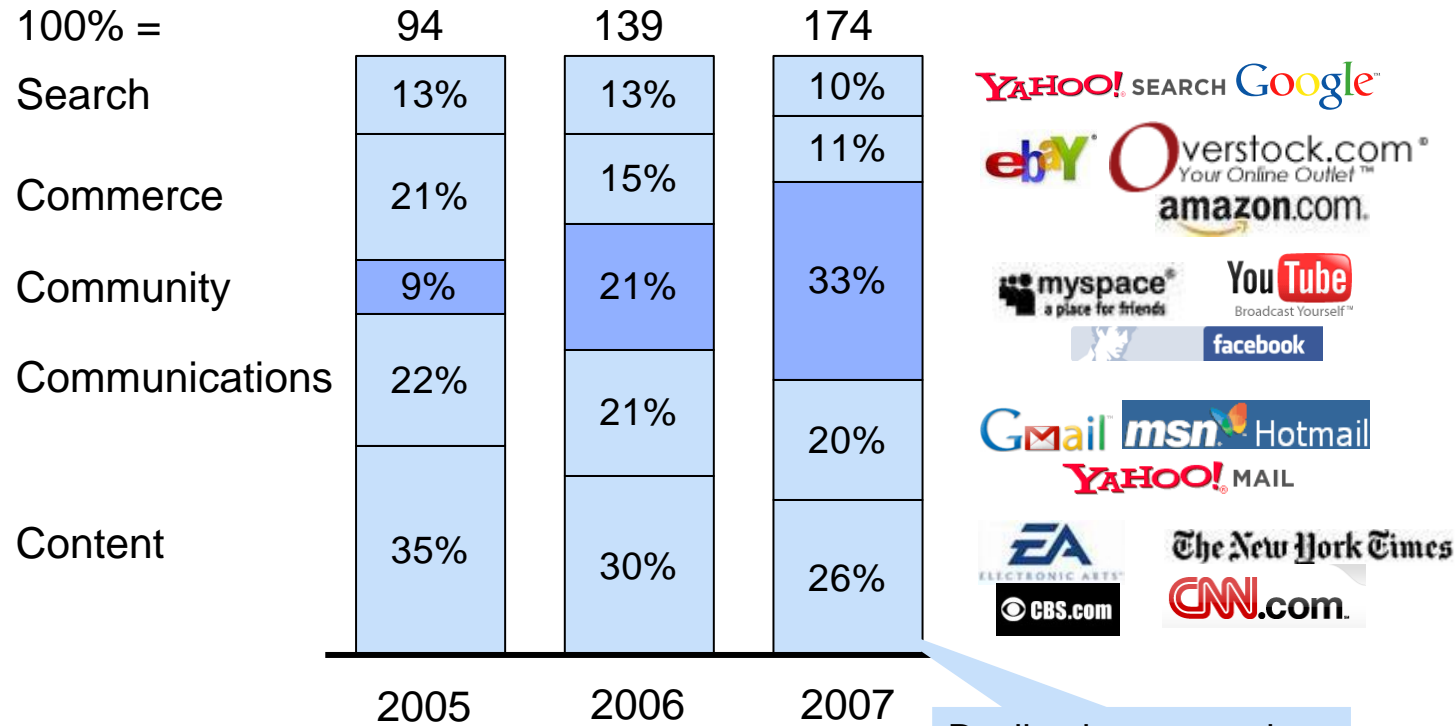


Source: Dow Jones VentureOne; includes equity investment in US, European, Israeli, or Chinese headquartered, venture-backed companies only

# SHARE OF PARTICIPATORY MEDIA AMONG TOP 100 ONLINE BRANDS

## Pageviews

Bns, percent, among top 100 brands



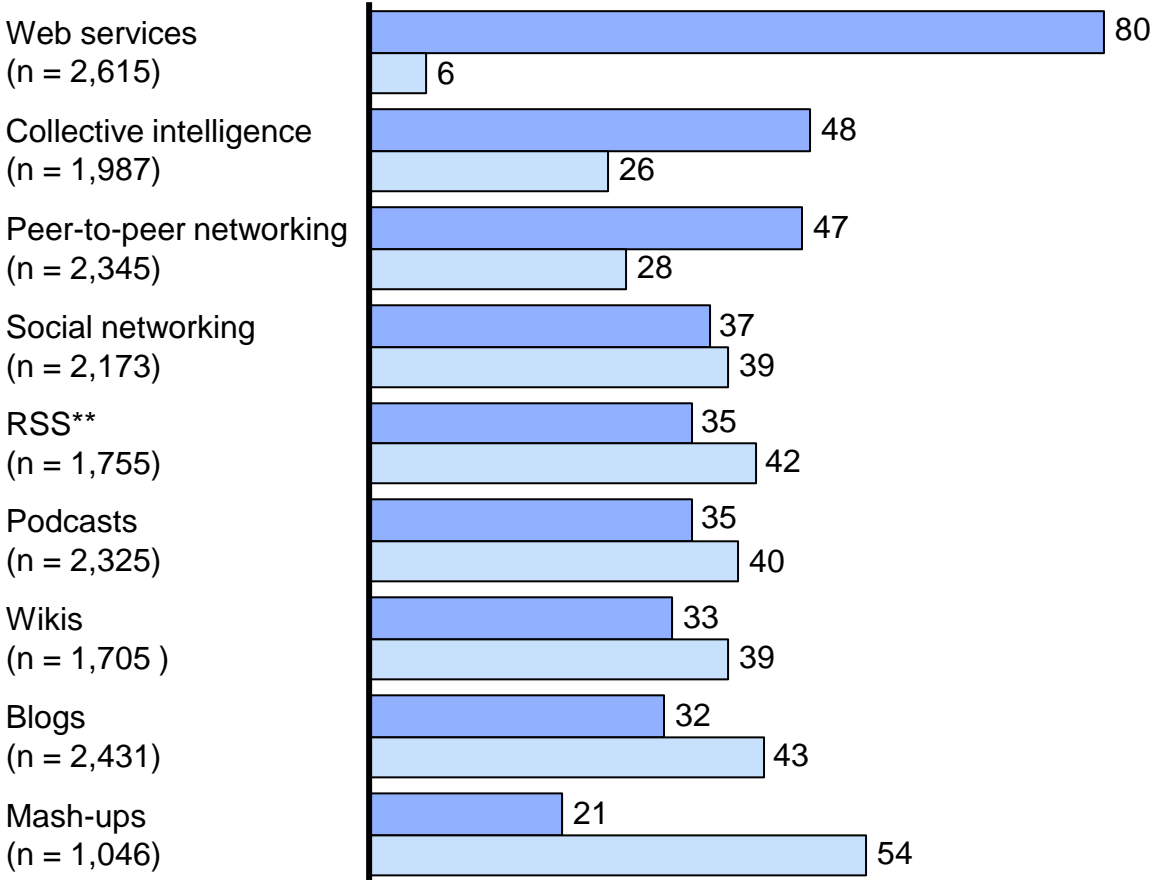
Decline in content due to some content sites dropping out of top 100

\* Analysis of top 100 brands; channels were used in place of brand for multi-category portals (e.g., Yahoo!, AOL)  
 Source: Nielsen/Netratings as of May 2005, May 2006 and August 2007

# HOW BUSINESSES ARE USING WEB 2.0

**Is your company investing in any of the following Web 2.0 technologies or tools?**  
 Percentage of respondents\*

■ Using or planning to use  
■ Not under consideration



\* Respondents whose investment plans are uncertain are not shown; respondents who answered “not familiar enough to say” or “do not know” are excluded

\*\* Really simple syndication