



INDUSTRY BACKGROUNDER

Where the Web is headed next...

Just when we think the pace of Web innovation can be no faster, new technologies take hold, new user trends emerge, and new business and advertising opportunities abound.

In the past few years, a steady stream of breakthrough, Web-based technologies and services has given rise to a veritable digital tsunami. In terms of size, the Web has grown massively, surpassing 100 million sites and approaching 50 billion pages. No less a dramatic change can be seen in the online activities people are engaged in today—blogging, wikis, social networking, podcasting, RSS feeds, photo-sharing, gaming, tagging, video-surfing, video-conferencing, instant messaging, VOIP phoning... The list of new, cool and collaborative online activities grows literally by the minute.

To be sure, yesterday's desktop-bound, torturously slow, read-only Web is gone for good. In its place is a Web that is broadband fast, ubiquitous, mobile, participatory, customizable, communal, de-centralized, democratized, socialized, and widgetized.

And with the many recent advances in Web technology, consumers' expectation of their online experience has forever changed. Consumers immediately latch onto the latest tool that makes content creation and interaction faster and easier. They are loath to be contained or controlled by any autocratic application or walled-garden website. They recoil at the thought of being preached to by advertisers, but welcome the opportunity to participate in genuine brand-building dialogue. Drill down is dead. Immediacy is everything. Discovery is thriving.

Curiously enough, search – that starkly utilitarian tool that made the unwieldy Web somewhat more manageable – is still in. In fact, given the ever-increasing vastness of the Web and our increasingly diverse and time-consuming online pursuits, search has become the natural, indispensable entry-point to our online lives.

But the face of search, the act of searching and the thrill of finding are most definitely in need of serious revamping. Search as we know it today is too laborious, isolating, time-intensive, text-laden, linear, boring and disconnected from the rest of what we want from our Web today.

Today's global Web population is greater than 1.1 billion
– Nielsen/
NetRatings

The Web has more than 109 million sites.
– **Netcraft**

There are about 30 billion pages on the Web.
– **Boutell**

More than 550 million Web searches daily.
– **Piper Jaffray**

45% of Web users visit social networking sites.
– Nielsen/
NetRatings

User-generated content sites - photo sharing, video sharing, blogging - comprised 5 out of the top 10 fastest-growing Web brands in July 2006.
– Nielsen/
NetRatings

120,000 new blogs and **1.5 million** blog posts per day.
– **Technorati**

In Jan 2007, nearly 123 million people in the U.S. (70 % of total U.S. Online pop.) viewed 7.2 billion videos online.
– **ComScore**



COMPANY PROFILE

...You'll find NeXplore

NeXplore Corporation is a next-generation technology company pioneering Web-based products that serve the unique and continually evolving needs of today's Web-savvy consumers.

NeXplore's mission is to radically improve the online experience by providing Web tools and destinations that empower people to drive and define a World Wide Web perfectly suited for their personal needs, interests, and online pursuits.

Making the Web work for consumers

Search Engine — It starts by re-defining the search experience. NeXplore Search features a visually engaging, user-friendly, multi-media interface that makes navigation effortless and drill down obsolete. Computer intelligence combined with human community fosters greater relevancy—in both search results and ad displays. Intuitive refinement tools and advanced personalization features make search faster, easier and more enjoyable for everyone.

MyCircle — An application-agnostic social computing platform that lets users create and customize a single, secure, universally accessible launch pad and landing zone for conducting and managing every facet of their online world. NeXplore MyCircle is the one-stop answer to the ever-present question, what do you want from your Web today?

AdCircle — Lets sellers easily upload their classified advertisements for free, and then pay a modest fee to have their ad appear as a sponsored classified ad on precisely targeted search results pages. Sellers can upload audio, video and other multi-media content to increase sales and provide buyers with a richer classified surfing experience.

StarContest — Provides contests and prizes for aspiring music stars, as well as production and distribution tools to ply their craft.

Moving the needle for marketers

NeXplore is committed to delivering innovative advertising solutions that help marketers to better connect with consumers, and to better forge and fortify their brands online.

To this end, NeXplore offers a full array of search, display and interactive advertising products that make it a cinch for marketers to reach and engage targeted consumers.

Visit NeXplore Online — www.NeXplore.com

*Global online ad spend to reach \$81 B by 2011, growing at a CAGR of 21%
— Piper Jaffray*

*Worldwide online ad spend to top \$60B by 2010.
— Jeffries & Co.*

*US online ad spend to reach \$36.5 B by 2011, up from \$19.5 B in 2007.
— eMarketer*

*US online ad spend to reach \$36.5 B by 2011, up from \$19.5 B in 2007.
— eMarketer*

*Global search ad spend to grow at CAGR of 23% to \$44.5 B in 2011.
— Piper Jaffray*

*US search ad spend to reach \$16 B in 2010, up from \$8.2 B in 2007.
— eMarketer*

*US Social Network ad spend will spike to \$865 M in 2007, \$2.1 B in 2010; Global Social Network ad spend to reach \$2.8 B by 2010.
— eMarketer*

*Online video is the fastest growing form of Internet advertising, reaching \$1.5 B by 2009.
— eMarketer*

*Online classified ad revenues will grow to \$18.1 B in 2010 from \$12.3 B in 2005.
— Kelsey Group*