

A word cloud on a black background. The words are arranged in a cluster, with some oriented vertically. The colors used are white, blue, and orange. The words include:

- negocios (white, vertical)
- robert (blue)
- ignacio (blue)
- uchile (blue, vertical)
- saavedra (white)
- ingenieria (blue)
- cercos (white)
- web (orange)
- industrial (orange)
- otoño (orange)

ignacio  
saavedra

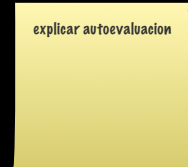


robert cercos

# FAQ

- Cátedra: Martes 18:00 hrs.
- Evaluación:
  - 30% Lecturas (una en cada clase)
  - 40% Tareas
  - 30% Autoevaluación

web  
negocios



# Autoevaluación

web  
negocios



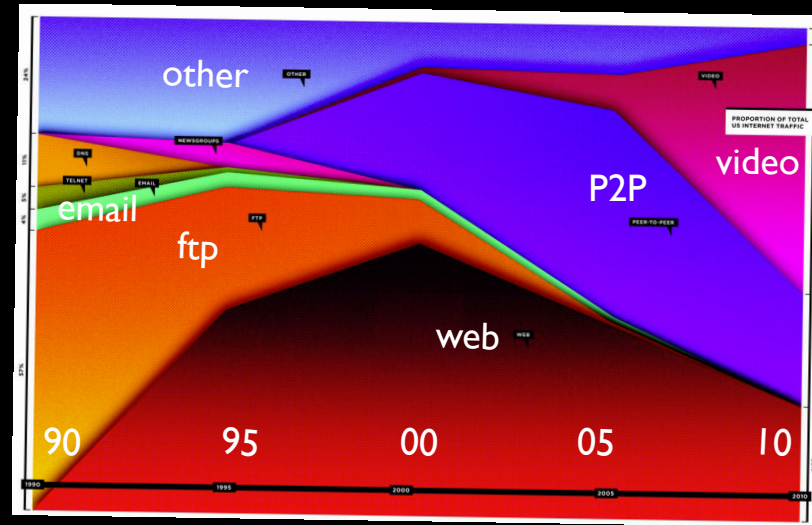


web  
negocios



web  
negocios

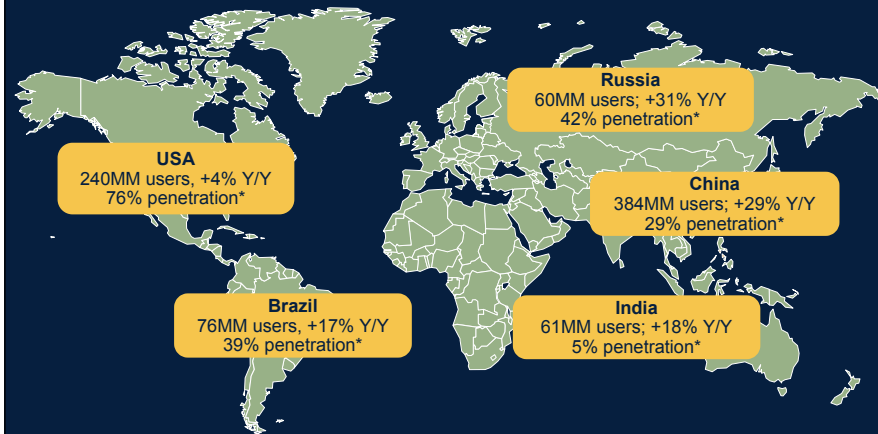
web  
negocios





## Top Internet Markets – 46% of Users in 5 Countries – China, USA, Brazil, India, Russia

2009 - 1.8B Global Internet Users, +13% Y/Y<sup>(1)</sup>; 18.8T Minutes Spent, +21% Y/Y<sup>(2)</sup>



Morgan Stanley

Note: \*Penetration is per 100 inhabitants.  
Source: 1) Internet user stats per International Telecommunications Union; 2) time spent data per comScore global 12/09.

## Top Mobile Internet Markets – ~670MM 3G Subscribers (+37% Y/Y), CQ2

Rank	Country	CQ2:10 3G Subs (MM)	3G Pene- tration	3G Sub Growth Y/Y	Rank	Country	CQ2:10 3G Subs (MM)	3G Pene- tration	3G Sub Growth Y/Y
1	USA	136.6	48%	31%	16	Malaysia	7.9	26%	32%
2	Japan	106.3	96	12	17	Canada	7.3	32	62
3	Korea	38.8	80	15	18	Saudi Arabia	7.0	17	55
4	Italy	34.3	42	28	19	Turkey	6.8	11	--
5	UK	29.5	38	34	20	South Africa	6.7	14	33
6	Germany	26.5	26	30	21	Portugal	5.7	36	15
7	Spain	24.7	46	22	22	Sweden	5.5	45	25
8	Indonesia	19.2	12	57	23	Netherlands	5.5	28	33
9	France	18.8	32	32	24	Austria	5.1	46	29
10	Australia	16.7	65	31	25	Israel	4.9	51	36
11	Poland	15.4	35	27	26	Philippines	4.8	6	82
12	China	14.5	2	941	27	Egypt	4.0	7	38
13	Brazil	13.3	8	148	28	Greece	3.9	20	25
14	Taiwan	11.3	44	69	29	Singapore	3.9	55	41
15	Russia	9.6	5	81	30	Romania	3.8	13	20

**Global 3G Stats:**    **Subscribers = ~670MM**    **Penetration = 14%**    **Growth = 37%**

Morgan Stanley

Note: 3G includes CDMA 1x EV-DO and Rev. A / B, WCDMA, HSPA; Source: Informa WCIS+, Morgan Stanley Research. 5

## Global Public Internet Companies – Significant Changes Over Last 6 Years

Top Global 15 Publicly Traded Internet Companies by Market Value – 2010 vs. 2004

Rank	Company	Region	2010		Rank	Company	Region	2004	
			Market Value (\$B)	Revenue (\$MM)				Market Value (\$B)	Revenue (\$MM)
1	Apple	USA	\$290	\$46,709	1	eBay	USA	\$71	\$3,271
2	Google	USA	197	23,612	2	Google	USA	50	3,189
3	Amazon.com	USA	76	24,508	3	Yahoo!	USA	52	3,575
4	Tencent	CHN	41	1,822	4	IAC/Interactive*	USA	38	4,188
5	eBay	USA	40	8,727	5	Yahoo! Japan	JPN	33	1,101
6	Baidu	CHN	40	641	6	Apple	USA	22	8,279
7	Yahoo!	USA	22	6,460	7	Amazon.com	USA	16	6,921
8	Yahoo! Japan	JPN	21	2,941	8	Rakuten	JPN	9	445
9	Priceline.com	USA	21	2,338	9	Monster	USA	3	846
10	Salesforce.com	USA	15	1,241	10	WebMD	USA	2	134
11	Rakuten	JPN	10	3,204	11	Shanda	CHN	3	157
12	Alibaba.com	CHN	10	568	12	NCSOFT	KOR	2	280
13	Akamai	USA	9	860	13	Index	JPN	2	357
14	Netflix	USA	9	1,670	14	NHN	KOR	1	253
15	NHN	KOR	8	1,062	15	For-side.com	JPN	1	85
Total			\$809B	\$126B	Total			\$304B	\$33B

2 of 2010 Top 15 Companies (Alibaba, Baidu) Went Public Post 2004

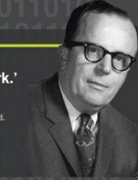
Morgan Stanley Note: 2010 Market value data as of 11/11/2010; 2004 data as of 11/11/2004. 2010 Revenue is latest calendar year revenue (C2009A)  
Source: FactSet. 28

## History of the Internet

'62

J.C. R. Licklider (1915-1990) introduced the **idea of an 'Intergalactic Network.'**

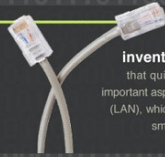
His idea involved a global computer network that allowed everyone to access information from anywhere in the world. He became head of Defense Advanced Research Project Agency (DARPA), convincing his successors of the importance of the network.



'74

Vint Cerf and Bob Kahn used the term **"Internet"** in a Transmission Control Protocol paper.

'76



Dr. Robert Metcalfe **invented Ethernet, coaxial cables** that quickly transport data. Ethernet was an important aspect in developing Local Area Networks (LAN), which is a computer network that covers a small area, like a home, office, or school.

'78

Gary Thuerk sent the **first spam email** to 400 users of ARPANET advertising his DEC's new range of minicomputers.



'83

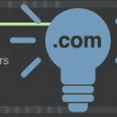
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Dr. Jon Postel described his **Idea for .com, .org, .gov, .edu, and .mil** in a series of papers published by the Internet Engineering Task Force.



'85

Dennis Jennings joined the National Science Foundation and determines that **TCP/IP should be mandatory** for the entire NSFNET program.

When Steve Wolff took over a year later, he determined that the academic/research community needed a something outside of government funding. They would need a Wide Area Network (WAN), which connects LANs.

'87

CompuServe accidentally released the **Graphics Interchange Format (GIF) image**, not knowing there was a patent pending on the technology.



'89

The World, an Internet Service Provider (ISP), offered the **first commercial dial-up internet**. Netcom, which was established in 1988, did not serve the public until after The World. Also founded in 1989, Panix was the third ISP.



'92

Corporation for Research and Educational Networking (CREN) **released the World Wide Web**.

NSFNET is **upgraded to 44.739 Mbps**

WWW

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Marc Andreessen, NCSA, and the University of Illinois developed **"Mosaic for X"** a graphical interface for the World Wide Web. Mosaic was the **first widely used internet browser**

Marc Andreessen later founded Netscape in 1994. His company also developed Secure Socket Layer (SSL), which encrypts and secures sensitive data. It's still the standard today.

'94



**Pizza Hut offered online ordering** through their website.



'95

Pierre Omidyar released AuctionWeb, which later became **eBay**.



The NSA, overwhelmed with new hosts, determined that as of April 30, 1995, they would no longer allow access to the NSF backbone. Instead, four providers could lease access.

**An annual fee was imposed for all domains** except those used by the government (.gov) or educational institutions (.edu).

'96



**Internet2 is released.**

Internet2 is a network of research and education institutions.

**Hotmail is launched.**

Microsoft bought hotmail for \$400 million the following year.



'98 Google receives funding  
from Andy Bechtolsheim  
(Sun Microsystems) becoming  
Google Technology Incorporated.



'99 Wi-fi wireless internet technology, is **standardized**.



Sean Fanning created  
and released his infamous  
**Napster**. He was 18.



'00 The Dot-com bubble burst  
falling drastically after peaking  
at 5,048.62 on the NASDAQ.



'01 Wikipedia is launched  
eventually changing domains from .com to .org.



'03 Apple launched the iTunes Store  
with only 200,000 songs. Within 24 hours,  
they'd sold a quarter of a million songs.



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**launch of Gmail**, which would offer 1GB  
of storage. Because Hotmail and Yahoo were  
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'05

**YouTube is launched**, revolutionizing web-based videos. Google bought YouTube for \$1.6 billion the following year.



'06



Dom Sagolla released **Twitter**.



**Facebook** once exclusive to college students, is made **available to everyone**.

'09

**Mobile data traffic exceeded voice traffic every single month.**

Globally, mobile data exceeded an exabyte (a billion gigabytes) for the first time.



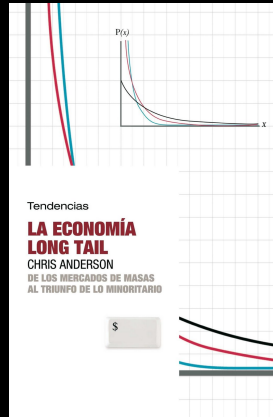
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# Discusión

- Mirando el mapa.. dónde quieren estar?

# Lectura próxima clase



web  
negocios