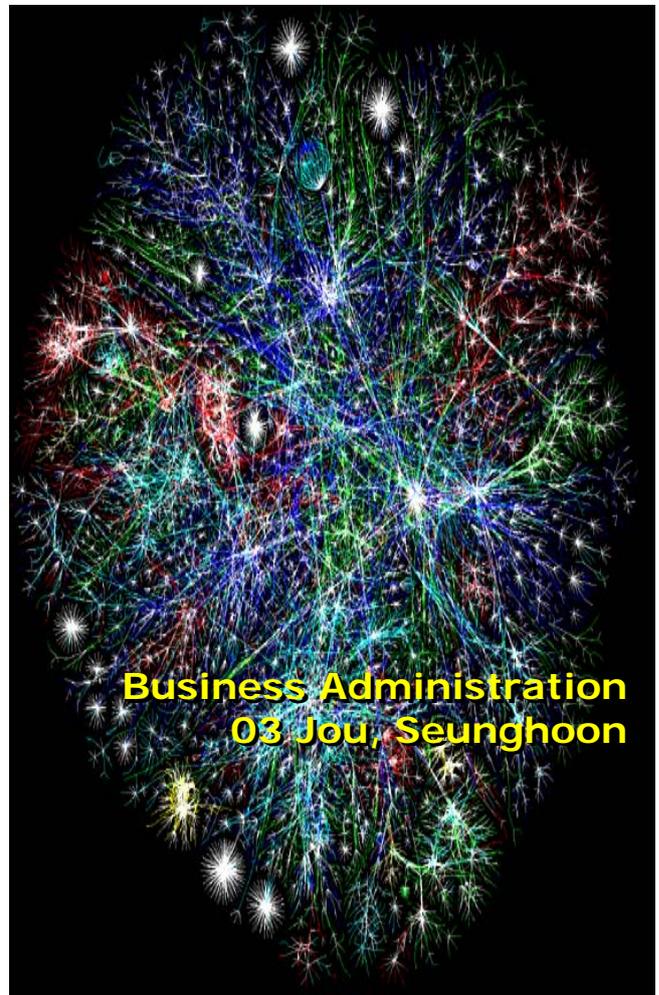


Web 2.0



AGENDA

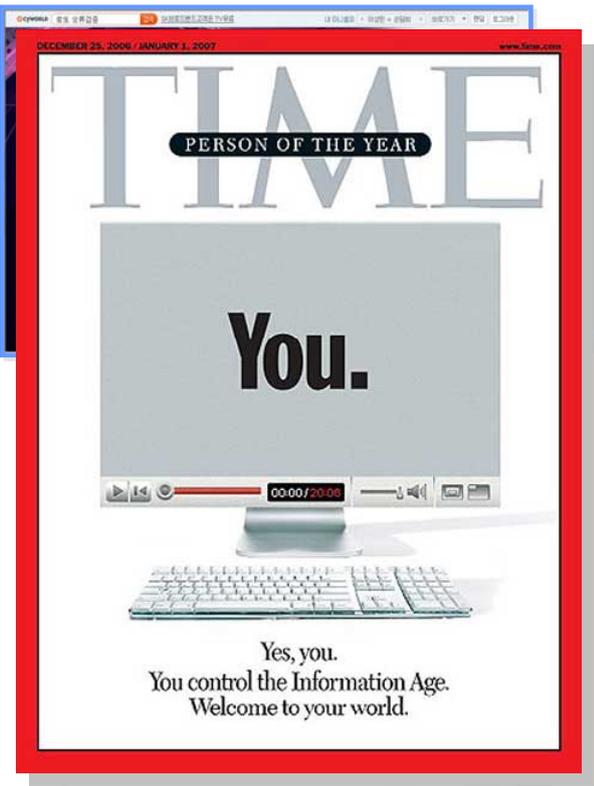
- 1. Introduction of Web 2.0*
- 2. Key characteristic of Web 2.0*
- 3. How it will be developed?*
- 4. The significance & limit*
- 5. Q&A*

You

What are you doing before the LCD monitor?



You



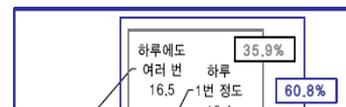
Blog

4 people out of 10 (40%) above 6 years old run

사이트	블로그 수	포스트 수	연간 증가율
naver.com	2,305,174	57,767,002	88.4
daum.net	695,412	18,520,316	19.0
yahoo.com	42,710	2,202,865	2.2
ynhoo.com	345,220	5,371,086	5.5
paran.com	136,870	2,797,578	2.9
empas.com	170,889	4,391,096	4.5
wpcc.com	81,746	2,680,077	2.7

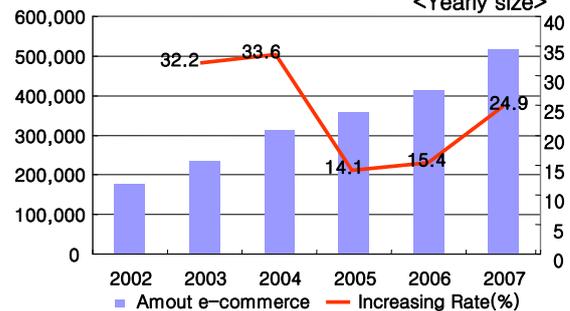
Internet Multimedia UCC

<Usage frequency>



e-commerce

<Yearly size>



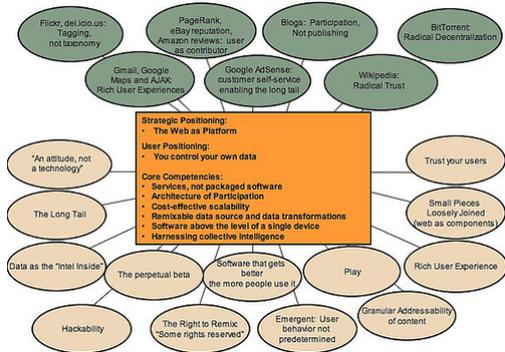
What is Web 2.0?

2004 O'reilly conference



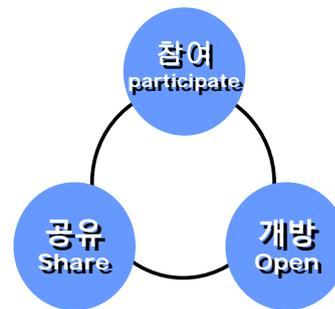
Web 2.0 is the business revolution in the computer industry caused by the move to the Internet as platform, and an attempt to understand the rules for success on that new platform

Web 2.0 Meme Map



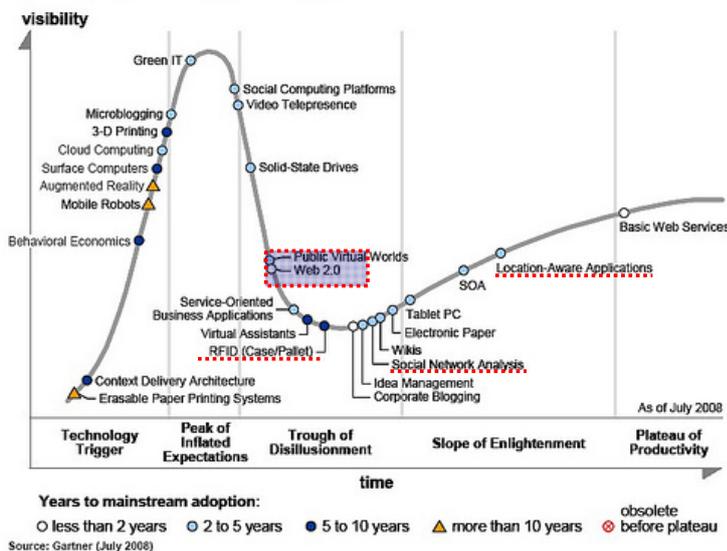
What is Web 2.0

Web 2.0 is a term describing changing trends in the use of World Wide Web technology and web design that aims to enhance creativity, secure information sharing, collaboration and functionality of the web. Web 2.0 concepts have led to the development and evolution of web-based communities and its hosted services, such as social-networking sites, video sharing sites, wikis, blogs, and folksonomies.



Where is it now?

Figure 1. Hype Cycle for Emerging Technologies, 2008



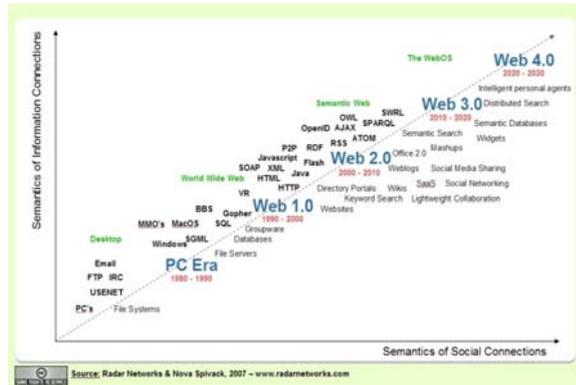
Now in the disillusionment!!

Web 2.0 is now entering the Trough of Disillusionment and will emerge within two years with transformational impact.

Then later – in between two and five years – cloud computing and service-oriented architecture (SOA) will deliver transformation by driving deep changes in IT. Also, public virtual worlds, now in the trough of disillusionment after their peak of hype, will begin their ascent up the slope and represent an important media channel for broader communities of interest

– Jackie Fenn, Gartner vice president –

Web 2.0 , 3.0 ...



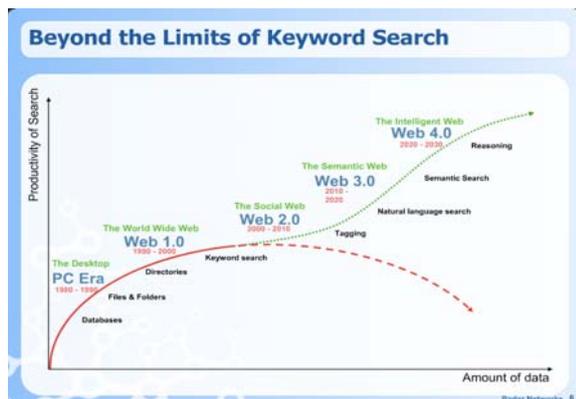
Some people started to think
Web3.0, Web 4.0
"beyond the Web 2.0"

But now, some people also have a
doubt about it.

Web 2.0 is examining the possibility
of potential to be real

A large number of new technology
and concept emerge and vanish.

Web 2.0 should secure the practical
and clear definition and new business
models.



AGENDA

1. Introduction of Web 2.0

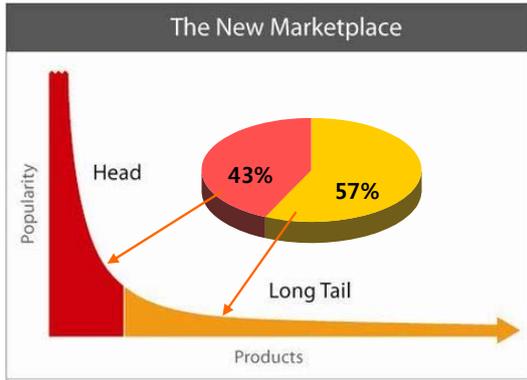
2. Key characteristic of Web 2.0

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Long Tail principle & Platformize



Pareto Vs Long Tail principle

- **Pareto Principle**
Top 20% of well-sold product(Head) account for 80% of total sales. Mathematically Zipf's law, Power law, Pareto distribution
- **Long-Tail principle**
With development of Internet technology, the cost for inventory and distribution is lowered. So, niche market with 80% unpopular product (tail) came to grow Ex) Amazon.com

- Chris Anderson -



Platformize

Web 2.0 is the business revolution in the computer industry caused by the move to the **Internet as platform**, and an attempt to understand the rules for success on that **new platform**.

-Tim O'reilly -

Contents or
Application
Service Provider
Closed



Platform
End User
Open

Collective Intelligence & Crowd Sourcing



Emergence of Collective Intelligence

- **Definition**
A shared or group intelligence that emerges from the collaboration and competition of many individuals.

Internet
Web 2.0

Online Information

- Participation
- Store
- Collective access

Wikipedia
Naver 지식인

Crowd Sourcing

The users participate in the manufacture or service process and share the information and profit.

Out-sourcing was concept based on Pareto principle, Crowd sourcing is concept based on Long-tail. The public may be invited to develop a new technology, carry out a design task (also known as community-based design and distributed participatory design), refine an algorithm or help capture, systematize or analyze large amounts of data (see also citizen science).



Open API & Customer Power



Open API of Facebook & Google

- **Open Application Programming Interface**
Sets of technologies that enable websites to interact with each other by using SOAP, Javascript and other web technologies. While its possibilities aren't limited to web-based applications, it's becoming an increasing trend in so-called Web 2.0 applications.

Growing trend and demand for social networking
Facebook Platform, Google 'My space, Bebo'



Customer Power

User-generated marketplaces where individuals can set up online shops and link their shops in a networked marketplace. Customers interacting with each other while shopping, typically online, and often in a social network environment.

Sharing Information
Review-sumer
Net傳

Generating, Acting
Prosumer
Class Action(lawsuit)

AGENDA

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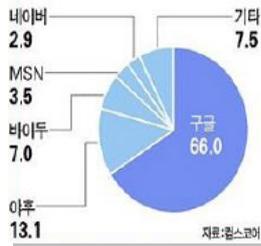
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Huge conflict in web service

세계 검색시장 점유율
(단위:%, 2007년 12월 기준)



미국 온라인광고 점유율
(단위:%, 2007년 기준)



WANTED
Google™
FOR CRIMES AGAINST MICROSOFT

Don't be Evil!!

2008.09.03 Google published new Web browser "Chrome"

Microsoft®	vs	Google™
S/W Global No.1	Main	Internet searching Global No.1
"explorer" 70% of global Web Browser market	Web Browser	2008.09 New Web browser "Chrome"
OS Office Market No.1	S/W	Provide Web-based Service Without MS S/W

Convergence



Convergence and Divergence

- **Google Smart Phone "Android" – Open Platform**
A software platform and operating system for mobile devices, based on the Linux kernel, developed by Google and later the Open Handset Alliance. It allows developers to write managed code in a Java-like language that utilizes Google-developed Java libraries, but does not support programs developed in native code.

Open

Breaking down Boundaries

Boundaries-All application are equal

Fast& Easy development

- **Amazon "Kindle"**

An e-book reader—an embedded system for reading electronic books (e-books)—launched in the United States by prominent online bookseller Amazon.com in November 2007. It uses an electronic paper display, reads the proprietary Kindle (AZW) format, and downloads content over Amazon Whispernet, which uses the Sprint EVDO network.

Freeconomics

LG경제연구원은 지난달 '공짜경제 시대가 오고 있다'라는 보고서를 통해 "가격파괴 시대를 넘어 본격적인 공짜 경제 시대가 열리고 있다"며 "앞으로 2, 3년간 세계적인 경기침체가 확산되면서 공짜 경제에 대한 관심이 크게 높아질 것"이라고 전망했다.

-Donga Newspaper economy section-



- **G-mail** provide free e-mail service with large saving space
- American singer '**Prince**' provide free album
- "**Skype**" Long-distance & international telephone via internet
- G byte memory with cheap price
 - **Ipod** : 10 thousand of songs in 1 memory card
- "**Youtube**" provide unlimited online space

Chris Anderson, Chief editor of Wired Magazine

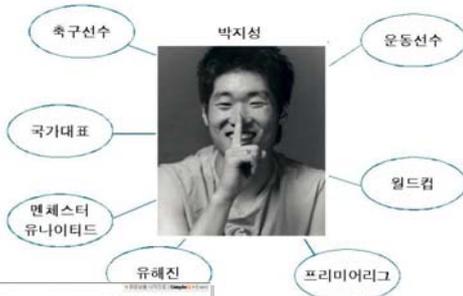


Chris Anderson's freeconomics thesis is that more and more goods and services are being provided for free and that those businesses that fail to follow suit are likely to go to the wall.

"As much as we complain about how expensive things are getting, we're surrounded by forces that are making them cheaper,"
 - *Economist, 2007. 11* -

Semantic Web

An intelligent web evolving extension of the World Wide Web in which the semantics of information and services on the web is defined, making it possible for the web to understand and satisfy the requests of people and machines to use the web content.

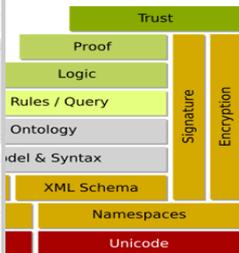


Why Semantic Web?

Humans are capable of using the Web to carry out tasks such as finding the Finnish word for "monkey", reserving a library book, and searching for a low price on a DVD. However, a computer cannot accomplish the same tasks without human direction because web pages are designed to be read by people, not machines.

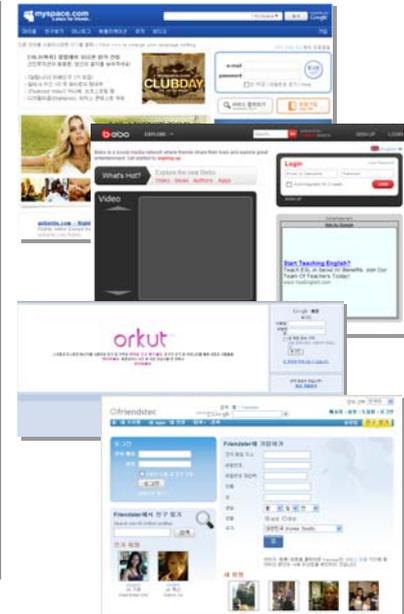
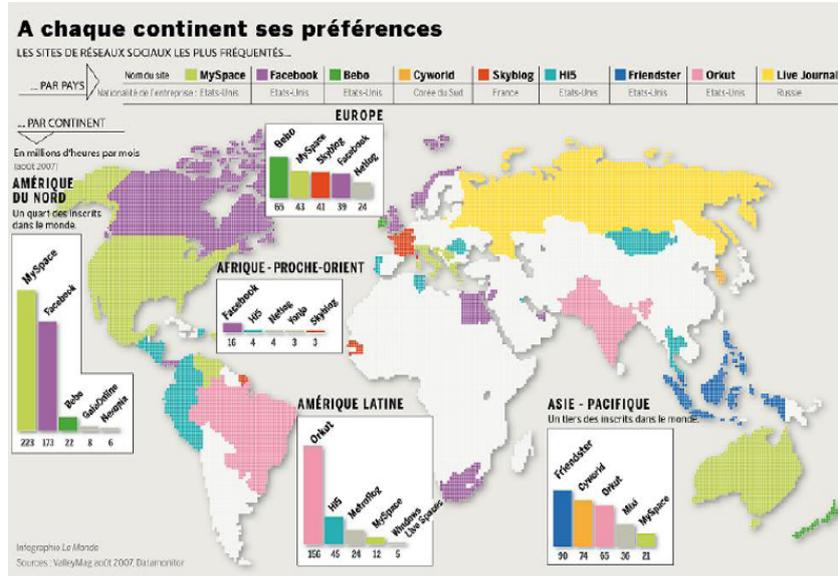
Technology for Semantic Web

The Semantic Web takes the solution further. It involves publishing in languages specifically designed for data: Resource Description Framework (RDF), Web Ontology Language (OWL), and Extensible Markup Language (XML).



SNS (Social Network Service)

Building online communities of people who share interests and activities, or who are interested in exploring the interests and activities of others. Most social network services are web based and provide a variety of ways for users to interact, such as e-mail and instant messaging services.



AGENDA

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Significance & Limit of Web 2.0



Changing our life!!

**Social network system
economy
culture
personality**

For last couple of decade, it came to be impossible to live without cell-phone. Now, we cannot live without Internet or web more and more.

But...

The definition of Web 2.0 is still vague. This word contains lots of technologies and potentials. Some concepts seems very unpractical. We don't know how it will be.

Even though it seems like Dream.

How many dreams does Korea have now??

Eric E. Schmidt

About Web2.0, Web3.0...



You won't go to the store and purchase them...

That's a very different application model than we've ever seen in computing.

- Eric Schmidt, 2007 Seoul Digital Forum-

If I were to guess what Web 3.0 is, I would tell you that it's a different way of building applications... My prediction would be that Web 3.0 will ultimately be seen as applications which are pieced together. There are a number of characteristics: the applications are relatively small, the data is in the Cloud, the applications can run on any device, PC or mobile phone, the applications are very fast and they're very customizable. Furthermore, the applications are distributed virally: literally by social networks, by email.

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