

Internet 40 years and now what?



Internet 40 years

Human history

29th October 1969

Charley Kline, at SRI, sends "L"



Bill Duvall received the "L"

"O" was also sent but when "G" was sent and the system crashed 😊

For the first time in human history we had a many-to-many communication technique for long distance communication

The Internet era was here!

Internet 40 years

Just in the beginning

By [mrkaish_29](#)



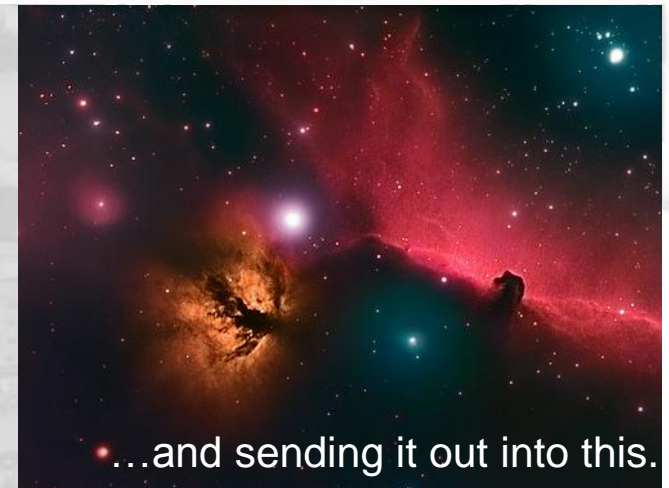
We are still building for this

We are just in the beginning of the Internet era...

...and we still have a long way to go.

By [Space & Light](#)

Internet, until now, proved to be Social Media, only?



...and sending it out into this.

By [wellbuttie](#)

Internet 40 years

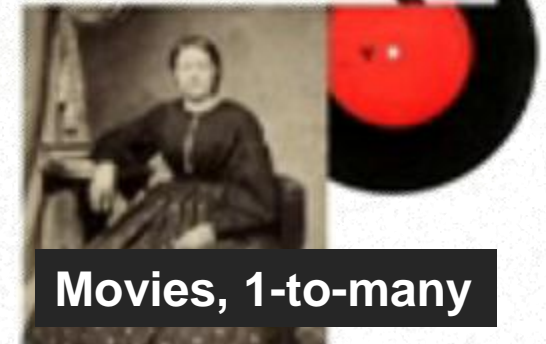
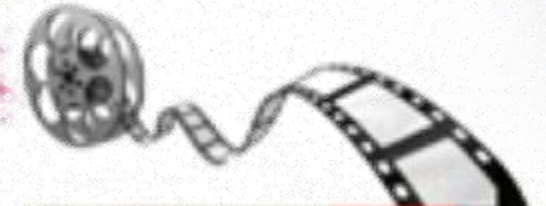
Many-to-many makes the difference

Printed media, 1-to-many



Radio, TV, 1-to-many

Internet,
many-to-many



Movies, 1-to-many

Telephone, 1-to-1



From: Clay Shirky

Internet 40 years

Development of other technologies

Time to reach audience of 50 million

(source: Shift Happens)

Radio | **38 years**

TV | **13 years**

Internet | **4 years**

iPod | **3 years**

Facebook | **2 years**

Revolution or evolution?

The gramophone,
1880

120 y later, music is streamed
over Internet

AM Radio, 1895
FM Radio, 1933

100 y later, we have thousands
of radio stations on the Internet

Photo camera,
1880

160 y later, we have cameras
in every smartphone

Film camera,
1895

Also in every smartphone

Internet changed the battlefield for all of them

From: Clay Shirky

Internet 40 years

Now social media is starting to invade enterprises

A screenshot of a YouTube video player showing a man speaking. The video title is "Deloitte Film Festival - Food For Thought". The player includes standard YouTube controls like play/pause, volume, and a progress bar.

A screenshot of the Dell "Employee Storm" website. The main headline reads "EMPLOYEE STORM WHERE YOUR IDEAS REIGN". It features a social media-style interface with sections for "POST...", "PROMOTE...", "DISCUSS...", and "SEE...". There are also sections for "Backlit Notebook Keyboards" and "New Employee Stress Works".

A screenshot of a "My Portal" website. It features a navigation bar with "Home", "Messages", "Business Center", and "Help". Below the navigation, there are sections for "Poll", "Poll Results", "Chat", and "Participants". The interface is clean and professional.

A screenshot of the 3M InnovationJam website. The main heading is "Welcome to InnovationJam*". Below it, there's a section titled "Why we're jamming:" with four sub-sections: "Source", "Where we'll focus:", "What we'll use:", and "How we'll innovate:". The page also includes a search bar and navigation links like "Home", "Work Center", "Life & Career", "Supervisor e-HR", "Collaboration", and "About 3M".

A screenshot of the AT&T website. The main heading is "calm, cool & connected". Below it, there's a section titled "My Picks for the Best Phones for Moms". The page features a search bar, navigation links, and a list of phone recommendations with images and descriptions.

A screenshot of the Starbucks "my Starbucks Idea" website. The main heading is "my Starbucks IDEA". Below it, there's a section titled "Help shape the future of Starbucks - with your ideas". The page features a search bar, navigation links, and a list of ideas submitted by users.

Internet 40 years

How to plan for disruptive change?



“When it comes to a social media strategy, like most companies, we’re building the bicycle while we ride it.” – **3MJane**

Internet 40 years

Our business models have changed



Media (content) = \$free. Attention = priceless.

Internet 40 years

Our payment models have changed

Now



Free

Now



Paid

Later



Free

Later



Paid

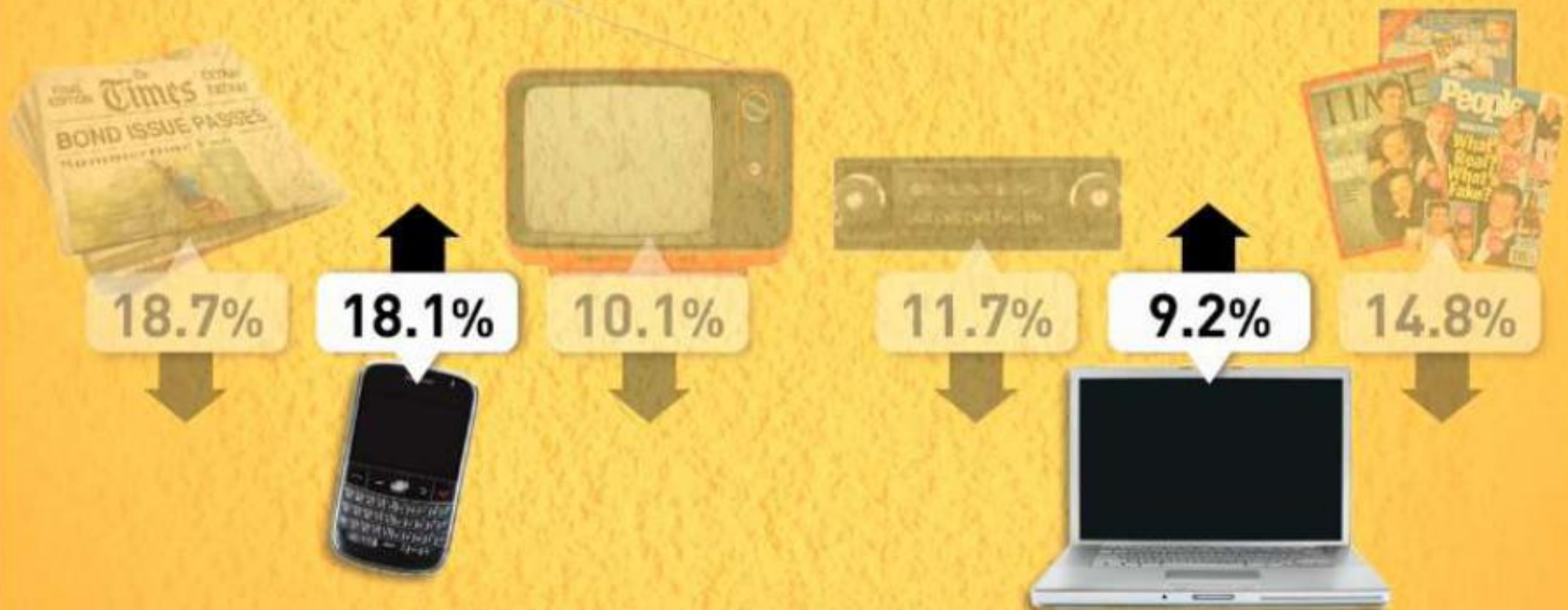
Prepare
To be obsolete

Internet 40 years

The advertisement game rules has changed

This year, traditional advertising is in **steep decline.**

Meanwhile, digital advertising is **growing rapidly.**



Internet 40 years

Content: Anyone is the producer – and consumer

**A note on
User
Generated
Content...**

**It stops
working when
people try to
control it.**

Internet 40 years

Summary

- **40 years is a short time for radical technologies**
- **Internet changed our lives**
- **Internet changed our business**
- **We are in the middle of disruptive change**
- **Internet will continue to change our society**
- **Our strategies must allow rapid change of directions**