

Prof. Hendrik Speck  
University of Applied Sciences Kaiserslautern

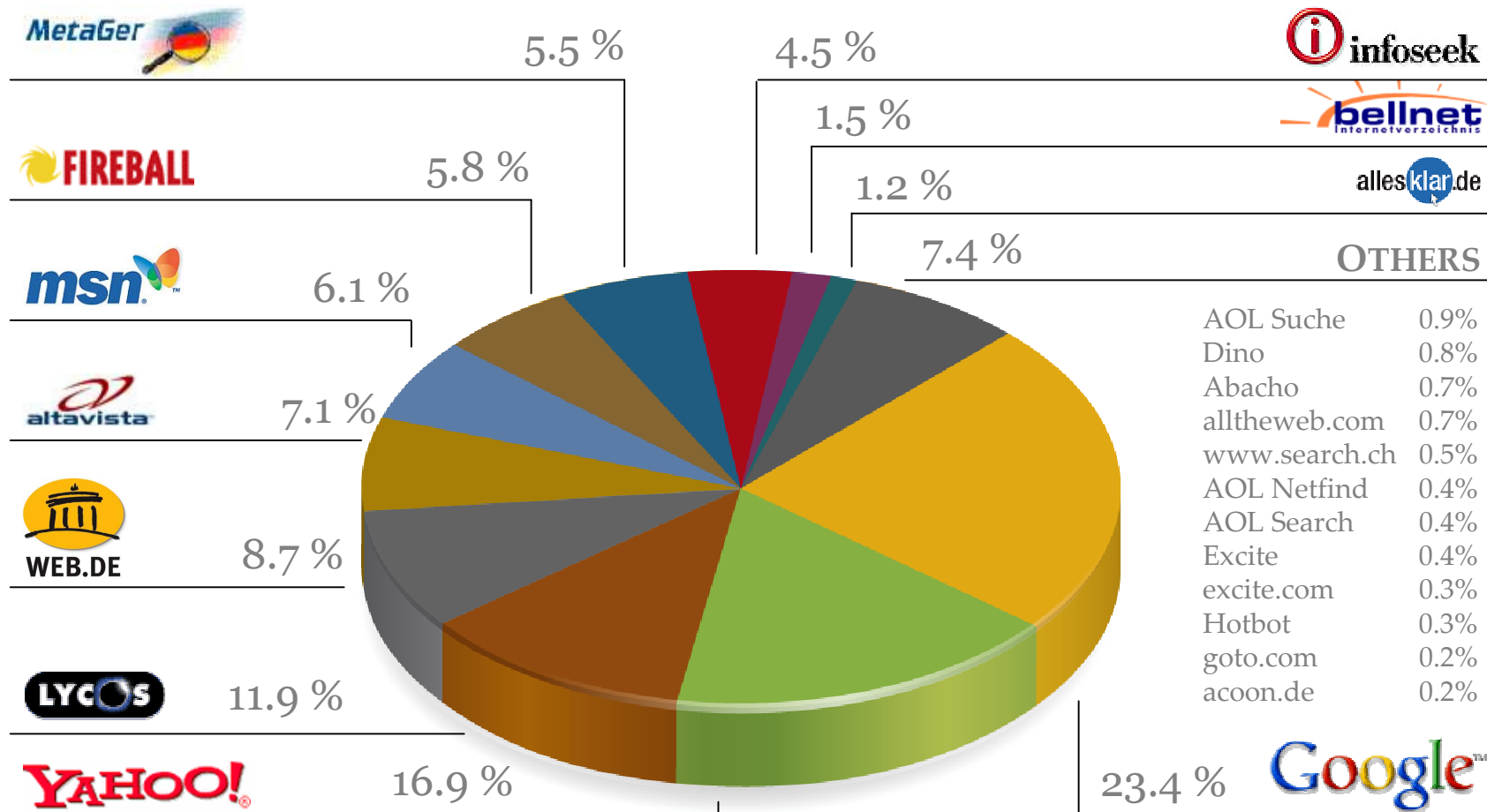
# Development of Search Engine Markets

InetBib 2008  
April 10<sup>th</sup>, 2008  
Würzburg, Germany

# Search Engine Markets

# Search Engine Market

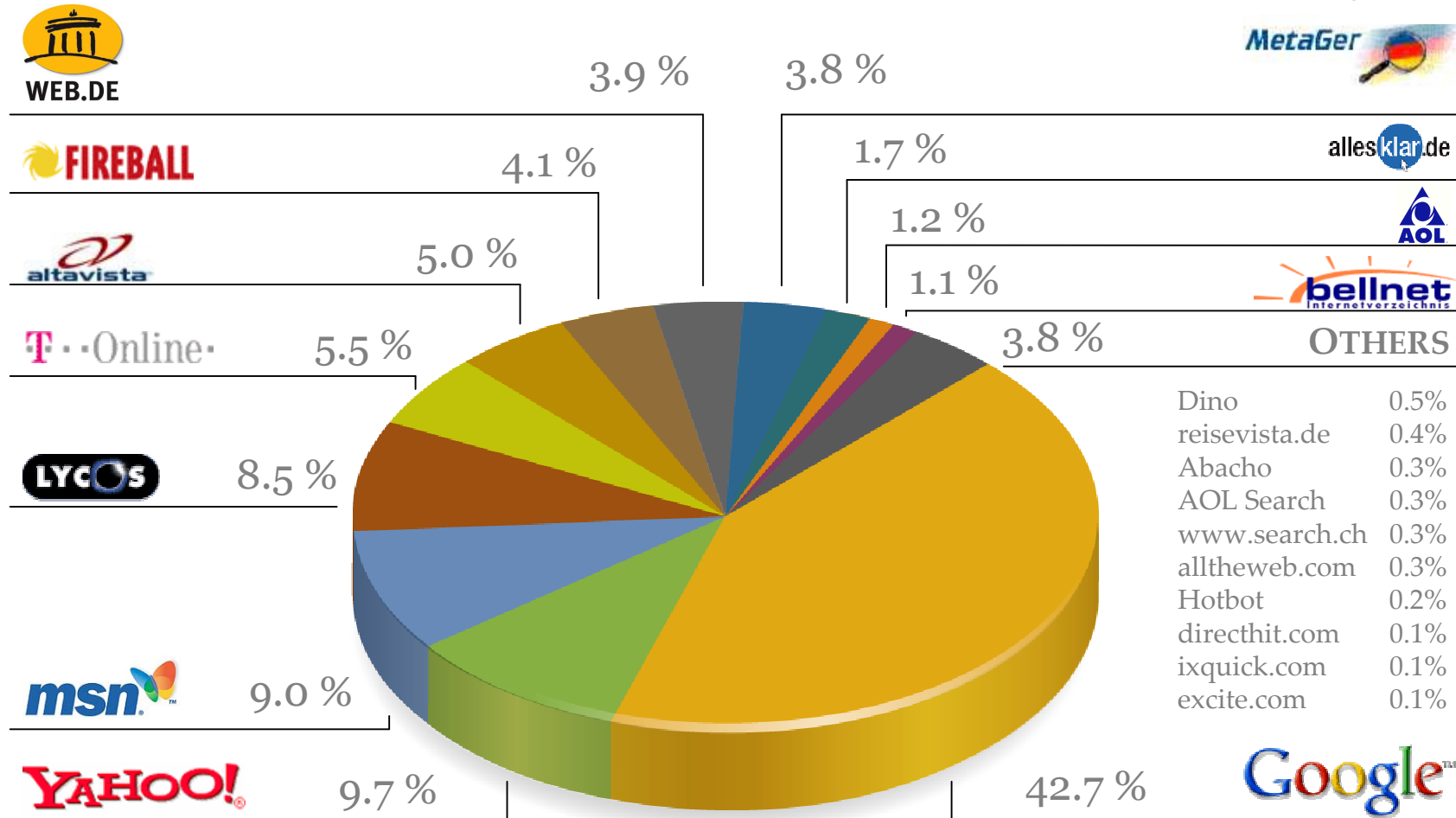
## WebHits. July 2001 (Germany)



Source: WebHits.de. Web Barometer. July 2001, Available: <http://www.webhits.de/deutsch/webstats.html>

# Search Engine Market

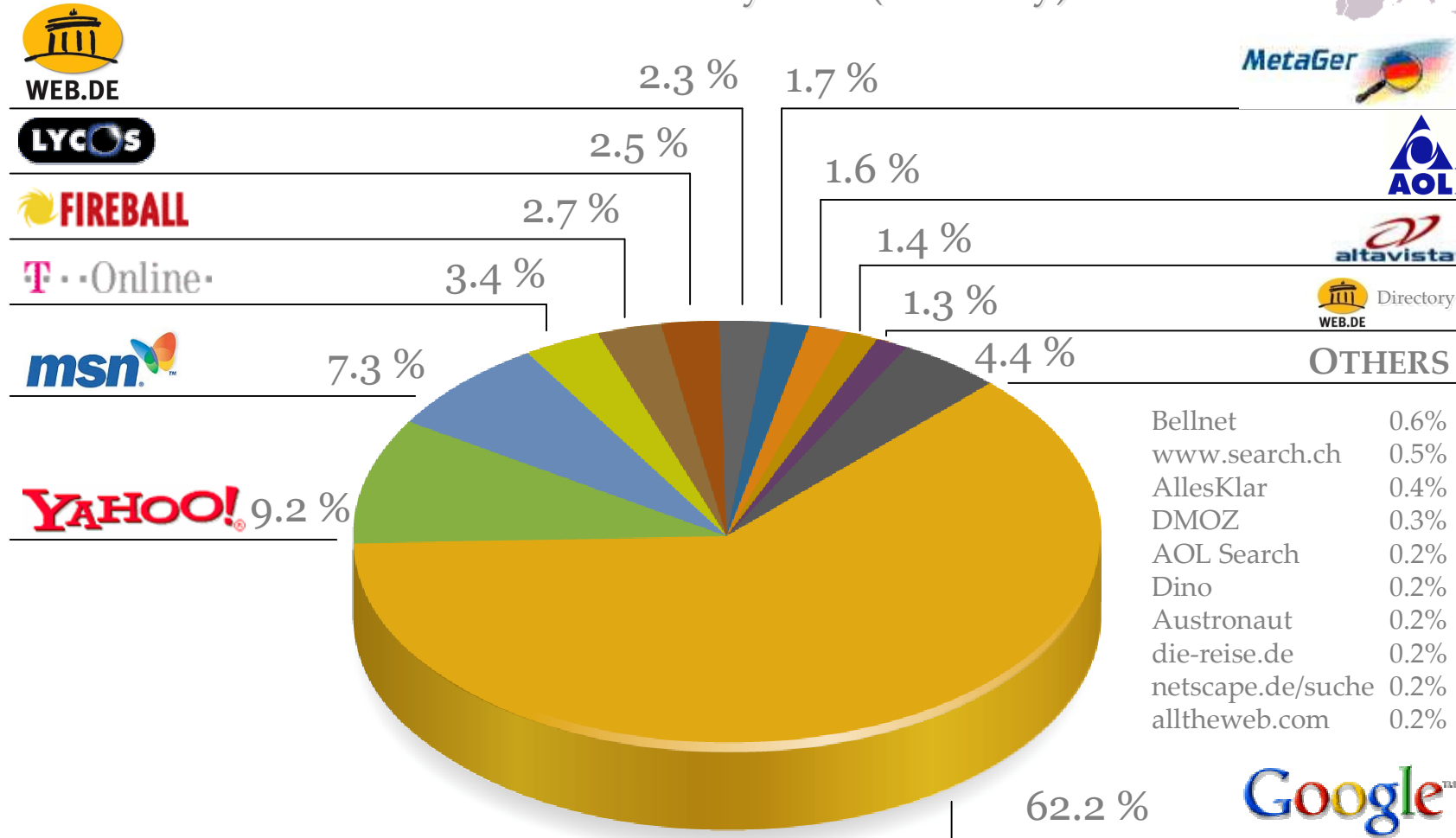
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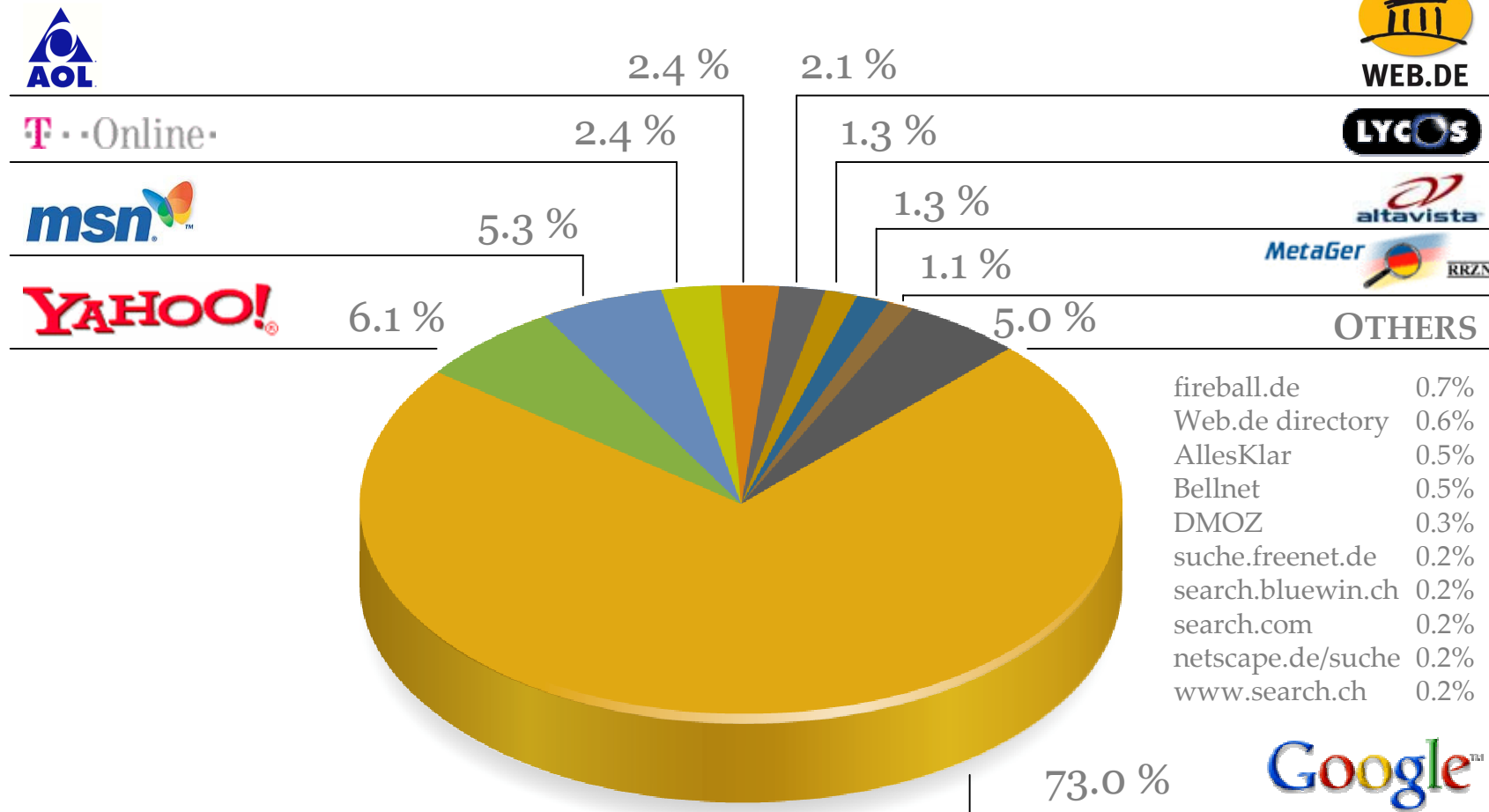
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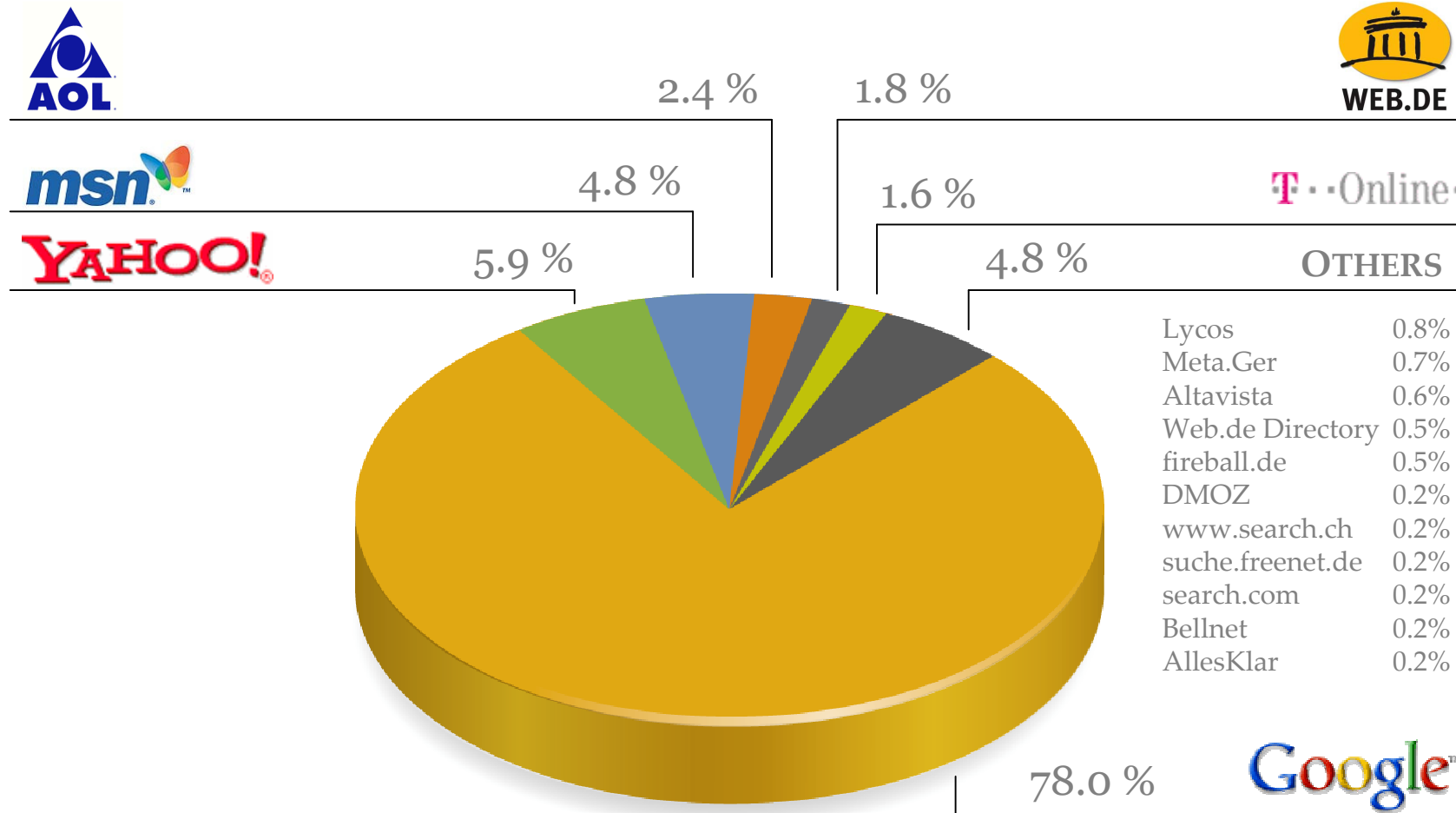
## WebHits. February 2004 (Germany)



Source: WebHits.de. *Web Barometer*. February 2004, Available: <http://www.webhits.de/deutsch/webstats.html>

# Search Engine Market

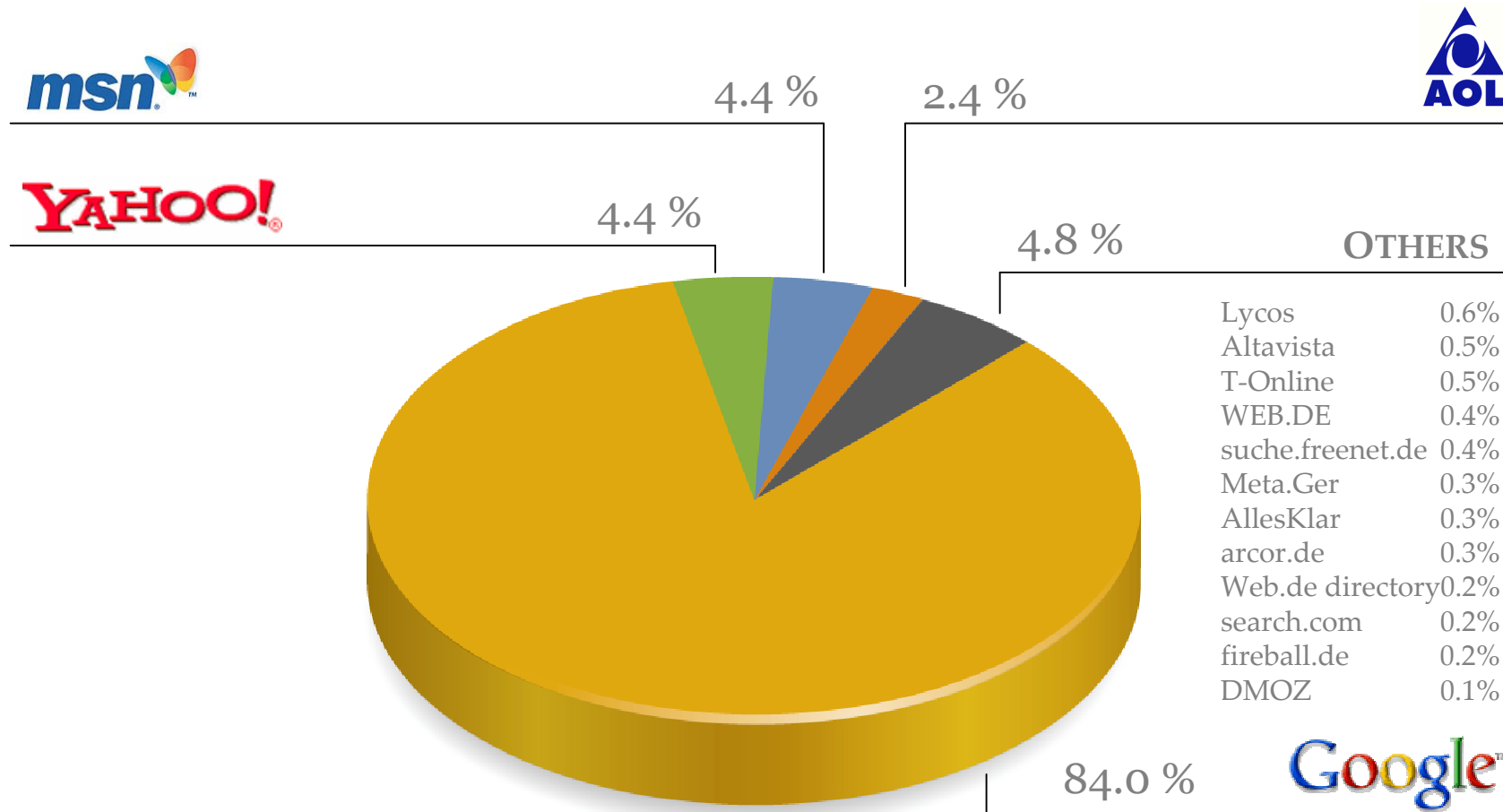
WebHits. February 2005 (Germany)



Source: WebHits.de. *Web Barometer*. February 2005, Available: <http://www.webhits.de/deutsch/webstats.html>

# Search Engine Market

## WebHits. March 2006 (Germany)

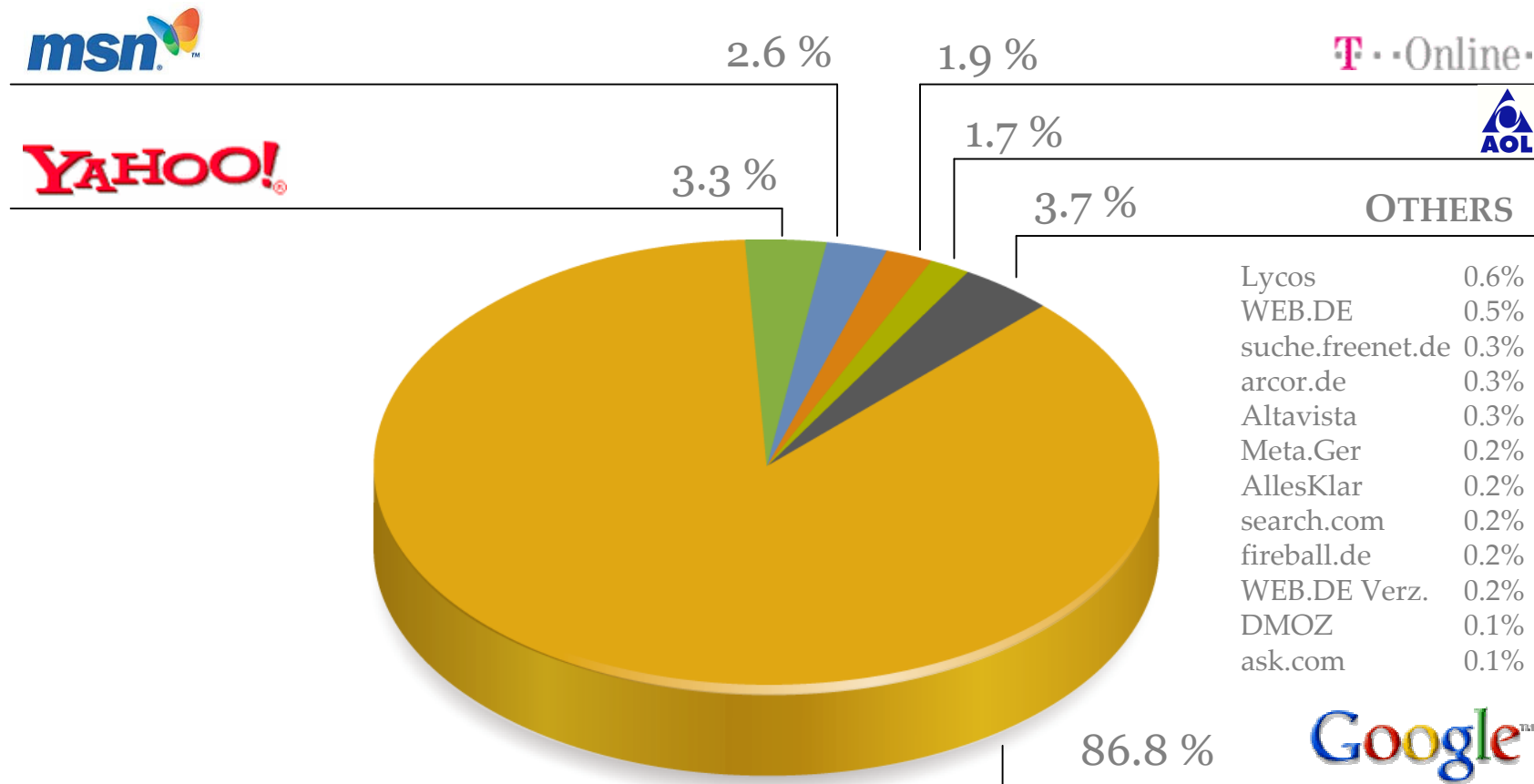


Source: WebHits.de. *Web Barometer*. March 2006, Available: <http://www.webhits.de/deutsch/webstats.html>



# Search Engine Market

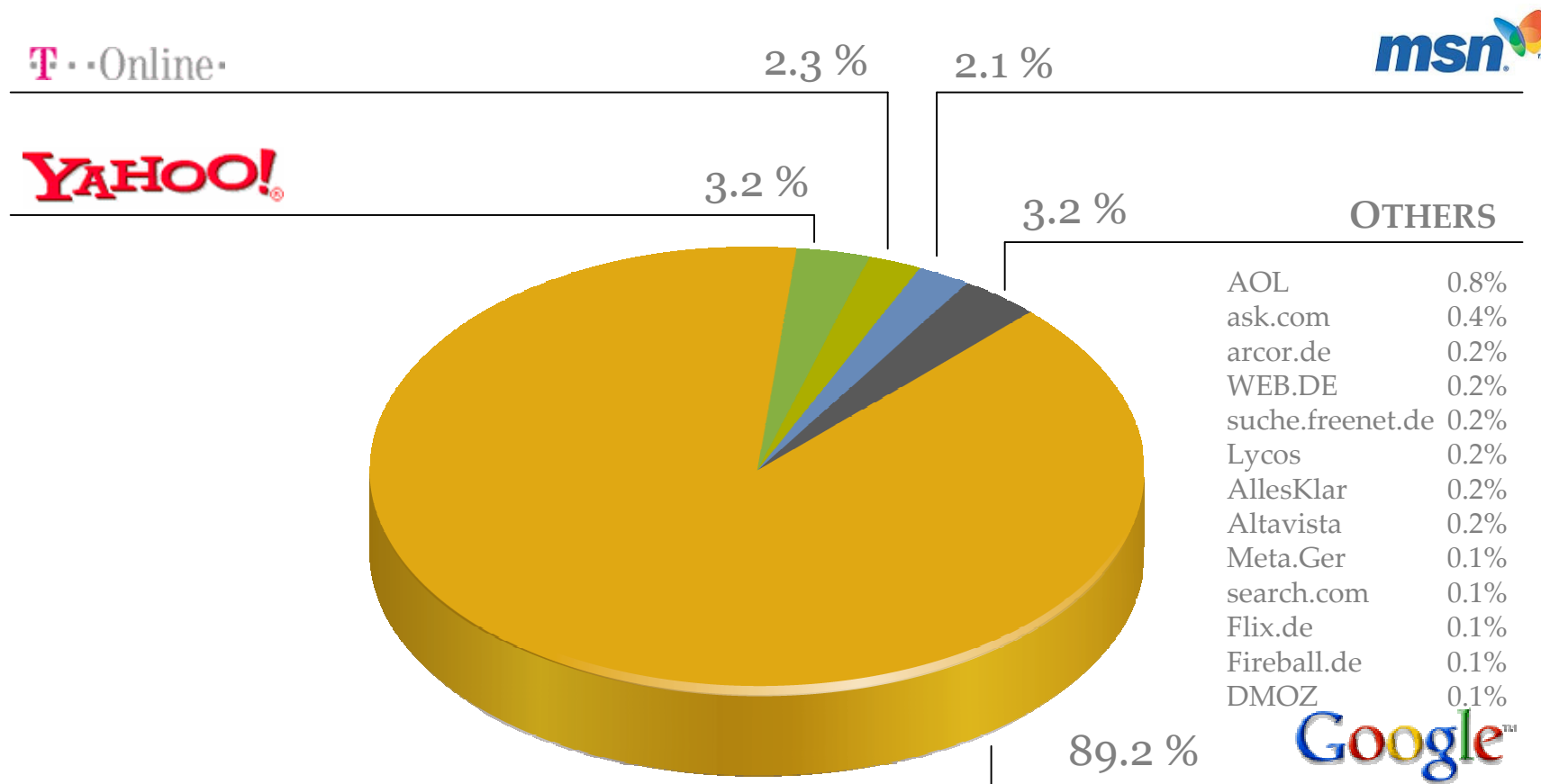
WebHits. February 2007 (Germany)



Source: WebHits.de. *Web Barometer*. February 2007, Available: <http://www.webhits.de/deutsch/webstats.html>

# Search Engine Market

## WebHits. March 2008 (Germany)



Source: WebHits.de. *Web Barometer*. March 2008, Available: <http://www.webhits.de/deutsch/webstats.html>

# Search Engine Market

Click Share Percentage. AOL and WebHits. July 2006 (Germany)



	Google™	YAHOO!®	msn.™	Others	Total
1.	36.20%	1.73%	1.56%	2.79%	42.29%
2.	10.20%	0.49%	0.44%	0.79%	11.92%
3.	7.22%	0.35%	0.31%	0.56%	8.44%
4.	5.15%	0.25%	0.22%	0.40%	6.02%
5.	4.15%	0.20%	0.18%	0.32%	4.85%
6.	3.41%	0.16%	0.15%	0.26%	3.98%
7.	2.88%	0.14%	0.12%	0.22%	3.37%
8.	2.55%	0.12%	0.11%	0.20%	2.98%
9.	2.41%	0.12%	0.10%	0.19%	2.82%
10.	2.54%	0.12%	0.11%	0.20%	2.97%
>10.	8.87%	0.42%	0.38%	0.68%	10.36%

Source: AOL Research. 500k User Queries Sampled Over 3 Months. Available: <http://research.aol.com/pmwiki/pmwiki.php>

# Search Engine Market

Clicks per Month for "Hotel Berlin". AOL and WebHits. July 2006 (Germany)



	Google™	YAHOO!®	msn.™	Others	Total
1.	66,812	3,200	2,888	5,151	78,051
2.	18,832	902	814	1,452	22,000
3.	13,334	639	576	1,028	15,577
4.	9,511	456	411	733	11,111
5.	7,662	367	331	591	8,951
6.	6,288	301	272	485	7,346
7.	5,324	255	230	411	6,220
8.	4,708	225	203	363	5,500
9.	4,455	213	193	344	5,205
10.	4,692	225	203	362	5,481
>10.	16,367	784	707	1,262	19,121

Source: AOL Research. 500k User Queries Sampled Over 3 Months. Available: <http://research.aol.com/pmwiki/pmwiki.php>

# Search Engine Usage

Most Popular Search Queries. Yahoo and Dogpile Original/Filtered

## Yahoo (1996)

- sex
- chat
- xxx
- playboy
- netscape software
- nude
- porno
- games
- porn
- weather

## Dogpile (1997)

- of
- free
- the
- sex
- nude
- pictures
- in
- for
- new
- software

## Dogpile Filt. (1997)

- free
- sex
- nude
- pictures
- new
- software
- mars
- university
- xxx
- chat

Source: EyeScream Interactive. *Yahoo! Top 200 Search Words*. EyeScream Interactive. 1996, Available: <http://www.eyescream.com/yahootop200.html> and EyeScream Interactive. *Dogpile Top 200 Search Words*. EyeScream Interactive. July 1997. Available: <http://www.adz.net/top200/dogpiletop200.htm>

# Search Engine Usage

## Most Popular Queries

### Excite (1997)

- sex
- nude
- free
- pictures
- new
- university
- women
- chat
- gay
- girls

### Excite (1997)

- sex
- free
- nude
- pictures
- university
- pics
- chat
- adult
- women
- new

### AltaVista (1998)

- sex
- applet (Robot)
- porno
- mp3
- chat
- warez
- yahoo
- playboy
- xxx
- hotmail

Source: Jansen, Bernhard J., Amanda Spink, Judy Bateman, and Tefko Saracevic. *Real Life Information Retrieval: a Study of User Queries on the Web*. SIGIR Forum, Vol. 32. No. 1., pp. 5 -17., Available: <http://jimjansen.tripod.com/academic/pubs/sigirforum98/forum98.pdf>;

Spink, Amanda, Deitmar Wolfram, Bernard Jansen, and Tefko Saracevic. *Searching The Web: The Public and Their Queries*. 2001.

Available: <http://jimjansen.tripod.com/academic/pubs/jasist2001/jasist2001.pdf>; Silverstein, Craig, Monika Henzinger, Hannes

Marais, and Michael Moricz. *Analysis of a Very Large AltaVista Query Log*. SRC Technical note #1998-14. Available:

<http://gatekeeper.dec.com/pub/DEC/SRC/technical-notes/abstracts/src-tn-1998-014.html>;

# Search Engine Usage

## Most Popular Queries

### Excite (2001)

- free
- sex
- christmas
- nude
- pictures
- new
- pics
- music
- games
- stories

### Fast (2001)

- free
- download
- sex
- pictures
- uk
- nude
- mp3
- hotel
- windows
- pics

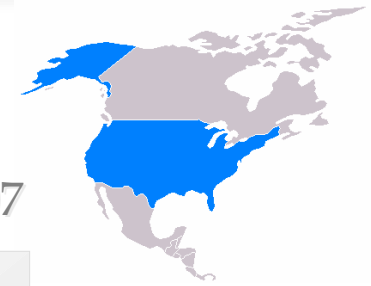
### AlltheWeb (2002)

- free
- sex
- download
- software
- UK
- windows
- new
- hotel
- mp3
- video

Source: Spink, Amanda, Seda Ozmutlu, Huseyin Cenk Ozmutlu, and Bernhard. J. Jansen. *U.S. versus European Web searching trends*. SIGIR Forum. 2002, 36(2), Available: <http://www.acm.org/sigs/sigir/forum/F2002/spink.pdf> and Jansen, Bernhard. J. and Amanda Spink. *An Analysis of Web Searching by European AlltheWeb.com Users*. Information Processing and Management. 2005, 41(2), pp. 361-381, Available: <http://sky.fit.qut.edu.au/~spinkah/IPM-EuropeanSearching.pdf>

# Online Marketing

Popular Keywords. Google AdWords. United States. 2007

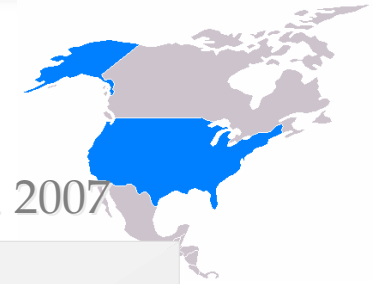


No. Keywords	CPC	Clicks	\$/Day
• ebay	\$1.00	265,674	\$266,690
• free	\$2.29	187,163	\$429,450
• new	\$2.45	152,781	\$373,860
• hotel	\$2.72	125,360	\$340,790
• travel	\$2.83	121,034	\$342,030
• hotels	\$3.80	106,302	\$404,150
• jobs	\$1.79	96,668	\$172,930
• car	\$5.17	93,365	\$482,550
• insurance	\$15.83	92,830	\$1,469,380
• music	\$1.12	60,839	\$68,410
• porn	\$0.76	59,806	\$45,520
• beach	\$3.52	59,768	\$210,250
• camera	\$1.53	55,899	\$85,570
• cars	\$2.05	53,269	\$109,150
• pictures	\$0.77	49,520	\$38,250



# Online Marketing

Most Expensive Keywords. Google AdWords. United States. 2007



No. Keywords	CPC	Clicks	\$/Day
• school consolidation loans	\$72.02	1	\$90
• student loan debt consolidation	\$68.44	18	\$1,270
• education loan consolidation	\$65.45	10	\$640
• fort worth dwi	\$64.72	7	\$470
• college loan consolidation	\$63.66	21	\$1,320
• mesothelioma	\$63.42	209	\$13,230
• texas mesothelioma	\$63.17	3	\$190
• new york mesothelioma	\$63.08	1	\$70
• epithelioid mesothelioma	\$63.02	0	\$20
• student loans consolidation	\$62.78	16	\$1,030
• mesothelioma attorneys	\$62.63	4	\$250
• malignant mesothelioma	\$61.51	5	\$320
• california mesothelioma	\$61.05	2	\$110
• college consolidation	\$60.50	13	\$780
• consolidation college	\$60.50	13	\$780

# Search Engine Industry

Google. Sources of Revenue in Thousands USD. 2003 - 2006

	2003	2004	2005	2006	2007
Google Web Sites	792,063	1,589,032	3,377,060	6,332,797	10,624,700
Google Network Sites	628,600	1,554,256	2,687,942	4,159,831	5,787,900
Advertising Total	1,420,663	3,143,288	6,065,002	10,492,628	16,412,600
Licensing	45,271	45,935	73,558	112,289	181,400
Revenues Total	1,465,934	3,189,223	6,138,560	10,604,917	16,594,000

Source: Google. *Annual Report 2005*. United States Securities and Exchange Commission. March 16, 2006, Form 10-K, Available: [http://investor.google.com/pdf/2005\\_Google\\_AnnualReport.pdf](http://investor.google.com/pdf/2005_Google_AnnualReport.pdf) and Google. *Annual Report 2006*. United States Securities and Exchange Commission. March 1, 2007, Form 10-K, Available: [http://investor.google.com/pdf/2006\\_Google\\_AnnualReport.pdf](http://investor.google.com/pdf/2006_Google_AnnualReport.pdf) and Google. *Annual Report 2007*. United States Securities and Exchange Commission. February 15, 2008. Available: [http://investor.google.com/documents/2007\\_Google\\_AnnualReport.html](http://investor.google.com/documents/2007_Google_AnnualReport.html)

# Search Engine Industry

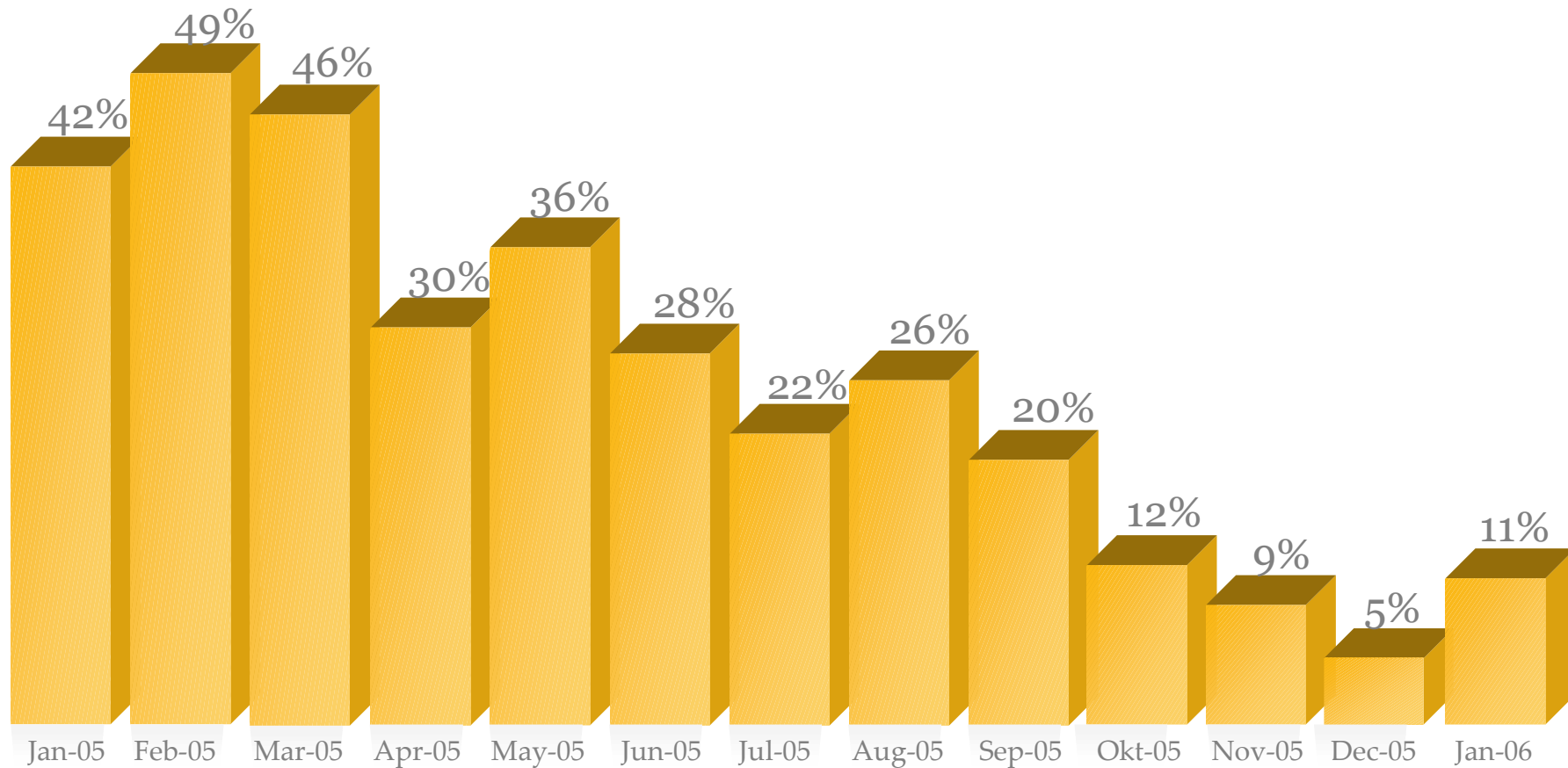
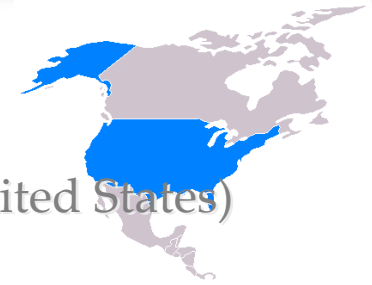
## Google. Sources of Revenue in Percent. 2003 - 2006

	2003	2004	2005	2006	2007
Google Web Sites	54%	50%	55%	60%	64%
Google Network Sites	43%	49%	44%	39%	35%
Advertising Total	97%	99%	99%	99%	99%
Licensing	3%	1%	1%	1%	1%

Source: Google. *Annual Report 2005*. United States Securities and Exchange Commission. March 16, 2006, Form 10-K, Available: [http://investor.google.com/pdf/2005\\_Google\\_AnnualReport.pdf](http://investor.google.com/pdf/2005_Google_AnnualReport.pdf) and Google. *Annual Report 2006*. United States Securities and Exchange Commission. March 1, 2007, Form 10-K, Available: [http://investor.google.com/pdf/2006\\_Google\\_AnnualReport.pdf](http://investor.google.com/pdf/2006_Google_AnnualReport.pdf) and Google. *Annual Report 2007*. United States Securities and Exchange Commission. February 15, 2008. Available: [http://investor.google.com/documents/2007\\_Google\\_AnnualReport.html](http://investor.google.com/documents/2007_Google_AnnualReport.html)

# Search Engine Industry

Growth Rates Change vs. Year Ago. comScore. February 2006 (United States)

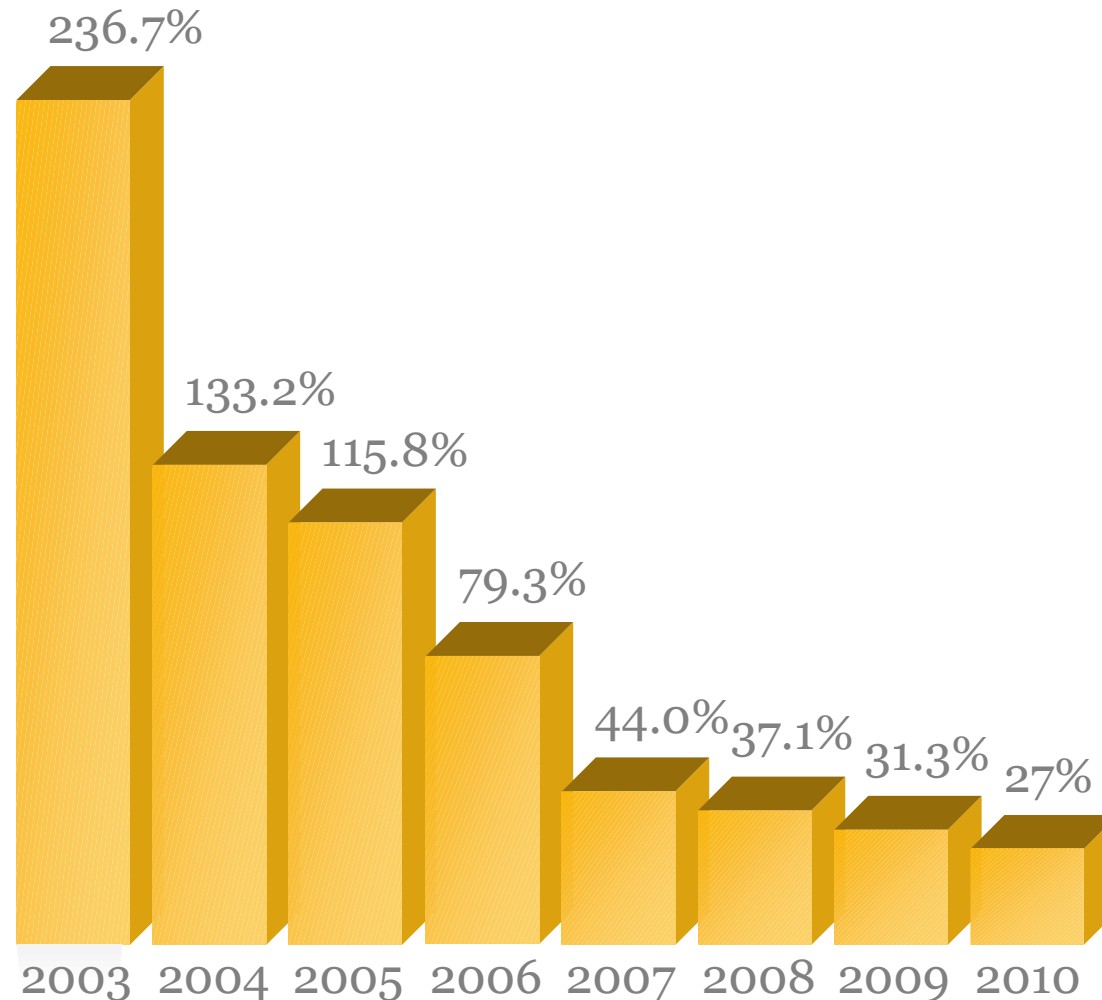


Source: comScore. *Search Query Annual Growth Rates*. February 2006, Available:  
<http://www.comscore.com/cms/displaycontent.asp?id=764&suffix=pdf>

# Search Engine Industry



Growth Rate of Daily Search Queries. iResearch. 2002 to 2010. (China)



Source: iResearch. *China Internet Search Market Report*. 2005. Available: <http://english.iresearch.com.cn/downloadfile.asp?id=404>

# Implications

# Search Engine Industry

## Search Functionality. Google Web Search I/II

- 1 Search/Advanced Search
- 2 Spell Checker
- 3 Translation
- 4 Stock Quotes
- 5 Street Maps
- 6 Calculator
- 7 Currency Conversion
- 8 Definitions

# Search Engine Industry

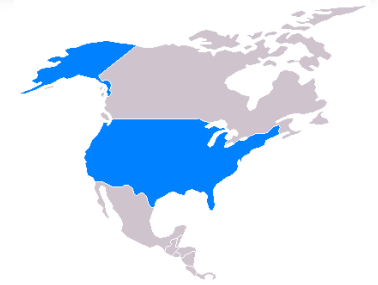
## Search Functionality. Google Web Search II/II

- 9 Phone Book
- 10 Travel Information
- 11 Cached Links
- 12 Movie Information
- 13 Music Information
- 14 Weather
- 15 Questions and Answers
- 16 Search by Number



# Privacy

## The Eric Schmidt Story



“

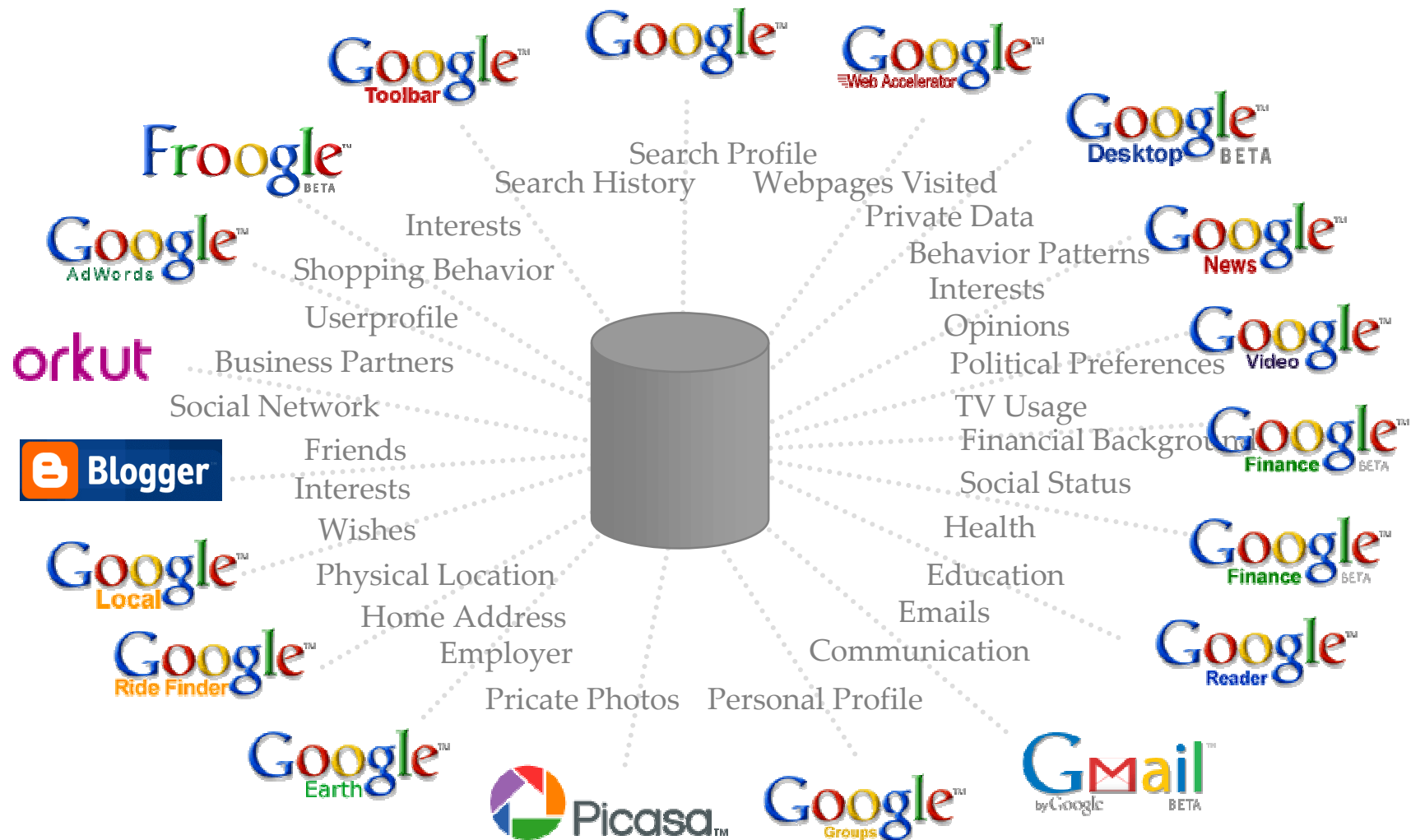
We are moving to a Google that  
knows more about you.

”

Eric Schmidt,  
Chief Executive Officer Google

# Google Matrix

## Privacy vs. Anonymity



# Google Matrix

## Google Privacy Guidelines

“We may share the information submitted under your account among all of our services in order to provide you with a seamless experience and to improve the quality of our services.”

Google Privacy Guidelines

# Google Matrix

## Privacy vs. Anonymity



# Google = God ?

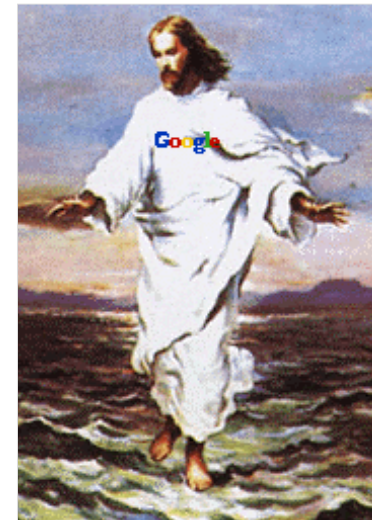
What Would a Perfect Search Engine Look Like?

“

It would be the mind of God. It would know exactly what you want and give you back exactly what you need.

”

Larry Page  
Google Founder



# Monopolies and Divestitures

# Energy Market Shares



“ Grundübel ist das enge Oligopol auf dem Erzeugermarkt... Solange vier große Konzerne den Markt bestimmen, ist mit weiter steigenden Strompreisen zu rechnen.... ”

Hendrik Hering, Palatinate Rhineland  
Minister for Economy , Transportation, Agriculture

Source: Erich Reimann. "Wo der Strom teurer wird - und wo nicht." *Spiegel Online*.  
December 20th, 2006, Available: <http://www.spiegel.de/wirtschaft/0,1518,455730,00.html>

# Monopolies

Kommission zur Ermittlung der Konzentration im Medienbereich



Kommission zur Ermittlung der Konzentration im Medienbereich  
(German Commission on Concentration in the Media)

“ ... responsible for monitoring and enforcing compliance with the legal provisions designed to ensure diversity of opinion in **nationally-transmitted private television**. ... examines whether a company is able to exercise a predominant impact on public opinion by private broadcasting with the programs attributable to it or by changes in the ownership structure or by both of them.”

Source: Kommission zur Ermittlung der Konzentration im Medienbereich. *Mission of the KEK and the Constitutional Principles*. Available: <http://www.kek-online.de/cgi-bin/esc/mission.htm>



# Monopolies

## Bundeskartellamt



The **protection of competition is the central regulatory policy objective** in a market economy. The Act against Restraints of Competition (ARC) (Gesetz gegen Wettbewerbsbeschränkungen, GWB) which came into effect in 1958 assigns this task to the Bundeskartellamt at federal level and the competition authorities of the Länder.

... [E]nforcing the ban on cartels is one of the prime functions of the Bundeskartellamt.

Source: Bundeskartellamt. *Website of the Bundeskartellamt*. Available:  
<http://www.bundeskartellamt.de/wEnglisch/index.shtml>

# Monopolies

Competition Directorate-General. European Commission

The Article 82 of the EC Treaty (abuse of dominant position) prohibits the abuse of a dominant position and applies under the following conditions:

- **the company holds a dominant position**, taking into account its market share and other factors, such as whether there are credible competitors, whether the company has its own distribution network and whether the company has favourable access to raw materials; all are factors which allow the company to evade normal competition;
- **the company dominates the European market** or a 'substantial part' of it;
- **the company abuses its position by**, for example, overcharging customers, charging excessively low prices designed to squeeze out competitors or bar new entrants from the market, or granting discriminatory advantages to some customers.

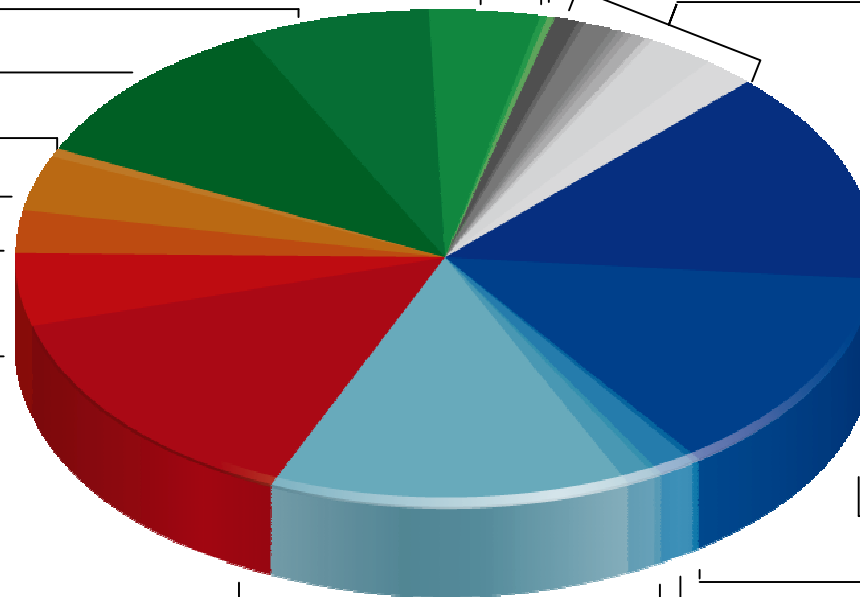
Source: European Commission. *EU Competition Policy and the Consumer*. Directorate-General for Competition.  
Available: [http://ec.europa.eu/comm/competition/publications/consumer\\_en.pdf](http://ec.europa.eu/comm/competition/publications/consumer_en.pdf)

# TV Market Shares

German TV. KEK/Premiere/AGF/GfK Fernsehforschung. 2004



9Live	0,2 %
N24	0,4 %
Kabel 1	4,0 %
Pro7	7,0 %
SAT 1	10,3 %
n-tv	0,5 %
VOX	3,7 %
Super RTL	2,7 %
RTL II	4,9 %



RTL 13,8 %



DSF	1,1 %
EuroNews	0,1 %
EuroSport	0,9 %
MTV	0,4 %
MTV2	0,3 %
Tele5	0,3 %
ViVA	0,4 %
VIVA Plus	0,3 %
XXP	0,1 %
Premiere	2,4 %
OTHER	1,9 %



ARD 13,9 %

ARD Dritte 13,7 %

Arte 0,4 %

KiKa 1,2 %

Phoenix 0,5 %

3sat 1,0 %

ZDF 13,6 %

Source: Kommission zur Ermittlung der Konzentration im Medienbereich (KEK). AGF/GfK-Fernsehforschung. *Market Overview*. 2004. Available: <http://www.kek-online.de/kek/medien/zuschauer/jahr.pdf>

# TV Market Shares

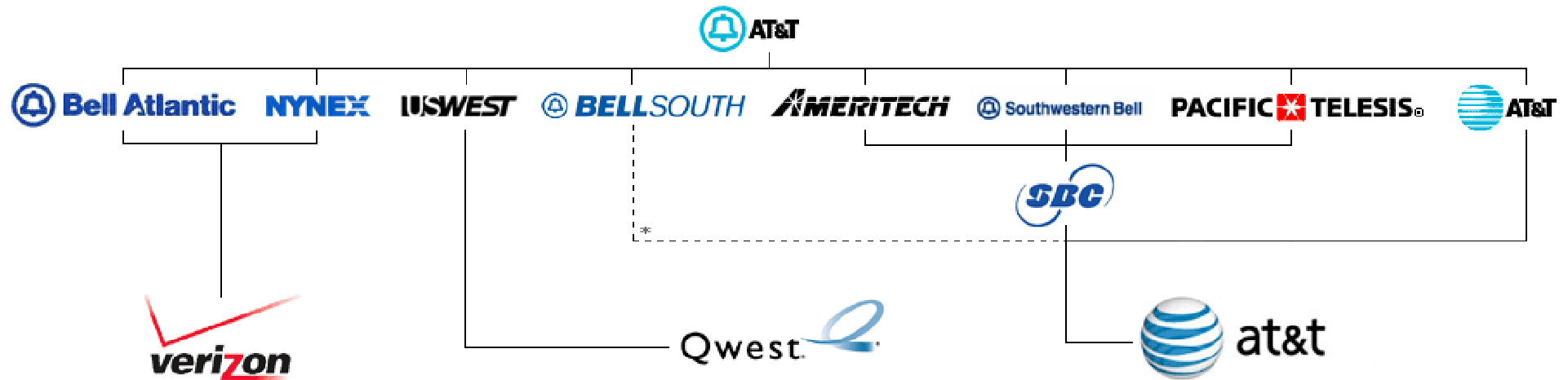
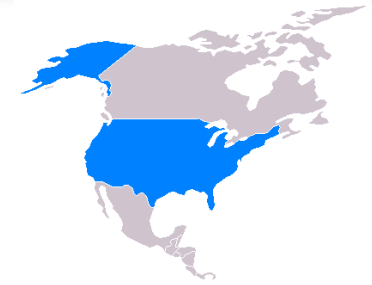


“ Die starke Position von Springer würde durch die Übernahme von ProSiebenSat.1 noch verstärkt, das geht kartellrechtlich nicht ... ”

Ulf Böge,  
President of BundesKartellamt

# Break Up of ATT

## ATT and Baby Bells

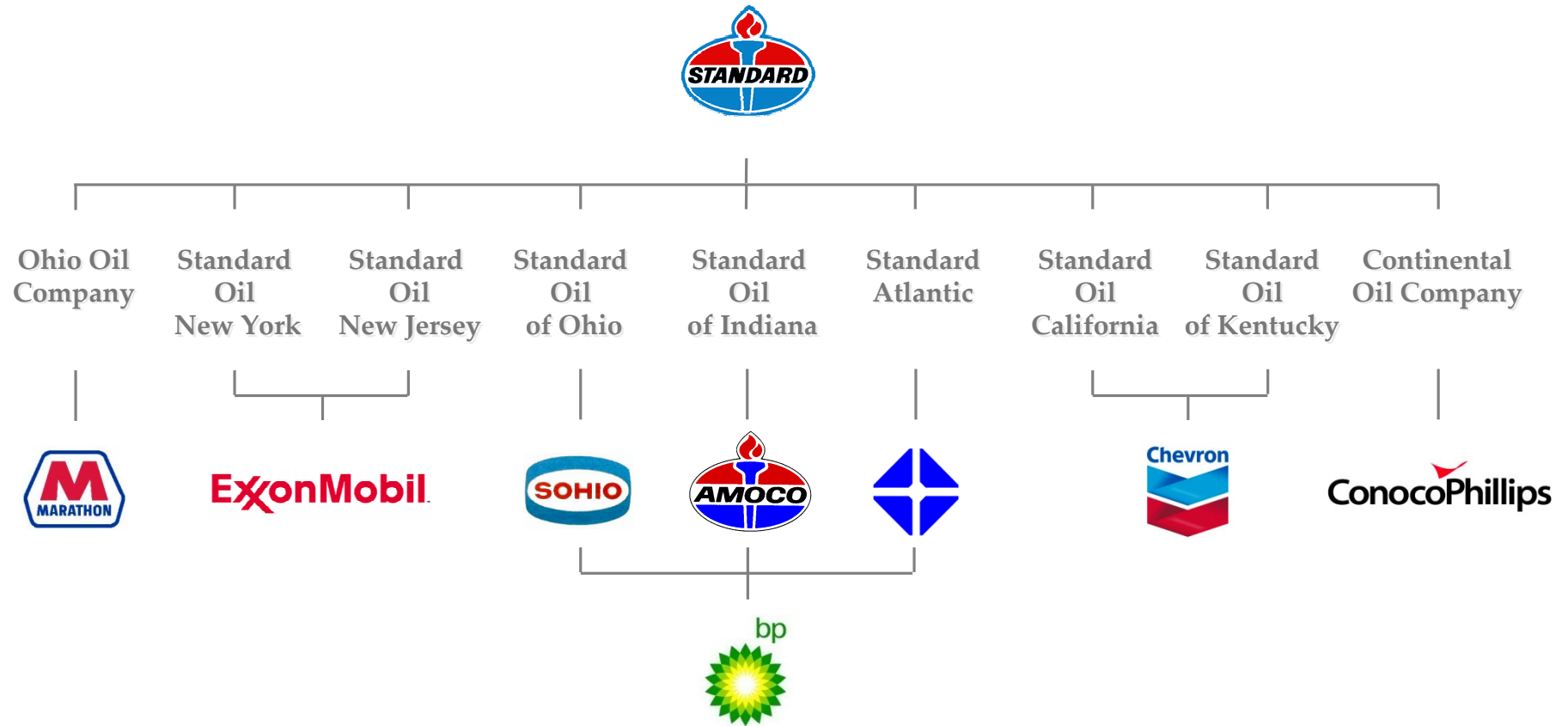
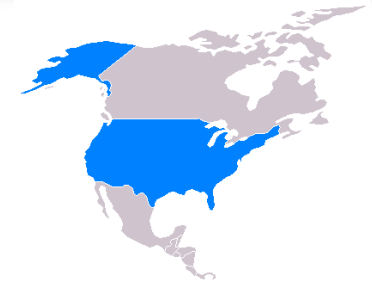


\* Bellsouth Merger Proposed March 10, 2006

Source: Wikipedia. AT&T. Available: <http://en.wikipedia.org/wiki/AT&T> and *The Break Up of AT&T*. Available: [http://en.wikipedia.org/wiki/The\\_break\\_up\\_of\\_AT%26T](http://en.wikipedia.org/wiki/The_break_up_of_AT%26T)

# Break Up of Standard Oil

Seven (Nine) Sisters



# Deutsche Bundespost

## Post Office Reforms/ Break Up's of 1989 and 1995



In the first post office reform (July 1, 1989), the Bundespost was divided into three divisions (also called public enterprises). The divisions were later privatized in the second post office reform (January 1, 1995), resulting in the creation of the following:

- **Deutsche Post AG** from the postal service
- **Deutsche Telekom AG** from the communications service
- **Deutsche Postbank AG** from the postal bank

Source: Wikipedia. *Deutsche Bundespost*. Available: [http://en.wikipedia.org/wiki/Deutsche\\_Bundespost](http://en.wikipedia.org/wiki/Deutsche_Bundespost)

# Data Prostitution



# Social Media

## Profiles and Platforms



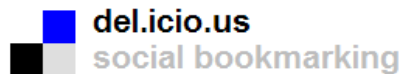
Social  
Video Sharing



Social Photo  
Sharing



Social  
Community



Social  
Bookmarking



WIKIPEDIA  
*The Free Encyclopedia*

Social  
Encyclopedia

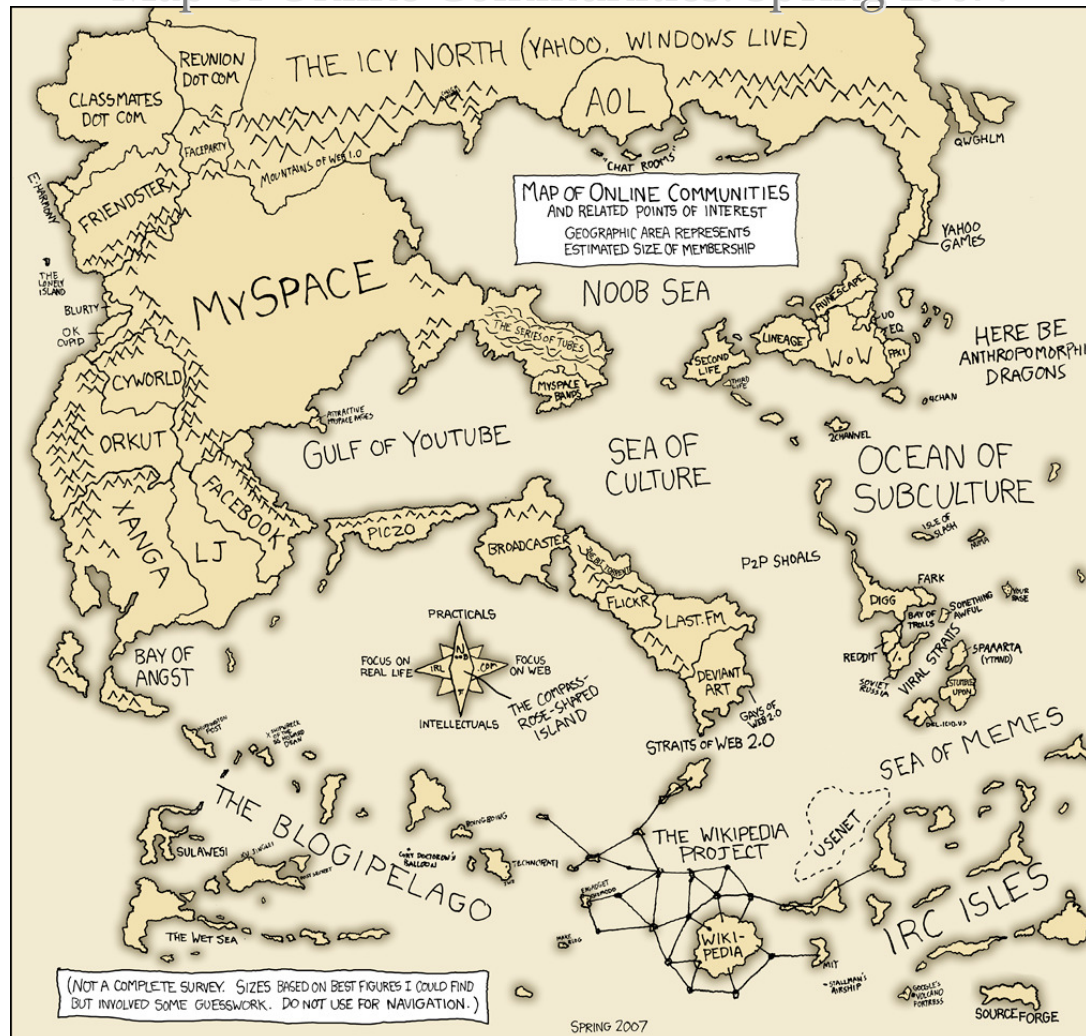


Social Music  
Community

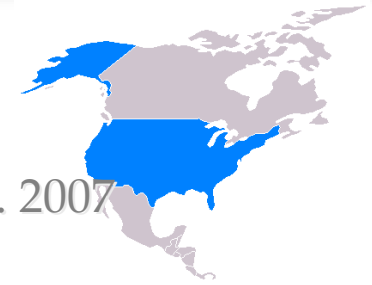


# Social Media

Map of Online Communities. Spring 2007.



Source: XKCD. *Map of Online Communities*. Available: [http://imgs.xkcd.com/comics/online\\_communities.png](http://imgs.xkcd.com/comics/online_communities.png)



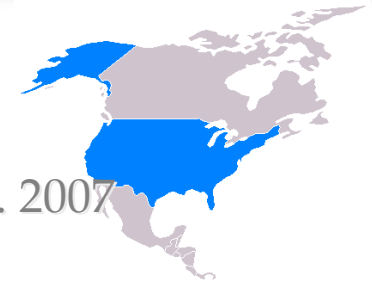
# Social Media

Social Features. Google, Amazon and Beyond. Amazon.com. 2007

1. Rating
2. Customer Reviews
3. Share Your Images
4. Also Bought
5. Sales Rank
6. Update Info
7. Sponsored Links
8. Sell Yours Here
9. Add to Lists
10. Tell a Friend
11. Write a Review
12. Give Feedback
13. Citations

The screenshot shows the Amazon.com product page for the book "Google, Amazon, and Beyond: Creating and Consuming Web Services". The page is annotated with 13 numbered callouts pointing to specific features:

- 1. Rating: Points to the star rating (4.4 out of 5 stars).
- 2. Customer Reviews: Points to the "Customer Reviews" section.
- 3. Share Your Images: Points to the "Share your images" link.
- 4. Also Bought: Points to the "Customers Who Bought This Item Also Bought" section.
- 5. Sales Rank: Points to the "Amazon.com Sales Rank" (135,211 in Books).
- 6. Update Info: Points to the "Update Info" link.
- 7. Sponsored Links: Points to the "Sponsored Links" section at the bottom.
- 8. Sell Yours Here: Points to the "Add to Selling Cart" button.
- 9. Add to Lists: Points to the "Add to Wish List" button.
- 10. Tell a Friend: Points to the "Tell a Friend" button.
- 11. Write a Review: Points to the "Write a Review" link.
- 12. Give Feedback: Points to the "Give Feedback" link.
- 13. Citations: Points to the "Citations" section.



# Social Media

Social Features. Google, Amazon and Beyond. Amazon.com. 2007

14. Click a Tag

15. Your Tags

16. Customer Reviews

17. Rate of Review

18. Comment Review

19. Discuss Product

20. Amapedia

21. Listmania

22. Help Others/ Tag Item

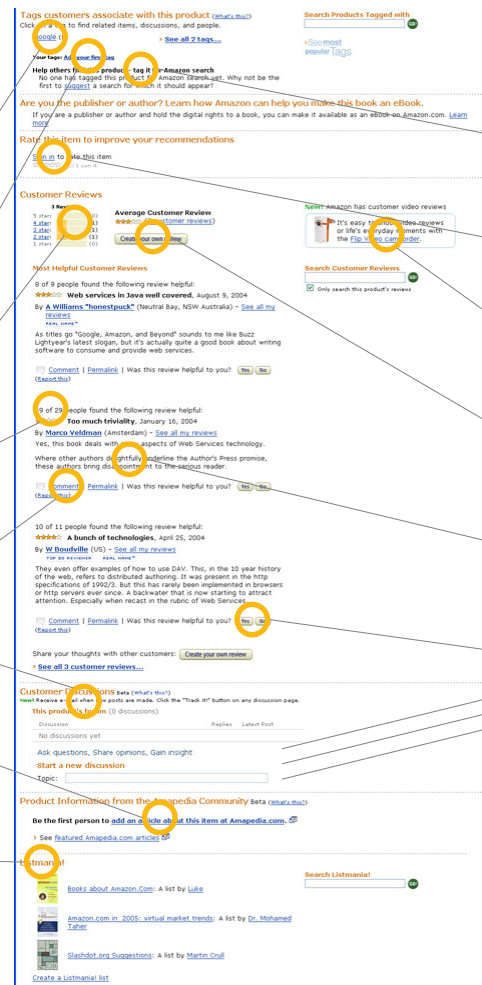
23. Rate Item

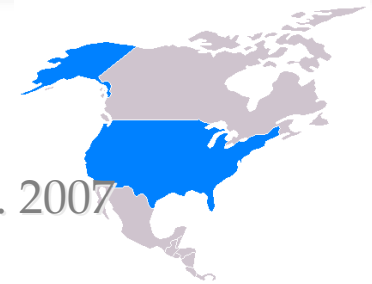
24. Video Review

25. Avg. Customer Review

26. Customer Review

27. Rate Review





# Social Media

Social Features. Google, Amazon and Beyond. Amazon.com. 2007

28. Category Directory

29. Subject Directory

30. Update Info

31. Your Account

32. Your History

33. Your Searches

34. Sponsored Links

35. Careers

36. Contact Us

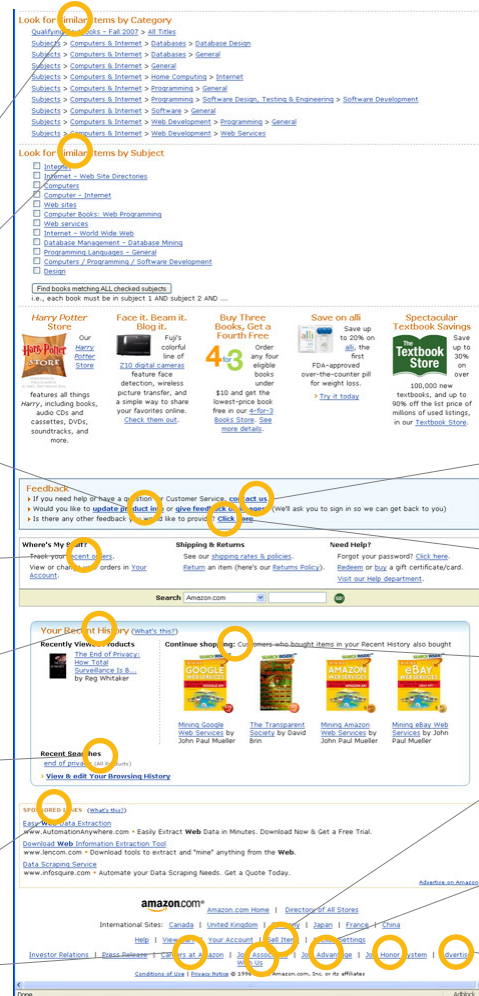
37. Feedback

38. Also Bought

39. Sell Item

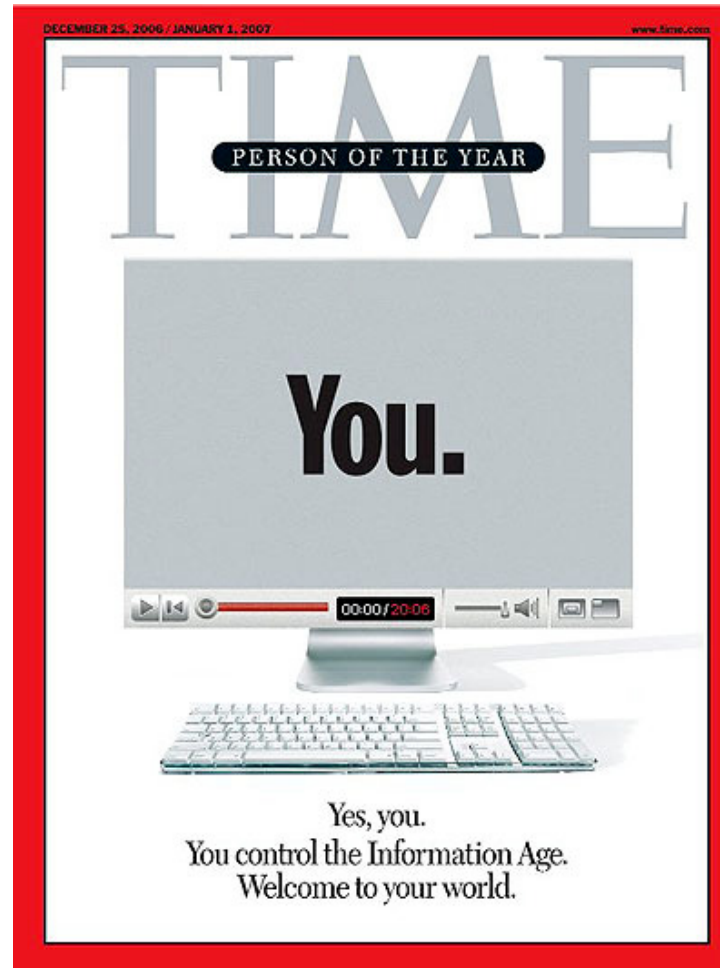
40. Join

41. Advertise



# Social Media

Person of the Year. Time Magazine. 2006.



Source: Grossman, Lev. "Time's Person of the Year: You." *Time Magazine*. December 25, 2006, Available: <http://www.time.com/time/personoftheyear/archive/covers/2006.html>

# Social Networking Statistics

Worldwide Daily Visitation of Selected Social Networking Sites  
June 2007 vs. June 2006



## Share (%) of Unique Visitors

	<b>North America</b>	<b>Latin America</b>	<b>Europe</b>	<b>Middle East-Africa</b>	<b>Asia Pacific</b>
MySpace	62.1%	3.8%	24.7%	1.3%	8.1%
Facebook	68.4%	2.0%	16.8%	5.7%	7.1%
Hi5	15.3%	24.1%	31.0%	8.7%	20.8%
Friendster	7.7%	0.4%	2.5%	0.8%	88.7%
Orkut	2.9%	48.9%	4.6%	0.6%	43.0%
Bebo	21.8%	0.5%	62.5%	1.3%	13.9%
Tagged	22.7%	14.6%	23.4%	10.0%	29.2%

Source: Comscore. *Social Networking Goes Global*. Available: <http://www.comscore.com/press/release.asp?press=1555>

# Social Networking Statistics

Selection of Leading Social Networking Sites.  
Ranked by German Unique Visitors. July 2007.



Total German Internet Audience	32,924,000
Social Networking	14,804,000
MySpace	3,650,000
StudiVZ Sites	3,113,000
JUX.DE	2,614,000
Piczo	2,004,000
Stayfriends	1,335,000
Netlog	1,251,000
Sevenload	1,143,000
Xing	685,000
Skyrock Network	507,000
MSN Groups	440,000

Source: Comscore. *German Social Networking Community Reaches 14.8 Million.*  
Available: <http://www.comscore.com/press/release.asp?press=1737>



# Case Studies

## Google Earth and Panoramio.



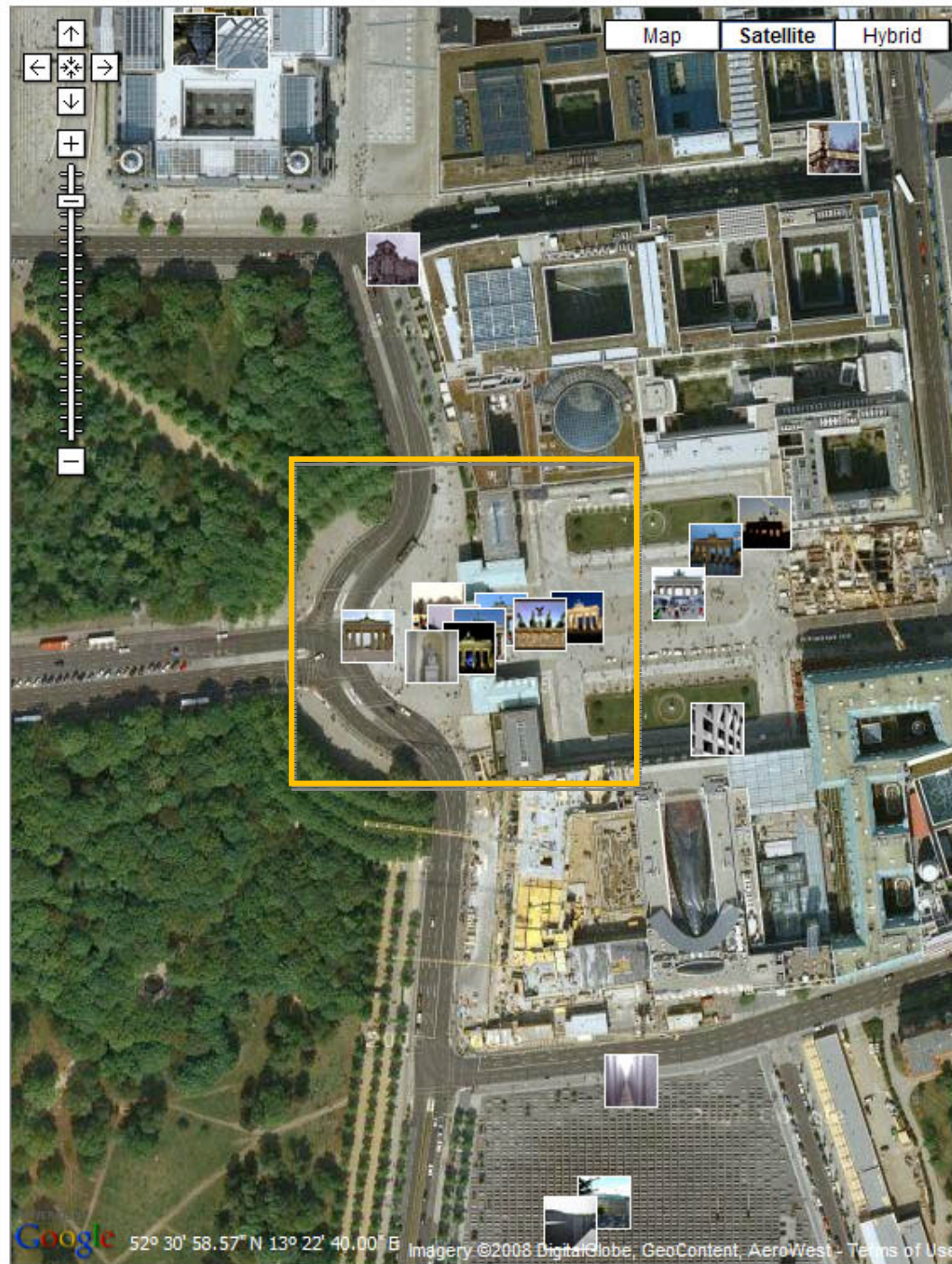
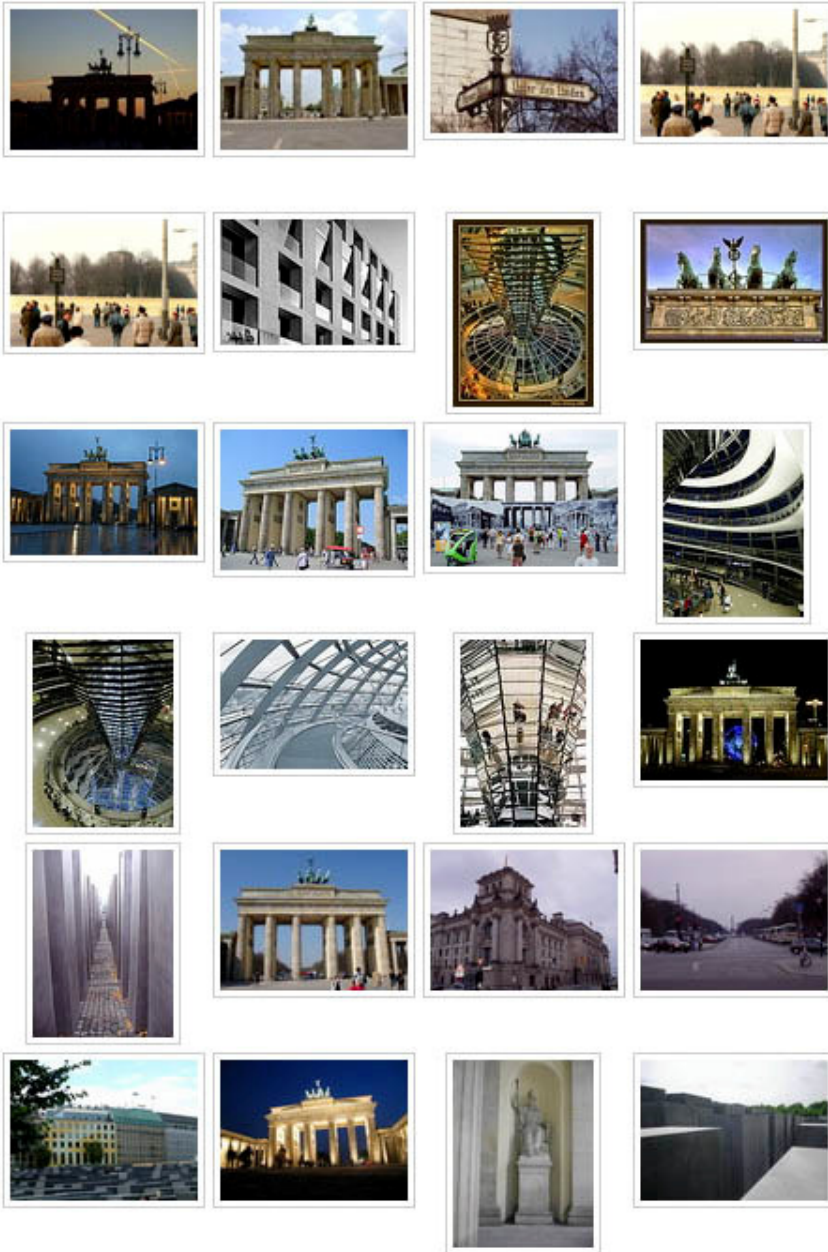
**Google Earth** is a virtual globe program with superimposed images of satellite imagery, aerial photography, GIS and community layers and **350m downloads**.

**Panoramio** is a photo sharing portal, with **5m geotagged photographs** and **1.4m users**, whose pictures are included in the default layer of Google Earth.

Source: Manchon, Eduardo. *Interview mit Panoramio*. GoogleWatchBlog. March 8, 2008, Available: <http://www.googlewatchblog.de/2008/03/08/interview-mit-panoramio/>

Popular (1824)

All





# Panoramio



**Berlin45-BrandenburgerTor (085°)**

Photograph by [@Roland1](#)

in Berlin, Berlin (Germany)

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[Upload your photos »](#)

# Case Studies

## Intelligent Life at YouTube.



**YouTube** is a video sharing portal, acquired by Google Inc, with millions users and hundreds of millions of videos.

The **Vancouver Film School** is Canada's leading film and art institution located in Vancouver.

The **European Graduate School** is a Swiss graduate school with two divisions: Media and Communications and Arts, Health and Society.

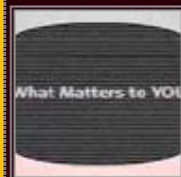
# What Matters to YOU

Vancouver Film School and YouTube present a truly unique scholarship competition

[Videos](#) | [Playlists](#) | [Groups](#) | [Friends](#) | [Subscribers](#)

Vancouver Film School

Subscribe



**VancouverFilmSchool**

Style: Variety

Joined: **September 19, 2006**

Last Login: **36 minutes ago**

Videos Watched: **1,819**

Subscribers: **19,624**

Channel Views: **509,149**

DIRECTOR

Vancouver Film School is Canada's premier post-secondary entertainment arts institution and one of the most distinguished in the world.

The 14 production-oriented programs at VFS span one year or less and cover all aspects of visual media. Students are guided by industry veterans as they create the professional-quality reels and portfolios that get them noticed on the global stage.

Recent VFS graduates have gone on to work on some of the hottest properties in entertainment, from film to animation to video games.

3D Animation & Visual Effects

Classical Animation

Digital Character Animation

Houdini™ Certification

Acting for Film & Television

Digital Design

Entertainment Business Management

Film Production

Game Design

Makeup Design for Film & Television

Sound Design for Visual Media

Writing for Film & Television

Acting Essentials

Foundation Visual Art & Design

To read more about all of our programs, visit

VFS™

VFS and YouTube:

## SCHOLARSHIP COMPETITION

Show us what matters to you,

and you could win one of 3 full-tuition scholarships to any of Vancouver Film School's 14 programs.



Home

Submit

### Challenge Overview:

- Create a short film, animation or creative pitch addressing the theme "what matters to you" with a maximum length of three minutes. For tips on what makes a good video, check out our FAQs.
- Be sure to start your video by identifying the VFS program you wish to attend. For a list of VFS programs, visit our FAQs.
- 10 finalists will be selected by Vancouver Film School.
- The YouTube community will vote for three winners who receive full-tuition scholarships to VFS.

Submit a Video >>>>

Submissions close May 9th at 11:59PM EST



Open to users around the world! To see if your country is eligible, and for additional information, please see our [Official Rules](#) and [FAQs](#).

### What Makes A Great Competition Submission?

Creativity and passion. We want films, animations, and creative pitches that demonstrate your talent and commitment in your chosen field, from writing to makeup to acting, and that really express "what matters to you". Don't worry, you don't have to be a master. Just show us you've got a knack for your craft -- you'll learn the rest at VFS. Above all, tell us a great story and have fun with it!

Frequently Asked Questions:

<http://film.mnqr.googlepages.com/home>



# Case Studies

YouTube, Vancouver Film School, and Student Reels.

Joined: September 19, 2006

Subscribers:

19,631

Videos: 371

Avg. views per video:

37,000

Avg. video length:

10min

Avg. video size:

100MB

Estimated bandwidth:

1,366TB

10,000,000s of video views

100,000s of channel views

10,000s of subscribers

10,000s of views per day

10,000s of video ratings

10,000s of video comments

10,000s of links

1,000s of blog entries

Many newspaper articles

Many new students

Brand Extension : Priceless.

## European Graduate School

[Edit Channel](#)

### EGS



#### egsvideo

Style: Educational

Joined: **February 17, 2007**

Last Login: **1 day ago**

Videos Watched: **875**

Subscribers: **1,494**

Channel Views: **24,817**

**\* GURU**

Videos and video clips of lectures, sessions, and interviews at European Graduate School EGS, Media and Communication Studies Department, Saas-Fee, Switzerland, Europe.

\*\*\*

Web: <http://www.egs.edu/>

PLEASE CHECK THE PLAYLISTS.

Name: **European Graduate School EGS**

Giorgio Agamben, Alain Badiou, John Perry Barlow, Victor Burgin, Judith Butler, Sophie Calle, Hélène Cixous, David Cronenberg, Michel Deguy, Manuel DeLanda, Atom Egoyan, Tracey Emin, Peter Greenaway, Donna Haraway, Michael Hardt, Michel Houellebecq, Paul D. Miller, DJ Spooky, Jean-Luc Nancy, Quay Brothers, Bruce Sterling, Paul Virilio, John Waters, Slavoj Zizek, Jean-François Lyotard, Jean Baudrillard, Jacques Derrida

City: **Saas-Fee**

Hometown: **Saas-Fee**

Country: **Switzerland**

Companies: **European Graduate School EGS**

Interests and Hobbies: **The European Graduate School EGS Media and Communications Studies program, facilitating creative breakthroughs and theoretical paradigm shifts, brings together master's and doctoral students with the visionaries and philosophers of the media world who inspire learning about art, philosophy, communications, film, literature, internet, web and cyberspace studies from a cross-disciplinary perspective.**



#### [Slavoj Zizek about European Graduate School EGS 2006 1/2](#)

[edit](#)

From: [egsvideo](#)

Views: 11,051

Comments: 22

### Playlists



#### **Michael Hardt - About Love. 2007** 6 Videos

<http://www.egs.edu/> Michael Hardt, the author of Multitude and Empire talks about love, how can love function as a political concept, why love, the proper and improper ways love has functioned politically, love as activism, and evil and its relationship to love. Public open video philosophy lecture for the faculty and students of the European Graduate School, Media and Communication Studies Department Program, EGS, Saas-Fee, Switzerland, Europe, 2007.

[Play All](#)

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#### **Jacques Derrida - On Forgiveness. 2004** 11 Videos

<http://www.egs.edu/> Jacques Derrida in his Paris seminar "A Critique of Psychoanalysis", a public open lecture focusing on texts from Gilles Deleuze for students of European

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# Case Studies

YouTube, European Graduate School, and Open Lectures.

Joined: February 17, 2007

Subscribers:

1,500

Videos: 440

Avg. views per video:

1,500

Avg. video length:

10min

Avg. video size:

100MB

Estimated bandwidth:

60TB

100,000s of video views

10,000s of channel views

1,000s of subscribers

1,000s of views per day

1,000s of links

1,000s of video ratings

100s of blog entries

100s of video comments

Several newspaper articles

Dozens of new students



X-Envelope-From: <video@europeangraduateschool.com>  
X-Envelope-To: <contact@hendrikspeck.com>  
X-Delivery-Time: 1188592456  
Date: Fri, 31 Aug 2007 22:34:15 +0200 (MEST)  
X-Authentication-Warning: teg.store: httpd set sender to video@europeangraduateschool.com using -f  
To: contact@hendrikspeck.com  
From: "video egs" <video@europeangraduateschool.com>  
Subject: Forward: Video Removed: Copyright Infringement  
X-Abuse: 405878 / 87.177.125.37  
X-RZG-MBID: 15UUG1NmZxf6  
X-RZG-CLASS-ID: em07

----- forwarded message -----

Subject: Video Removed: Copyright Infringement  
Date: Thu, 30 Aug 2007  
From: Copyright Notice

## YouTube | Broadcast Yourself™

### Dear Member:

This is to notify you that we have removed or disabled access to the following material as a result of a third-party notification by Metro Goldwyn Mayer Inc. claiming that this material is infringing:

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**Please Note:** Repeat incidents of copyright infringement will result in the deletion of your account and all videos uploaded to that account. In order to avoid future strikes against your account, please delete any videos to which you do not own the rights, and refrain from uploading additional videos that infringe on the copyrights of others. For more information about YouTube's copyright policy, please read the [Copyright Tips](#) guide.

If you elect to send us a counter notice, please go to our [Help Center](#) to access the instructions.

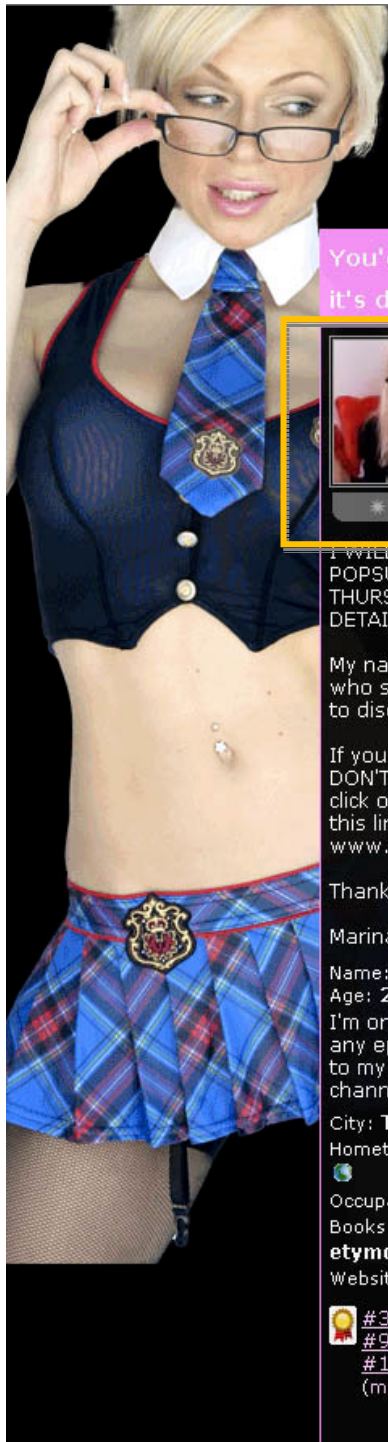
Please note that under Section 512(f) of the Copyright Act, any person who knowingly materially misrepresents that material or activity was removed or disabled by mistake or misidentification may be subject to liability.

Sincerely,  
YouTube, Inc.

Copyright © 2007 YouTube, Inc.

# HotForWords

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You'd better behave or  
it's detention for you!

[Subscribe](#)



**hotforwords**

Style: Educational  
Joined: **February 26, 2007**  
Last Login: **1 hour ago**  
Videos Watched: **9,708**  
Subscribers: **57,296**  
Channel Views: **1,896,455**

\* GURU

I WILL BE BLOGGING LIVE FROM THE  
POPSUGAR/TECHCRUNCH EVENT THIS  
THURSDAY. GO TO MY WEBSITE FOR THE  
DETAILS :-)

My name is Marina and I am a philologist (one  
who studies linguistics and etymology). I love  
to discuss the origins of words.

If you have a word you'd like me to discuss,  
DON'T request it in the YouTube email, please  
click on the link on the right or cut and paste  
this link:

[www.hotforwords.com/words/](http://www.hotforwords.com/words/)

Thanks so much!

Marina

Name: **Marina**

Age: **27**

I'm on iTunes now, if you want to download  
any episodes and take them with you just go  
to my website - there is a link to my iTunes  
channel there :-)

City: **The Capital of the Republic of Lexicon**

Hometown: **Etymologia**



Occupation: **Philologist**

Books: **Oxford English Dictionary (The  
etymologist's bible)**

Website: <http://www.hotforwords.com>



**#37 - Most Subscribed (All Time)**

**#9 - Most Viewed (This Week)**

**#1 - Most Viewed (This Month)**

(more)

[Report profile image violation](#)



share



replay



**My G4 TV Appearance**

From: [hotforwords](#)

Views: 1,621,924

Comments: 596

## My Favorite Links

<http://www.hotforwords.com/words/>

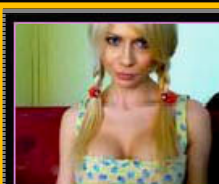
<http://www.oed.com>

## Videos (137)

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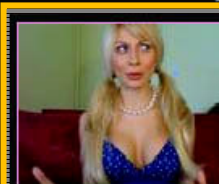


**In a jam**

02:21

Added: 22 hours ago

Views: 28,526

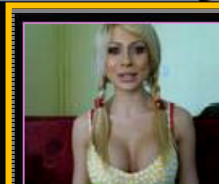


**Seed**

03:04

Added: 2 days ago

Views: 84,819



**Guess what?**

02:19

Added: 3 days ago

Views: 111,619



# Case Studies

YouTube, HotForWords, and Etymology.

Joined: February 26, 2007

Subscribers:

53,000

Videos: 137

Avg. views per video:

312,500

Avg. video length:

10min

Avg. video size:

100MB

Estimated bandwidth:

4,280TB

10,000,000s of video views

1,000,000s of channel views

100,000s of views per day

100,000s of video ratings

10,000s of subscribers

100,000s of links

10,000s of video comments

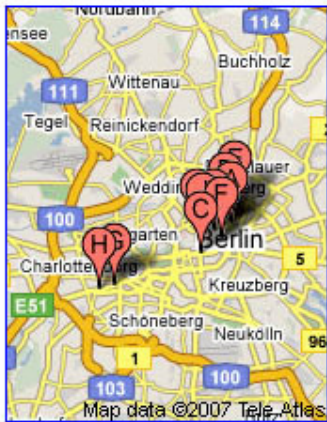
1000s of blog entries

Many newspaper articles

Potential students and suitors?

# The Politics of Data

## Lokale Branchenergebnisse für **anwalt** im Umkreis von **Berlin**



- A. [IHDE & Partner Rechtsanwälte Berlin](#) - [www.onlinelaw.de](#) - 030 44318660 - [Mehr](#)
- B. [Ziegler & Weigelt](#) - [www.weigelt-ziegler.de](#) - 030 44651742 - [1 Kritik](#)
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- E. [Monaco](#) - [maps.google.de](#) - 030 44013563 - [1 Kritik](#)
- F. [Kanzlei Rogge](#) - [www.kanzlei-rogge.de](#) - 030 28097171 - [Mehr](#)
- G. [Roscher, Johlige & Partner](#) - [www.berlin-recht.de](#) - 030 88914331 - [2 Kritiken](#)
- H. [Erkens Alfred Rechtsanwalt](#) - [www.erkens-rechtsanwaelte.de](#) - 030 884720-0 - [2 Kritiken](#)
- I. [Hobuß, Wowra](#) - [www.hw-anwalt.de](#) - 030 88007773 - [1 Kritik](#)
- J. [Haupt](#) - [www.rechtsanwalt-haupt.com](#) - 030 2824306 - [1 Kritik](#)

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Rechtsanwälte Streifler und Kollegen in **Berlin** Mitte - Kanzlei - S & K Rechtsanwälte - Rechtsanwaltskanzlei in **Berlin** Mitte. [www.streifler.de/](#) - 217k - [Im Cache](#) - [Ähnliche Seiten](#) - [Notieren](#)

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Rechtsanwalt **Berlin** - Detaillierte Informationen zu Rechtsanwälten in **Berlin**, Kanzleidaten, **Anwalt**-Homepages, Fachartikel, Anfahrtsbeschreibung ... [www.anwalt-suchservice.de/ass/rao/rechtsanwalt\\_berlin.html](#) - 15k - [Im Cache](#) - [Ähnliche Seiten](#) - [Notieren](#)

## Rechtsanwalt Jung: Rechtsanwalt Potsdam, Brandenburg, Berlin ...

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## : Gansel Rechtsanwälte : Rechtsanwalt, Berlin, Anwalt, Berlin ...

Die Kanzlei Gansel Rechtsanwälte in **Berlin** berät sie zum Mietrecht, Arbeitsrecht, Scheidung, Scheidungsrecht, Verkehrsrecht, Arzthaftungsrecht, Erbrecht, ... [www.gansel-rechtsanwaelte.de/](#) - [Ähnliche Seiten](#) - [Notieren](#)

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Schwerpunkt: Kündigung  
[www.anwalt-arbeitsrecht.info](#)  
Berlin

## Anwalt Berlin

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mit genauer Tätigkeitsbeschreibung  
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## Kanzlei Prof. Beck Berlin

Betriebliche Altersversorgung,  
Lebens- und Unfallversicherung  
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Berlin

## Strafverteidigung Berlin

Rechtsanwalt Dr. h.c. Spormann,  
Ihr Strafverteidiger auch in **Berlin**  
[www.spormann.de](#)

## Roscher, Johlige & Partner

Rechtsanwälte, Fachanwälte  
Kurfürstendamm 28, 10719 **Berlin**  
[berlin-recht.de](#)  
Berlin

## Kanzlei Dr. Hahn, Berlin

Fachanwalt für Gesellschaftsrecht  
Beratung & Prozessführung  
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Rechtsanwalt in Ihrer Nähe!  
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Strafverteidigung bundesweit!  
[www.strafverteidigungen.eu](#)


Karten


Ergebnisse 1-10 von ca. 6.019 für **anwalt** bei **Berlin**


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[Routenplaner](#)

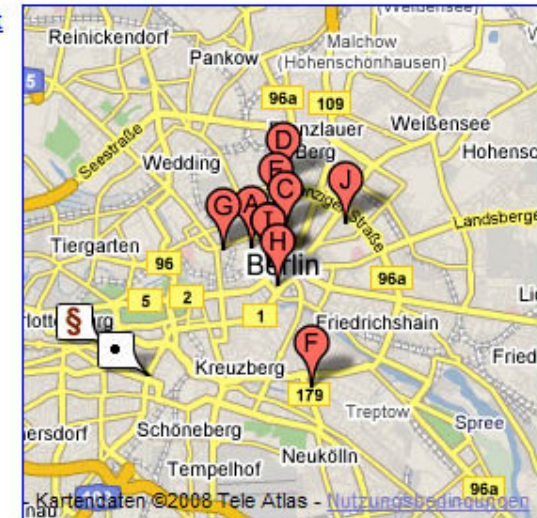
**B** [Kanzlei Rogge](#) - [Beurteilung schreiben](#)  
 Dircksenstr. 40, 10178 Mitte, Berlin - 030 28097171  
Rechtsanwalt Robert D. Rogge berät sie bei allen Fragen um Verträge, Wirtschaftsrecht, Handelsvertreterrecht, Internetrecht, Versicherungsrecht und Inkasso.  
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**C** [IHDE & Partner Rechtsanwälte Berlin](#) - [Beurteilung schreiben](#)  
 Schönhauser Allee 10-11, 10119 Berlin - 030 44318660  
Als überregionale Anwaltskanzlei, sind wir auf die rechtliche Beratung von Technologie- und Medienunternehmen und deren Abnehmer spezialisiert. Wir informieren Sie gern auf unseren Internetseiten.  
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 Eberswalder Str. 26, 10437 Berlin - 030 44044966  
Rechtsanwälte für Verbraucherinsolvenzrecht und Schuldenbereinigung, Insolvenzrecht; Bank- und Kapitalanlagerecht, Arbeits- und Sozialrecht  
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**E** [Ziegler & Weigelt](#) - [Beurteilung schreiben](#)  
 Chausseestr. 63, 10435 Berlin - 030 44651742  
*"Weigelt und Ziegler Wir freuen uns, dass Sie auf unser Profil bei [www.anwalt.de](#) aufmerksam geworden sind. Geme stehen wir Ihnen für Fälle ..." 1 Beurteilung*  
[website](#) - [Routenplaner](#)

**F** [Kanzlei Hoenig Berlin](#) - [Beurteilung schreiben](#)  
 Paul-Lincke-Ufer 42/43, 10999 Berlin - 030 31014650  
*"Eine hervorragende Strafrechtskanzlei, die ich auch in eigener Angelegenheit - man hofft aber das es nicht vorkommt - in Anspruch nehmen würde. Grüße ..." 2 Beurteilungen*  
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Anzeigen

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[www.ra-juergens.de](#)  
RA Sven Jürgens, Kurfürstendamm 125 A, Berlin

 [Detzkies](#)  
Strafverteidigung  
Notfallnummer 24h 0172-3838407  
[www.detzki.de](#)  
Potsdamer Str. 132, Berlin

 [RAin Katja Krüger](#)  
Fachanwältin für Miet- u. WEG-Recht direkt am Potsdamer Platz  
[www.anwaeltin-krueger.de](#)  
Blankenburger Str. 4, Berlin

 [Rothstein & Holz](#)  
Scheidungsanwältin Rothstein hilft schnell & unkompliziert

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Ergebnisse 1 - 10 von ungefähr 201 für **stasivz**. (0.46 Sekunden)

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[der letzten Stunde](#)  
[den letzten 12](#)

[Stunden](#)

[letzten Tag](#)

[der letzten Woche](#)

[letzten Monat](#)

→ jederzeit

[Daten auswählen](#)

Übermitteln:

[Atom](#) | [RSS](#)

Meinten Sie: [studivz](#)

[Kampf der Communities: StudiVZ = StasiVZ?](#)

27. Jan. 2008 Hannibov

Seit den neuen AGBs ist für viele StudiVZ nur noch StasiVZ. In der eigenen Community gibt es zahlreiche Anti-StudiVZ Gruppen. Jetzt gibt es sogar Anti StudiVZ Musikvideos in Youtube. Und für einige eine echte neue Soziale Community. ...

[Seiten-Ladefehler - http://www.seiten-ladefehler.de](#)

[StasiVZ 3.0](#)

28. Febr. 2008

Holtzbrinck bringt noch ein VZ: Deutschlands größte Online-Communities StudiVZ und Schüler VZ bekommen Verstärkung, damit sich nicht nur Schüler und Studenten entblößen können. MeinVZ heißt die neue Marke für Jedermann. ...

[Der Schockwellenreiter \(RSS-Feed\) - http://www.schockwellenreiter.de/](#)

[ [Weitere Ergebnisse von Der Schockwellenreiter \(RSS-Feed\)](#) ]

[StasiVZ: Datenschutzerklärung und Geschäftsbedingungen geändert!](#)

28. Febr. 2008 picard

StasiVZ sorry StudiVZ hat seine Datenschutzerklärung und Geschäftsbedingungen geändert und Sie finden es gut. Denn nun können Sie unser Daten an unser kontroll Organ weiter geben. Applaus, gut gemacht ...

[picard und der blog - http://kuckst-du-hier.com/blog/picard](#)

[StasiVZ](#)

27. Febr. 2008 Eay

Gott sei Dank dürfen wir Kiffer-Fotos jetzt den Behörden geben. StudiVZ-Geschäftsführer Marcus Riecke im Interview mit SpOn. Ich würde den Verein ja am liebsten boykottieren, aber meine studentischen Kontakte zwingen mich zum bleiben.

[eavz.net - http://www.eavz.net](#)

[Antwort auf: StudiVZ=StasiVZ! \(10:08 von weau\)](#)

5. März 2008

Nachtrag : [http://www.ra-maas.de/2008/03/03/vz-abmahnungen-die-naechste-abmahnwelle/hackerboard.de](#) - [HaBo News Feed - http://www.hackerboard.de](#)

[ [Weitere Ergebnisse von hackerboard.de - HaBo News Feed](#) ]

[StudiVZ wehrt sich gegen StasiVZ-Video auf Youtube](#)

# Social Networks

Brand Awareness. StudVz vs. Facebook. 2008.



- 3.788 Widerspruch gegen die neuen AGB (12/07)
- 3.779 Neue studiVZ AGB (12/07) - ich bin dann mal weg!!!
- 2.769 Revolution im Studivz - gegen die neue AGB
- 1.177 Stell dir vor, StudiVZ ändert die AGB und keiner stimmt zu 2
- 733 Endlich wieder Studentenproteste - AGB FTW
- 690 +++ Dieses Profil ist im Rahmen der neuen AGB bereinigt!
- ++
- 664 ! Datenklau abstellen ! Vorgehen gegen Datenschutzerklärung/AGB!
- 481 StasiVZ | Bist Du schon verwanzt?
- 437 Neue Agb ab Januar.Studivz, der letzte macht das Licht aus!
- 367 Ich verkaufe die echten Namen meiner AGB-paranoiden Freunde
- 365 Nein zum stasiVZ - Nein zu den neuen AGB's
- 241 Ich lösche trotz neuer AGB den Namen nicht, du paranoider Lemming
- 220 Wehrt euch gegen die neue AGB-Bestimmung

Source: StudiVz. *Protest against modified Terms of Use*. 2008.



# Social Networks

Brand Awareness. StudVz vs. Facebook. 2008.



- » Folge dem Trend: Facebook jetzt auch in Deutsch!
- » Bin bei Facebook zu finden!!! KOMMT ALLE MIT!!!
- » Wenn StudiVZ besser wäre, wäre es FACEBOOK!:) )
- » StudiVZ ist wie Facebook - nur andauernd offline.
- » 3.2.1. "facebook" - jetzt wechseln und prämie sichern!
- » Registrieren bei facebook.com
- » See you on facebook!

Source: Facebook. *Deutsche verlassen StudiVZ für Facebook's Photos. Gruppen von StudiVZ.* 2008. Available:  
<http://www.facebook.com/pages/Deutsche-verlassen-StudiVZ-fur-Facebook/13403747844>



# ERDMANN ZACHARIAS-LANGHANS ANWALTSOZIETÄT

Erdmann Zacharias-Langhans ■ Torstraße 222 ■ D 10115 Berlin

FH Kaiserslautern, Standort Zweibrücken  
Fachbereich Informatik und Mikrosystemtechnik  
Herrn Prof. Hendrik Speck, Raum O017  
Amerikastraße 1

**66482 Zweibrücken**

**studiVZ Ltd. ./ Prof. H. Speck, Boris Hasselmann u. Thomas Overbeck  
Abmahnung wegen Verletzung von Urheber-, Wettbewerbs- und Marken-  
recht durch Software/Anwendung „studiMaps“**

Sehr geehrter Herr Prof. Speck, sehr geehrte Herren Hasselmann und Overbeck,

in der im Betreff genannten Angelegenheit zeigen wir an, daß wir die studiVZ Ltd. laufend in  
Angelegenheiten des gewerblichen Rechtsschutzes vertreten. Ordnungsgemäße  
Bevollmächtigung einschließlich Geldempfangsvollmacht wird anwaltlich versichert.

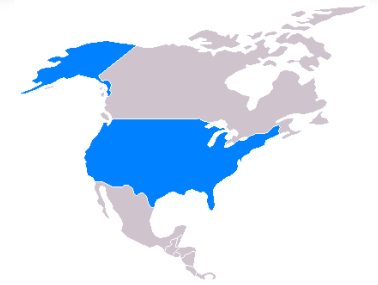
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# Considerations

## USA PATRIOT ACT



“To deter and punish terrorist acts in the United States and around the world, to enhance law enforcement investigatory tools, and for other purposes.”

Introduced by:

Rep. James Sensenbrenner Wisconsin, 2001-10-23

Date passed:

October 24, 2001 (House),

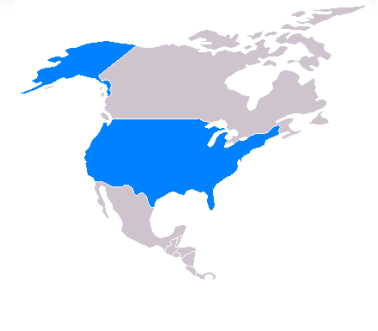
October 25, 2001 (Senate)

Date signed into law:

October 26, 2001

Source: House of Representatives 3162 RDS, 107th Congress, 1st Session, H. R. 3162, In the Senate of the United States, January 3, 2001, Available: <http://thomas.loc.gov/cgi-bin/query/z?c107:H.R.3162>:

# Considerations



Antitrust/Markets  
Monopoly/Competition  
National Critical Infrastructure  
Data Security  
Privacy  
Censorship

# Conclusion

## Contact Information.

Thank you for your attention.  
I will gladly answer your questions.

[Prof. Hendrik Speck](#)

contact (at) hendrikspeck [dot] com

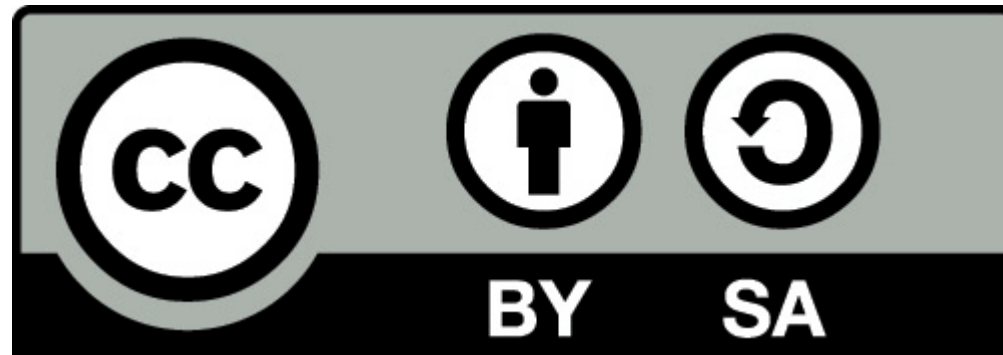
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# Conclusion

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