

Mastering the Internet

## Mastering the Internet and the World Wide Web

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## PCMA Agenda

- ◆ Structure of the Internet
  - Geography, Demographics, Statistics
- ◆ Conference Management Issues
  - Three Uses of the Internet
  - Administration and Marketing
  - Conference Technology
- ◆ The Evolution of a Wired World

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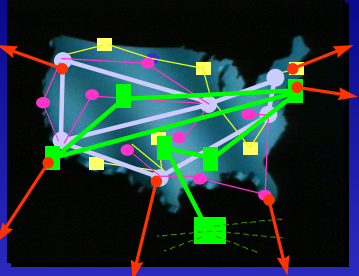
## INTERNET STRUCTURE

- ◆ Internet Geography
- ◆ World Wide Web Demographics
- ◆ Wired Statistics

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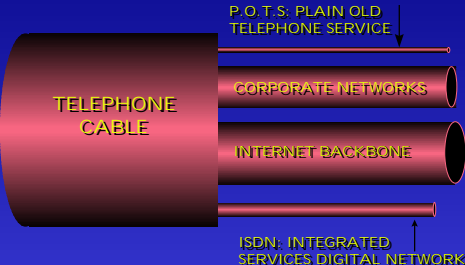
## INTERNET GEOGRAPHY



1990s: Private commercial networks and global links bring the net everywhere.

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## TELECOM BANDWIDTH



TELEPHONE CABLE

P.O.T.S.: PLAIN OLD TELEPHONE SERVICE

CORPORATE NETWORKS

INTERNET BACKBONE

ISDN: INTEGRATED SERVICES DIGITAL NETWORK

## DOMAIN NAMING

- ◆ [lawnet.law.columbia.edu](http://lawnet.law.columbia.edu)
- ◆ [locis.loc.gov](http://locis.loc.gov)
- ◆ [www.mgdtaproom.com](http://www.mgdtaproom.com)
- ◆ [www.met.fu-berlin.de](http://www.met.fu-berlin.de)

## PEOPLE@DOMAINS

- ◆ [president@whitehouse.gov](mailto:president@whitehouse.gov)
- ◆ [KellyPowers@aol.com](mailto:KellyPowers@aol.com)
- ◆ [app@datalab.com](mailto:app@datalab.com)

## VOLUNTEER CULTURE

- ◆ RFCs: Request for Comment
- ◆ STDs: Internet Standards
- ◆ FAQs: Refrequently Asked Questions
- ◆ RTFM: Read the Manual
  
- ◆ Responsibility and power are decentralized

## USING THE WIRE

- ◆ FTP: File Transfer Protocol
  - Archie search robot
- ◆ GOPHER: Menus of textual data
  - Veronica search robot
- ◆ EMAIL: Electronic Mail
- ◆ NEWSGROUPS: Usenet bulletin bds
- ◆ HTTP: Hypertext Transm Protocol
  - World Wide Web multimedia

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## GETTING ON-LINE

- ◆ Commercial on-line services
  - America On-Line, Prodigy, CompuServe
- ◆ ISPs: Internet Service Providers
  - > 4,000 large, mid-sized and small firms
  - \$20/month, unlimited service
- ◆ Direct Connect
  - Full time link to the net
  - > \$500/mo

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## NEW INTERNET LINKS

- ◆ Web TV: vcr-like set-top box
  - ~ \$400 + \$20/month
  - > 2 million customers
- ◆ Cable modems: high speed to PCs
- ◆ DirectPC: satellite link to PCs
  - phone modem out, satellite in
- ◆ Wireless modems to laptops
- ◆ Public kiosks

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## INTERNET GROWTH

- ◆ > 12 million worldwide hosts
- ◆ > 750,000 domains
  - 26,000 in July 93
- ◆ 74 fully-connected countries  
77 partly connected countries
- ◆ 30 to 50 million worldwide users

## INTERNET DEMOGRAPHICS

### NIelsen STUDY:

- ◆ > 18 million regular WWW users in North America
- ◆ College educated, > \$50,000/year, 60% male
- ◆ > 2.5 million on-line purchasers
- ◆ Average 5.5 hours per week

## INTERNET STATISTICS

- ◆ 80 million hits/day to Netscape
- ◆ 500,000 hits/day to Playboy
- ◆ 100,000 user-sessions/week to TimeWarner Pathfinder
- ◆ 232,000 registered users (subscribers) to Hot Wired

## HITS EXAMPLES

- ◆ 3 HITS:  
<http://www.electric-pages.com/>
- ◆ 12 HITS:  
<http://www.pathfinder.com/>

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## STATS PACKAGE EXAMPLE

- ◆ Getstats web log report:  
<http://www.electric-pages.com/notes/jan96.htm>

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## CONFERENCE ISSUES

- ◆ Three Uses of the Internet
  - Publication, Communication, Transaction
- ◆ Administration and Marketing
  - Email, Web Sites
- ◆ The Internet and Conferences
  - Conference Technology
  - Distance Learning

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### THREE USES OF THE NET

- ◆ PUBLICATION
- ◆ COMMUNICATION
- ◆ TRANSACTION

◆ Basic Human Needs:  
Library, Café and Shopping Mall

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### THREE USES OF THE NET

- ◆ PUBLICATION (Library)
  - Sharing text and data files
  - World Wide Web multimedia
    - Typography, Illustration, Photography
    - Sound, Animation, Video
    - Virtual Reality

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### WEB SITE EXAMPLE

- ◆ Trade Show Central  
<http://www.tscentral.com/>

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### THREE USES OF THE NET

- ◆ COMMUNICATION (Cafe)
  - Electronic Mail
  - Listserv mailing lists
  - Newsgroups
  - Internet Relay Chat

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### WEB SITE EXAMPLE

- ◆ Palace Internet Chat  
<http://www.thepalace.com/>

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### THREE USES OF THE NET

- ◆ TRANSACTION (Shopping Mall)
  - Telnet timesharing versus World Wide Web standardization
  - Customized publications
  - Surveys, contests
  - Games
  - Shopping
  - Telepresence and Videoconferencing

### WEB SITE EXAMPLES

- ◆ Electric-Pages subscription form:  
<http://www.electric-pages.com/register.htm>
- ◆ Stolichnaya Vodka Game:  
<http://www.stoli.com>
- ◆ Beer Quiz:  
<http://www.vpcentral.com/beer/beerquiz.htm>

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### WEB SITE EXAMPLE

- ◆ Sign Creation/Ordering System:  
<http://www.signnet.com/>

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### ADMINISTRATIVE USE

- ◆ Prospect, attendee, speaker, and sponsor communications
- ◆ Marketing communications web site
- ◆ On-line registration

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### MARKETING USE

- ◆ Web site advertising
- ◆ Web publicity and public relations
- ◆ Email lists
  - purchased or subscribed lists
- ◆ Web banner advertising
- ◆ Global reach
- ◆ Permanent conferences on the web

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### PLACES TO ADVERTISE

- ◆ Hot Wired, Pathfinder, Where, Der Stern, London Telegraph
- ◆ Wall Street Journal, Washington Post, New York Times
- ◆ ESPN, Discovery Channel, CNN, NBC, CBS
- ◆ Directories: Yahoo, Lycos, Excite...

### INTERNET@CONFERENCES

- ◆ Conference Technology
  - Wiring the conference center
  - Putting course materials on-line
  - Using Internet Cafes
- ◆ Distance Learning
  - Multimedia CBT (computer-based training)
  - Teleconferencing

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## CONFERENCE TECHNOLOGY

- ◆ Everybody presents from a laptop
  - Projection systems, lighting
  - On-site Internet connections
- ◆ Put the courseware on-line
  - Adobe Acrobat electronic pages
  - PowerPoint, Persuasion and other formats

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## INTERNET CAFES

- ◆ Turnkey Internet workshop sites
- ◆ Available around the world
  - Global real-time networks
- ◆ Integrated food service
- ◆ Wired atmosphere
  
- ◆ Expo-based Internet Cafes

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## DISTANCE LEARNING

- ◆ Text, illustration and photography
- ◆ RealAudio streaming audio
- ◆ VDO streaming video
- ◆ CUSEEEME live teleconferencing
- ◆ Real-time testing and evaluation

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## A WIRED WORLD

- ◆ Expectations of the wired classes
  - Faster, cheaper, easier access, 24/7/365
- ◆ Digital libraries, cafes and malls
- ◆ Knowledge workers around the world will be on-line
- ◆ Key challenge: Integrate the web into the overall business strategy

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