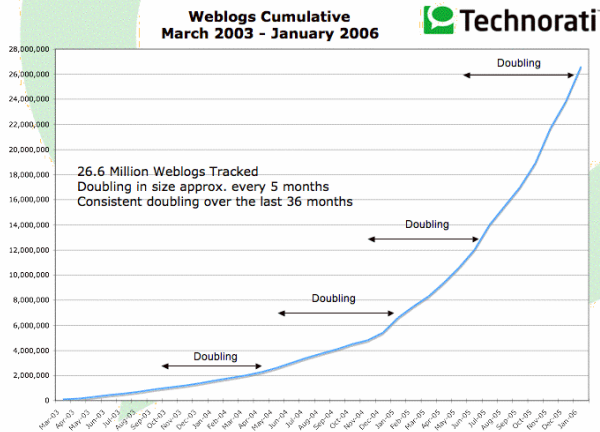


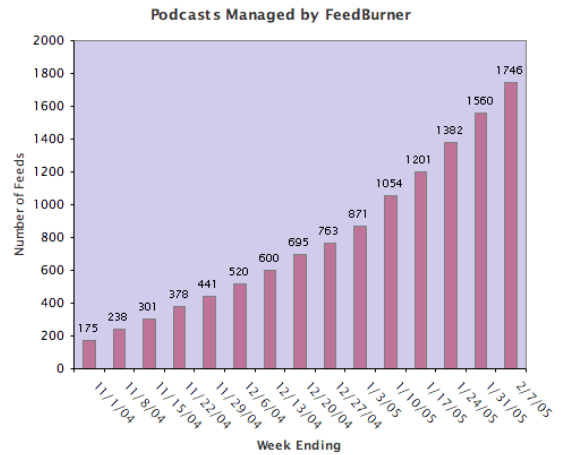
Why you care about online growth

Blog Growth



Source: Technorati

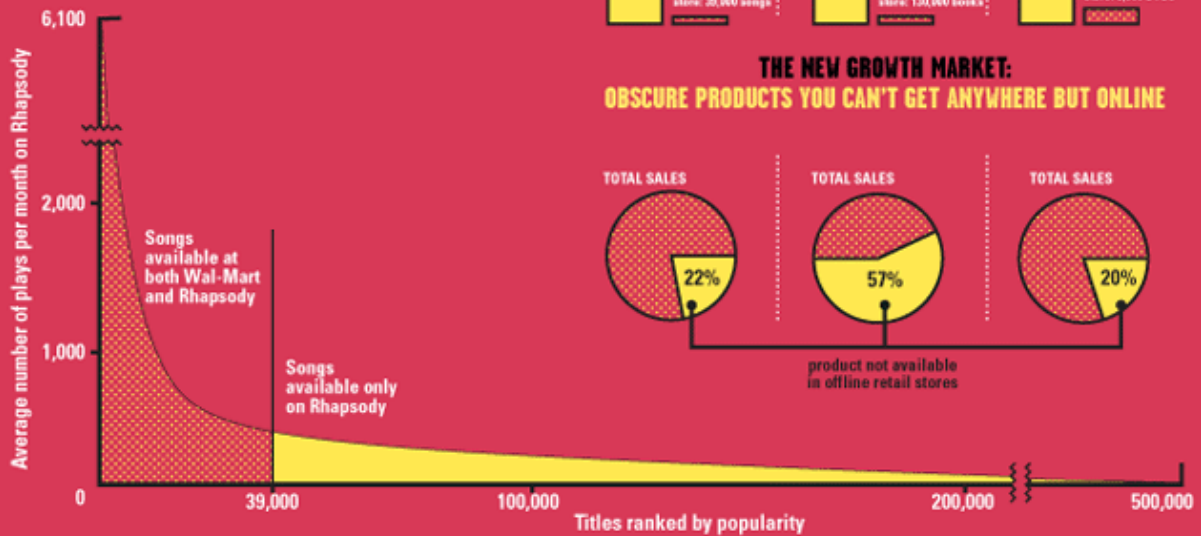
Podcasting Growth



Source: Feedburner

ANATOMY OF THE LONG TAIL

Online services carry far more inventory than traditional retailers. Rhapsody, for example, offers 19 times as many songs as Wal-Mart's stock of 39,000 tunes. The appetite for Rhapsody's more obscure tunes (charted below in yellow) makes up the so-called Long Tail. Meanwhile, even as consumers flock to mainstream books, music, and films (right), there is real demand for niche fare found only online.



Sources: Erik Brynjolfsson and Jeffrey Hu, MIT, and Michael Smith, Carnegie Mellon; Barnes & Noble; Netflix; RealNetworks

Source: <http://www.wired.com/wired/images.html?issue=12.10&topic=tail&img=2>

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