



LimeWire @ CES 2010



LimeWire by the numbers

- ▶ **No. 1** p2p application in the world
- ▶ Downloaded **8 million** times each month
- ▶ Installed on **18%** of PCs in the world
- ▶ Each month **>50 million** users, perform **billions** searches
- ▶ 2010 is LimeWire's **10th anniversary**



A missed opportunity

- ▶ **5 billion** opportunities each month on LimeWire
- ▶ **Commerce, community & search** are dominant business models of the web
- ▶ P2P represents **more traffic, queries & potential**, but **lacks business models**
 - No personalization, recommendation
 - No connection to sellers and advertisers
 - Lost intentions



Brand and Ad Experimentation

The screenshot shows the LimeWire application window. At the top, there is a menu bar with 'File', 'View', 'Friends', 'Tools', and 'Help'. Below the menu is a search bar with a dropdown menu set to 'All' and a search button. A green speech bubble says 'Start searchin''. The main content area features a customization tool for a dog wearing sneakers. The tool includes a 'play with me :)' button and a 'customize @ CONVERSE ONE' button. The dog is shown in three different sizes and wearing white sneakers with red accents. Below the dog, there are three dropdown menus labeled 'shoe color', 'fur color', and 'dance'. At the bottom of the window, there is a 'Get PRO' button and a list of features: 'Turbo-charged downloads', 'More search results', and 'Free tech support and upgrades'. A checkbox at the bottom left is checked and labeled 'Don't show this screen next time LimeWire starts'. The status bar at the bottom shows 'Sharing 0 files'.



QD3 & "The Carter"

The screenshot shows the LimeWire website homepage. At the top, there is a navigation bar with 'File', 'View', 'Friends', 'Tools', and 'Help'. Below this is a search bar and a 'Search...' button. The main content area features the LimeWire logo and a 'Featured Artist' section for Lil Wayne's 'The Carter'. The featured artist section includes a video player with the title 'LIL WAYNE THE CARTER' and a red button that says 'Check It Out'. To the left of the video player are links for 'Welcome', 'Go PRO', 'Featured Artist', and 'Store Offer'. At the bottom of the page, there are links for 'LWS Intro', 'Support', 'Legal', 'Open Source', and 'Store'.

This screenshot shows a LimeWire window displaying a promotional page for Lil Wayne's 'The Carter'. The page features a large image of Lil Wayne wearing sunglasses and a black jacket. The text on the page reads 'LIL WAYNE THE CARTER IN STORES 9.15.09'. Below this, there is a red button that says 'Preorder Your Copy Now!' and a section titled 'WATCH THE TRAILER' with a video player. The video player shows a still from the trailer and has a progress bar. At the bottom of the page, there is a LimeWire logo and a 'QD3' logo.

This screenshot shows a LimeWire search results window for the query 'the carter'. The search bar at the top contains the text 'the carter'. Below the search bar, there is a section titled 'All results for the carter (0)'. To the right of this section, there is a link that says 'Inside the Life of Lil Wayne' and a paragraph of text that reads 'Order the new "The Carter" movie. Special limited preorder offer now! www.thecarterdoc.com'.



What's Next?

- ▶ Continue to **experiment** with creative-minded partners in the brand and ad space
- ▶ Develop **seamless opportunities** for commerce within the P2P environment
- ▶ Push forward on **BitTorrent**, **Gnutella**, and **social P2P** development
- ▶ All this with the **user experience** as our primary concern