# 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 10<sup>th</sup> anniversary

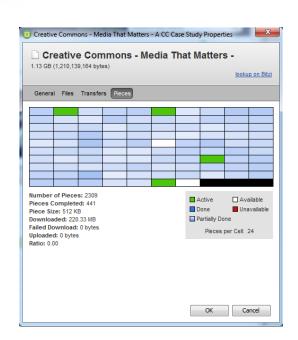


## A missed opportunity

- ▶ 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



#### Recent Developments



LimeWire

Library

**1234** 

Public Shared

Private Shared

Create List

File View Friends Tools Help

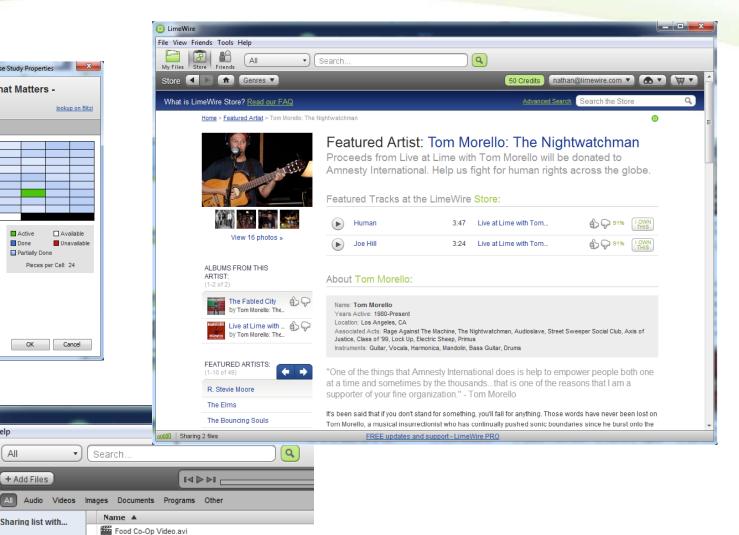
+ Add Files

Sharing list with...

Iranian Democracy.PNG

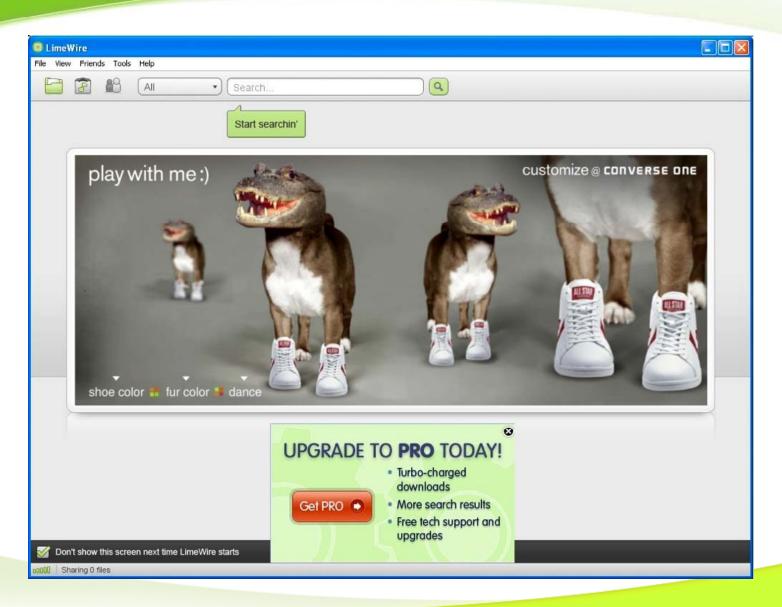
Chuckles

jharouche **Edit Sharing** 



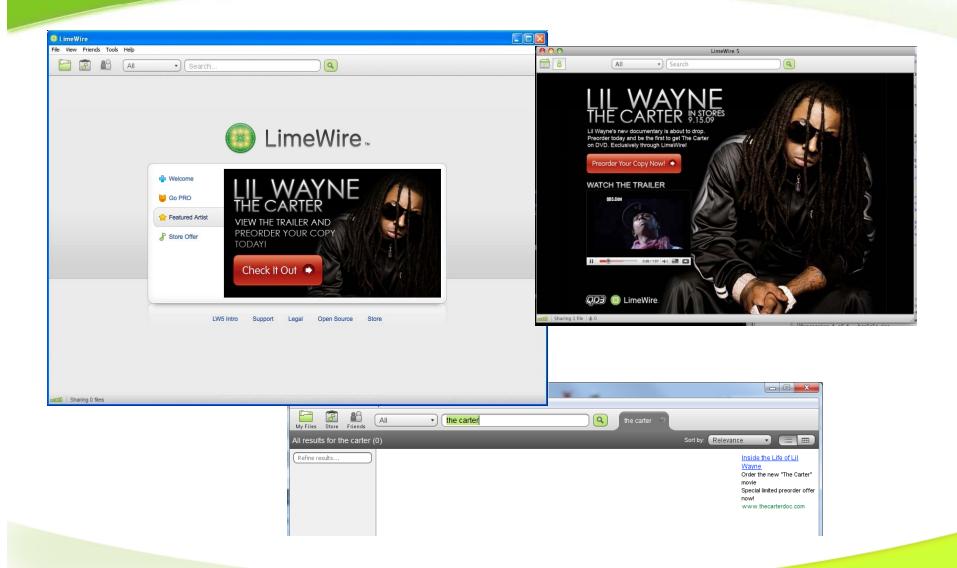


### Brand and Ad Experimentation





#### QD3 & "The Carter"





- 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