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oct 24 - 25 2006  
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## Monetizing User-Generated Content

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**Tony Henning, Editor, Future Image Mobile Imaging Report**

**Kyle MacRae, Founder/CEO, Scoopt**

**Kyle Mashima, CEO, FilmLoop**

**Evan Nisselson, Founder and CEO, Digital Railroad**

**Jeff Reed, CTO/President, Logicalis / Active Symbols**



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## Fastest Growing Web Brands, July 2006

Source: Nielsen//NetRatings, August 2006

Brand	Unique Audience July '05 (000)	Unique Audience July '06 (000)	% Growth
HSBC	1,290	6,377	394%
Sonic Solutions	1,098	3,740	241%
Associated Press	2,901	9,692	234%
<b>ImageShack</b>	<b>2,334</b>	<b>7,745</b>	<b>233%</b>
<b>Heavy.com</b>	<b>965</b>	<b>3,021</b>	<b>213%</b>
<b>Flickr</b>	<b>2,105</b>	<b>6,346</b>	<b>201%</b>
ARTIST Direct	1,131	3,219	185%
Partypoker.com	2,127	6,043	184%
<b>MySpace</b>	<b>16,239</b>	<b>46,025</b>	<b>183%</b>
<b>Wikipedia</b>	<b>10,387</b>	<b>29,176</b>	<b>181%</b>



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## Top Five Online Photography Destinations, April 2006

Source: Nielsen//NetRatings, June 2006

Site	Unique Audience April '05 (000)	Unique Audience April '06 (000)	% Growth
Flickr	1,080	4,816	346%
Photobucket	5,419	7,388	45%
Yahoo! Photos	6,439	7,772	21%
Kodak	6,508	7,633	17%
Webshots	7,133	6,070	-15%
<b>TOTALs</b>	<b>26,579</b>	<b>34,129</b>	<b>29%</b>



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