1. Free as a business model
   1. Bait and Hook
      1. Freemium
      2. Get 10% conversion from free -> paid
      3. Razor Blades
         1. We’ll give you the razor, but you have to buy the blades
   2. Outside-In Business Model
      1. MySpace
         1. Intermix -> NewsCorp @ $588M Purchase Price
         2. $480M was for MySpace