



Dow Jones & Reuters

Industry Notes

311 words

11 July 2003

Warren's Washington Internet Daily

Volume 4; Issue 133

English

(c) Copyright 2003 Warren Publishing, Inc. All Rights Reserved.

"Wireless mesh is a major area of focus at Microsoft Research," Microsoft telecom strategist Tren Griffin said at a **Supernova 2003 Conference** Tues. He said Microsoft was working on "fundamental research on fundamentally hard problems," but "there is no single solution" to creating a network where multiple nodes cooperate to relay a message. "The cost of next-generation devices was a concern of John Chapin, chief technology officer at software radio company Vanu. He said flexible, multipurpose wireless communications devices were "not a consumer product yet, the technology is not yet cheap enough." Sriram Viswanathan, managing dir. of Intel Capital said: "The goal for my group at Intel is... to build the right ecosystem for the wireless infrastructure." He said he was "very excited" about wireless' potential "to extend range, reach and rate for other networks," but "security is by far the biggest challenge."

The first year-over-year increase in U.S. online advertising spending since the dot.com heyday of 2000 is expected this year, rising 4.8% to a total of \$6.3 billion, eMarketer's ad spending report said. It said U.S. online ad spending would account for 2.5% of total media spending in 2003, and would rise to 2.8% in 2006, when total was predicted to tie the \$8.1 billion spent in 2000. The report said total U.S. ad spending would reach \$248 billion, up 4.9% in year, while other researchers in that field had predicted a total increase of 1.5%-6.0%. The report also said: (1) U.S. online ad spending per online user would be \$39 this year, rising to \$46 in 2006. (2) Goldman Sachs reported predicted that MSN would top AOL in online ad revenue for the first time, bringing in \$894 million, compared with AOL's \$800 million -- www.emarketer.com

Document WWID000020030730dz7b0002h

© 2005 Dow Jones Reuters Business Interactive LLC (trading as factiva). All rights reserved.