



# 2010 - WEBSPOTTING

*It ain't a 20x20 world (it is strange that a piece on Web n.0 should appear in a static medium, or perhaps this is the sign of our time).*

In fact, if you don't have a kaleidoscope, you're simply not in business. Because every time you look, it changes. Blink, and it shifts.

It's three years from now and perhaps not much will change. But in an era where quantum leaps take no time to happen, perhaps everything may get redesigned, remodeled and relabeled.

### Goodbye Karan Johar? Hello '12 Days of Christmas - reworked Indian style'?

(C'mon, if you missed this one, you need to get to speed on Web 2.0 before another upgrade leaves you completely clueless.)

Yes, most of what Mr. Chris Anderson has to say would make for some serious thinking. The long tail will reach an inordinately infinite length. There will be more niches than you can even imagine today. Each mind is unique, the experiences are unique and so are expectations. Democracy of production tools and distribution result in more **successful alternate taste spaces**.

*Yes, the body of the tail needs to exist. But the body is shorter. The old (and faintly rich) comprise this body. But don't worry - the old will be long enough. Maybe their money will last too.*

There will be more user-generated content than ever before. Memories, histories, thoughts, dreams, ideas, opinions - will be written, typed, shot, composed, stolen, recorded, remixed, composed - AND - will never be erased.

### Everywhere You Go, Always Take the Weather With You

There's more web that's mobile. People will travel more for personal than professional reasons. And work from home or anywhere else in the world that's not the office. Because, they're connected permanently. Web applications will become slicker and friendlier. No need to buy heavy and expensive office applications. Write, store and send - all via the web.

Integration will be cleaner and more intelligent. Different applications will dovetail more often. Cell phones will become the primary via-media - say, a first choice for an interface that would lead to different applications. Integration will be not be limited only to devices and applications - organisations and their offerings will be forced into 'intelligent' and 'convenient' integration, with complementary and maybe even competing spaces.

Games will talk to teach other. Second Life avatars will be able to walk into MTV's Laguna Beach - The Real Orange County. Linear thoughts won't exist - we will be linking and combining words and pictures and ideas in new ways. Lateral movement will be the norm.

### Are You Talking to Me?

Technology that understands human speech will be mainstream. Speech recognition will be able to operate mobile phones, cars and, yes, search. Voice would serve as a mouse for mobile Internet and bypass the arduous keypad interface.

Search will be ubiquitous - voice search for songs from a piece of lyric? The weather report on mobile allows a search for an umbrella available on 45 per cent discount at a store three minutes away from where you're stranded. Wet will become dry. Or do you have something more specific in mind? *Talk to me about all the places on the web where Rang De Basanti is discussed that also trash KANK and throw out all the sites that are in any language other than English or Hindi or are originating in the US.* The world isn't just becoming smaller, it's coming closer on every plane.

### No Reservations

If there's one thing that will get altered prodigiously, it is education. Learning will be easy, interactive, practical and effective. Language podcasts, available free online. While sunning yourself in the South of France, you can learn Chinese from a native Mandarin speaker residing in Shanghai - a previously 'non-tradable' sector. Listening to real-time lectures on particle physics from MIT while living in Chennai, renting time at IIT Madras to webcast lab practicals for exams - education gets democratic. Music-powered mobile phones will carry preloaded language lessons with inbuilt search functions to take you on a video tour of Spain even as you learn Spanish while you wait for that delayed flight to take off.

### By Invitation Only

Individuals will converge towards communities but retain their individuality. There will be an increase in 'invitations only' communities, and snobbery here will create a new form of casteism.

### What's Not Easily Available?

Your privacy is at a premium. Pay a few dollars - and your number gets unlisted and no one can discover where you are. Voluntary closure... It is more expensive to disconnect than it is to get online.

*Web 1.0 - Read Only. Web 2.0 - Read & Write. Web 2010 - Read, Write & Execute?*

*Only one question will become redundant - "excuse me, do you have broadband?"*

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**DINESH WADHWAN**  
CEO  
INDIATIMES