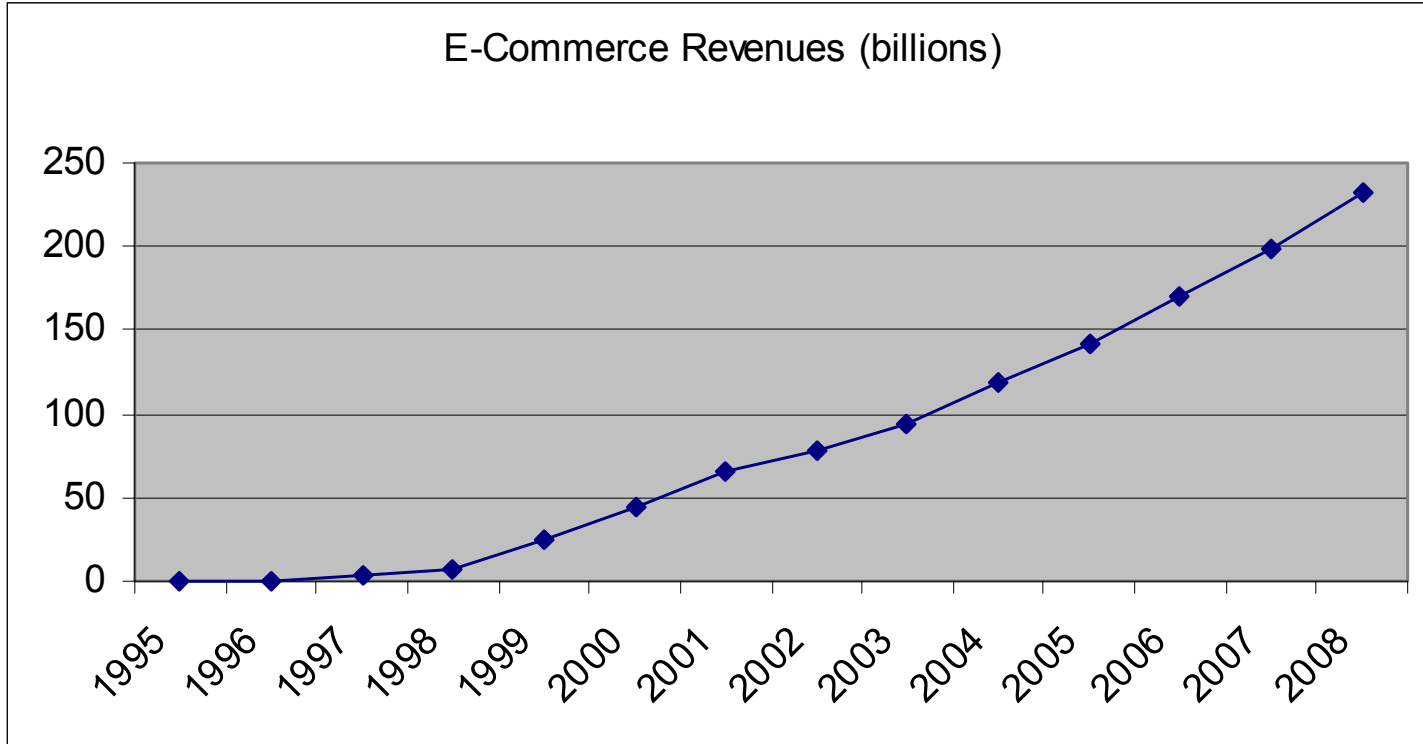




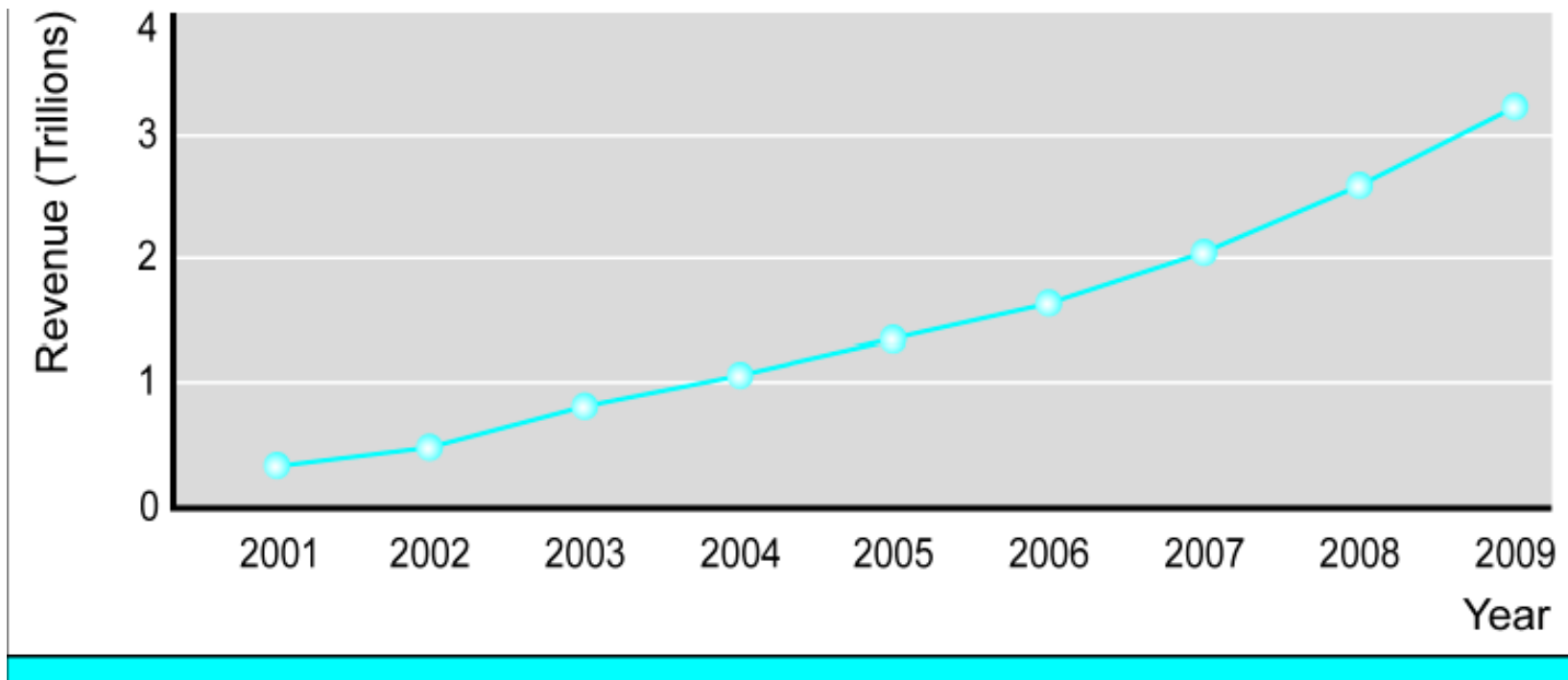
The Future of Global and North American E-commerce 2006-2011

Professor Kenneth C. Laudon
Stern School of Business
New York University
June 2006
GESITI Conference
Sao Paulo

Growth of B2C E-Commerce in the U.S. to 2008



THE GROWTH OF B2B E-COMMERCE in the U.S. to 2009

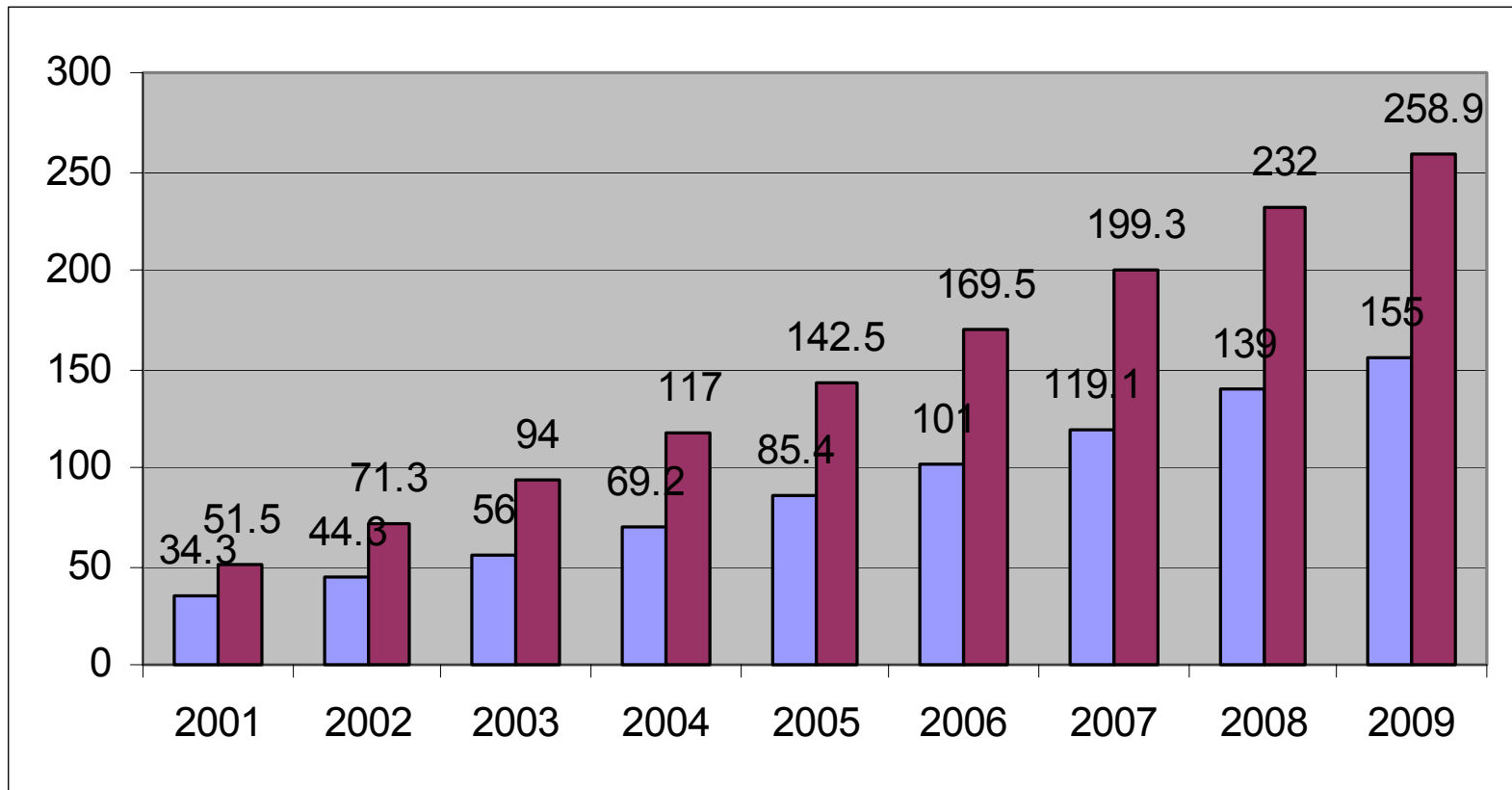




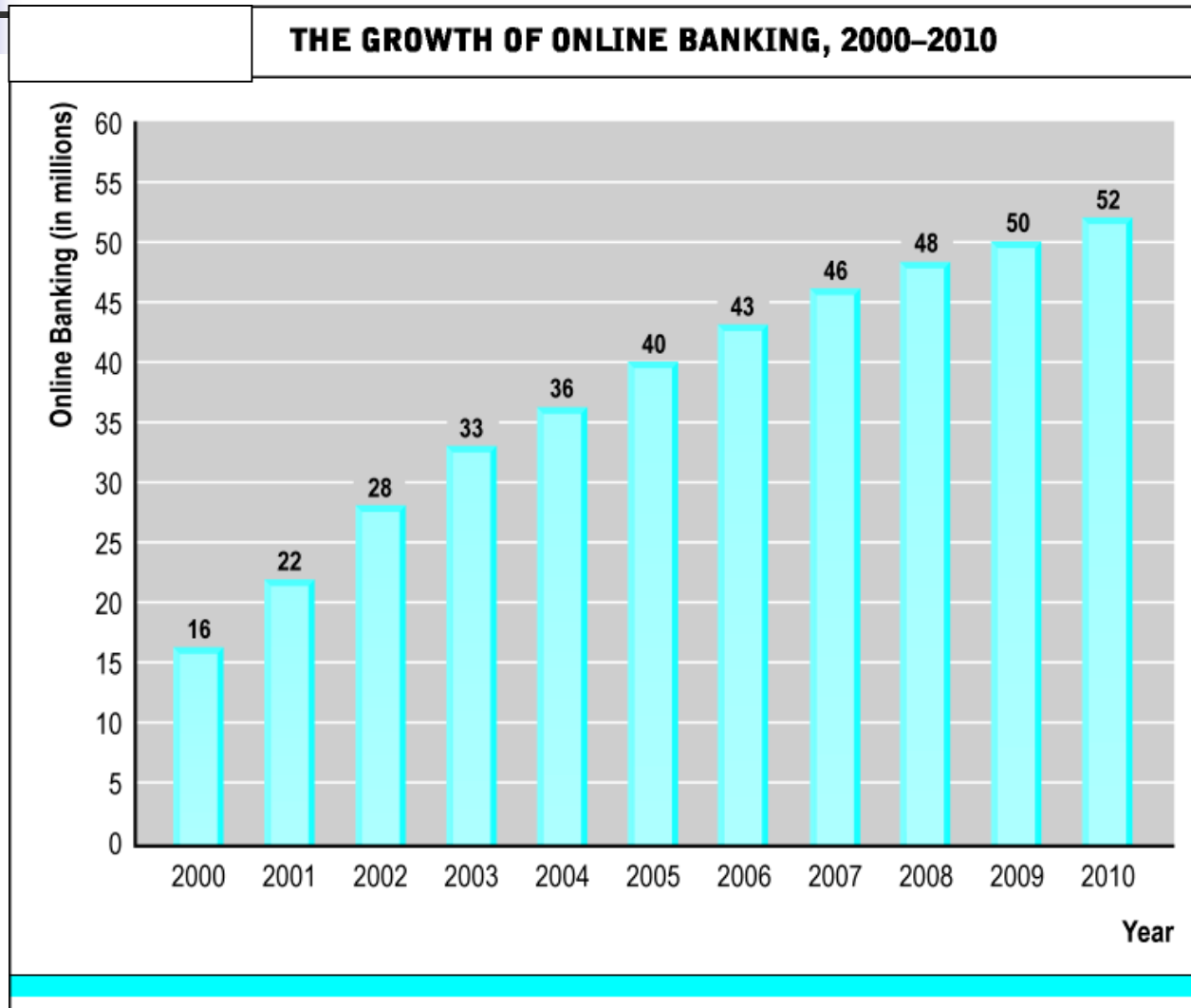
Limitations on the Growth of E-commerce

Expensive technology	Using the Internet requires a \$400 PC (minimal) and a connect charge ranging from about \$10 to \$60 depending on the speed of service
Sophisticated skill set	The skills required to make effective use of the Internet and e-commerce capabilities are far more sophisticated than, say, for television or newspapers.
Persistent cultural attraction of physical shopping and shopping experiences	For many, shopping is a cultural and social event where people meet directly with merchants and other consumers. This social experience has not yet been fully duplicated in digital form (although social shopping is a major new development).
Persistent global inequality limiting access to telephones, computers, and the Internet	Much of the world's population does not have telephone service, PCs, or cell phones.

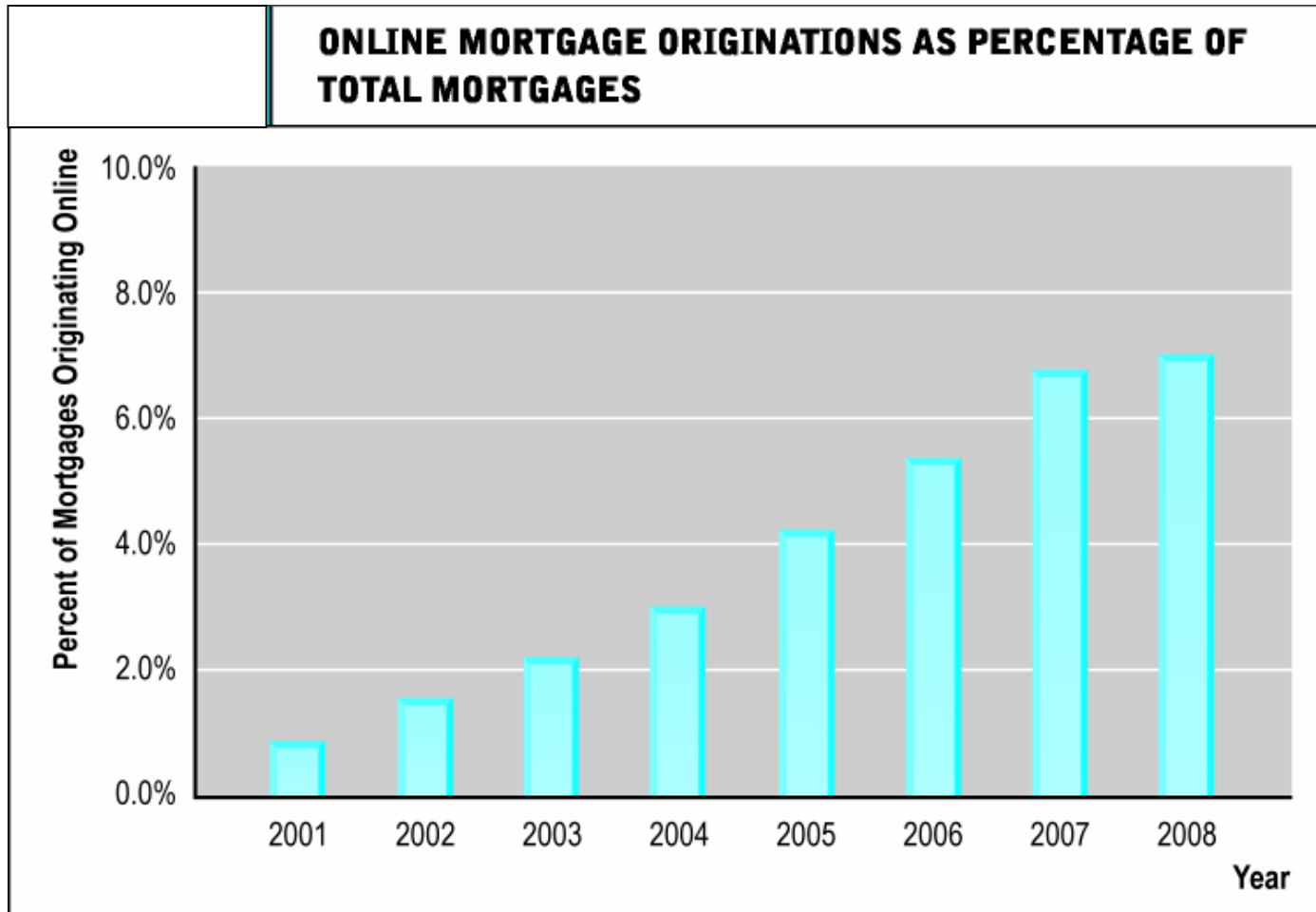
The Growth of Online Retail E-commerce in the U.S. to 2009 (billions USD)



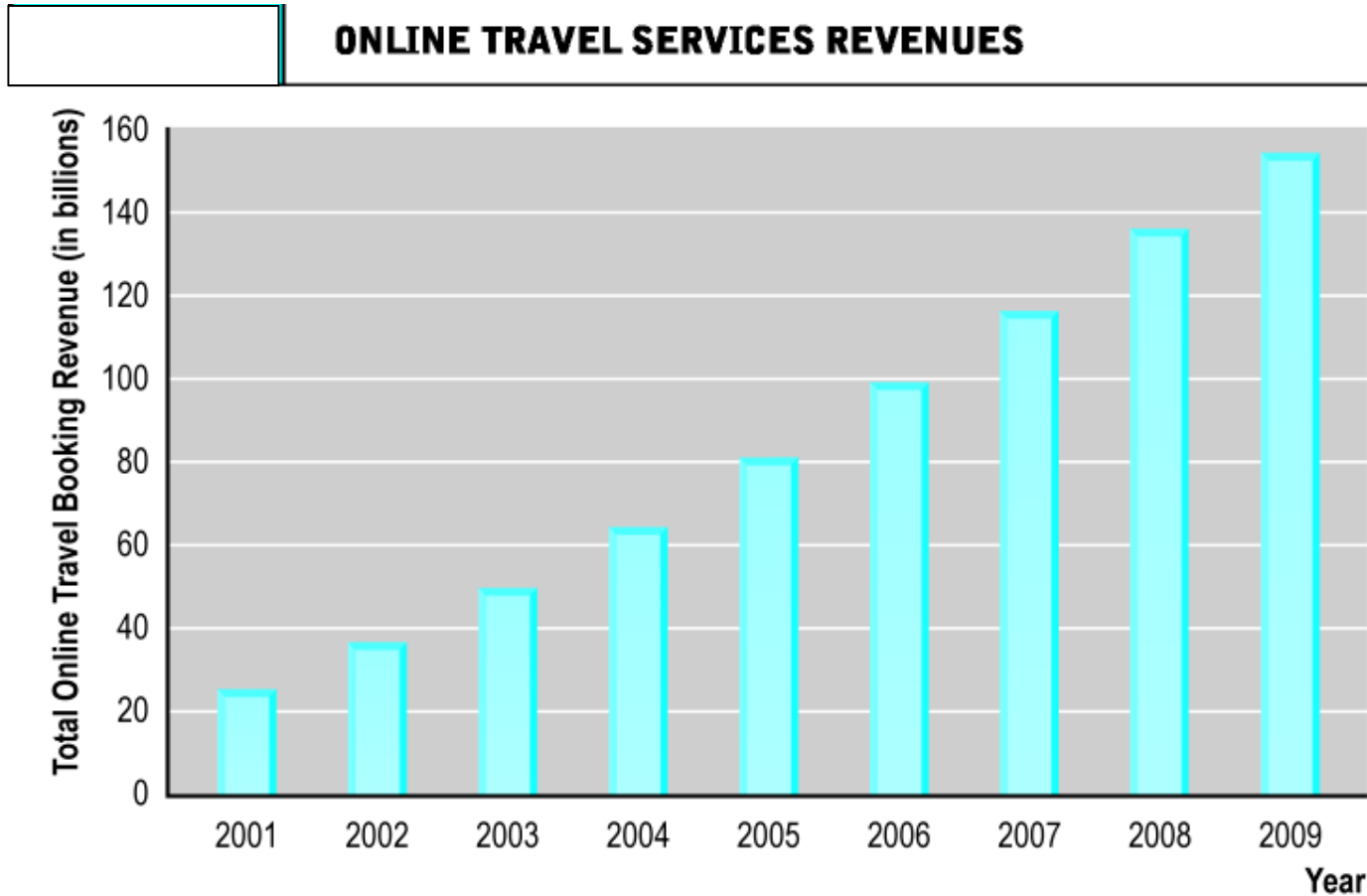
The Growth of Online Banking in the U.S. to 2010 (households in millions)



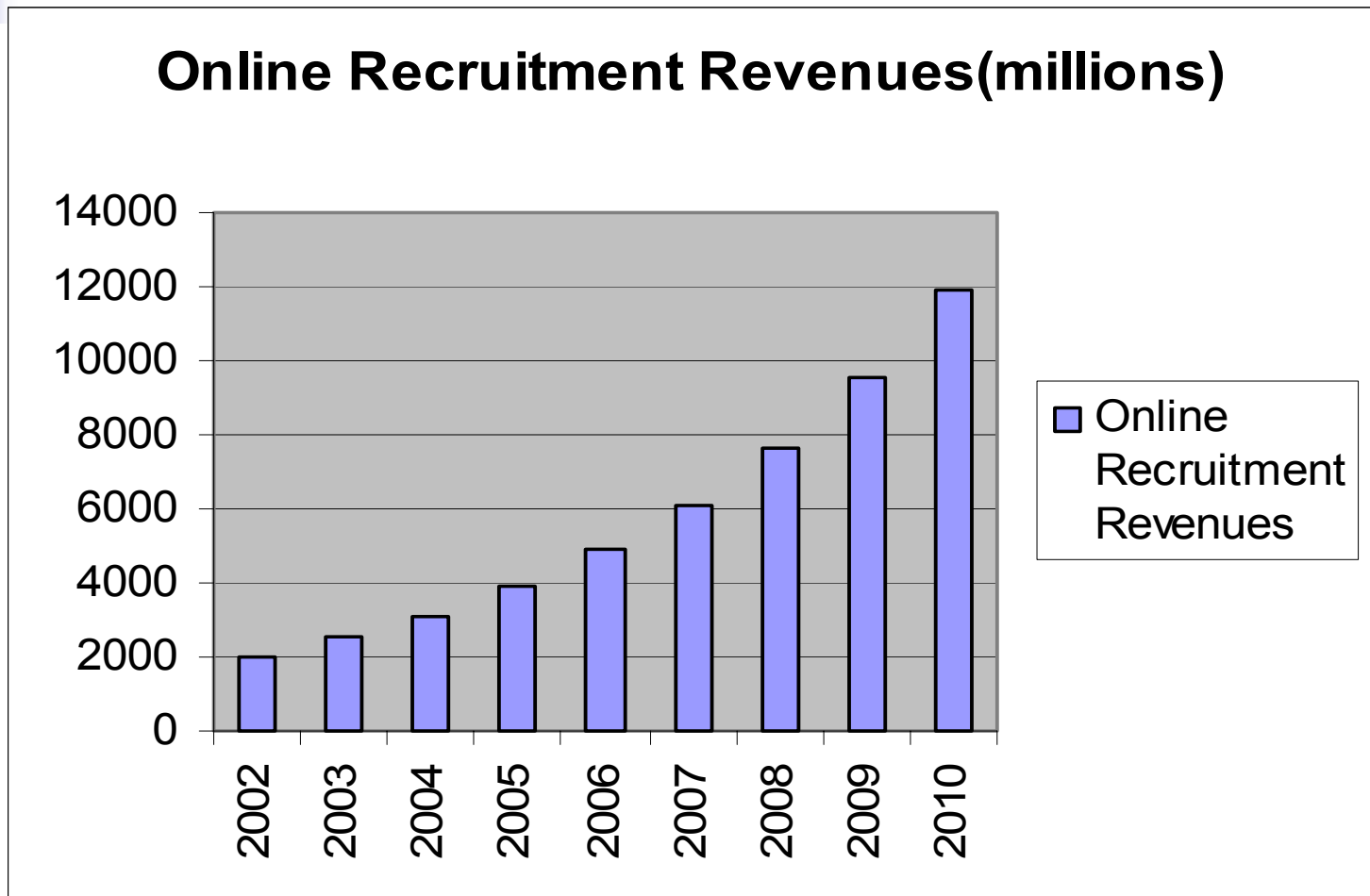
The Growth of Online Mortgage Originations in the U.S.



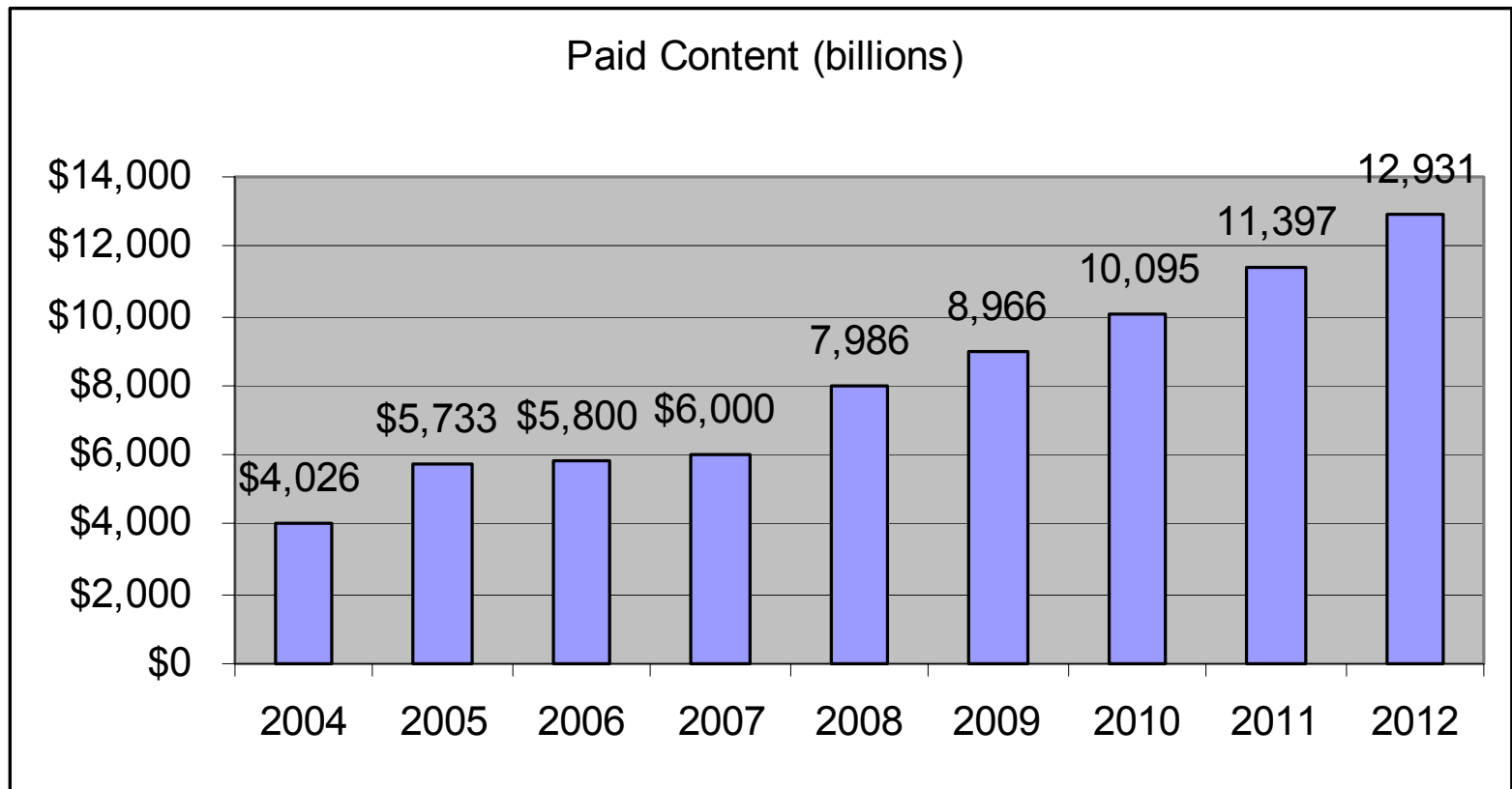
The Growth of Online Travel Services Revenues in the U.S. to 2009 (billions USD)



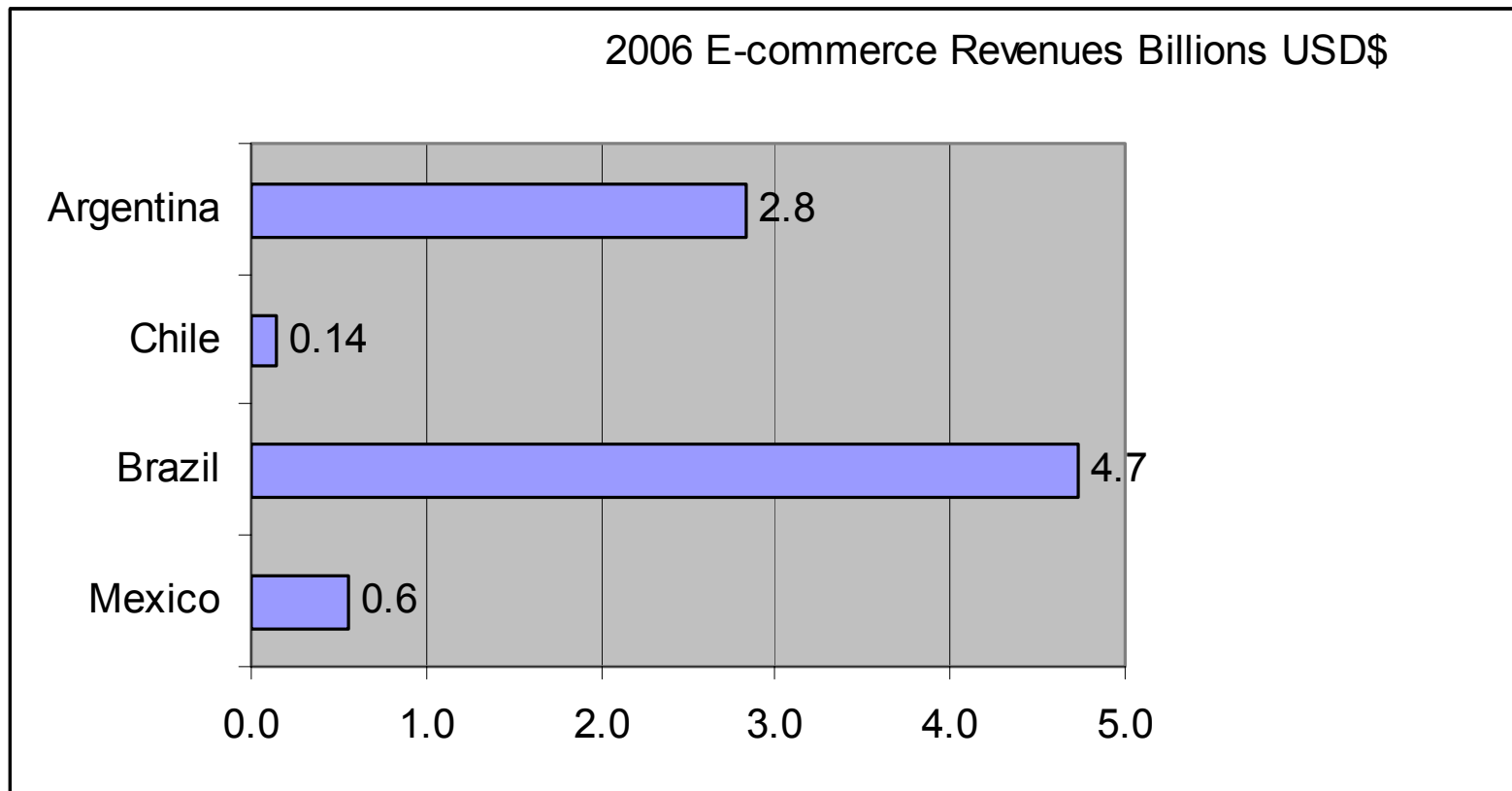
The Growth of Online Job Recruitment Revenues in the U.S. to 2010 (millions USD)



The Growth of Online Paid Content Revenues in the U.S. to 2012 (billions USD)

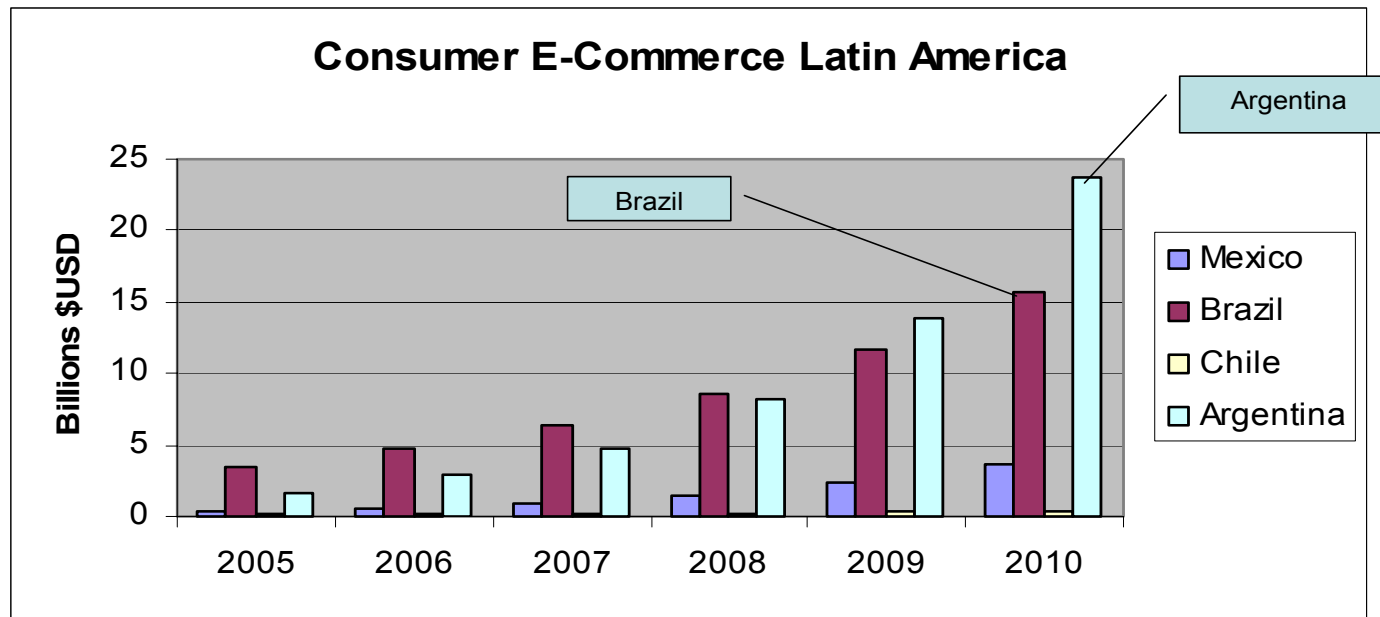


Online Total B2C E-commerce Revenues in Latin American Countries 2006

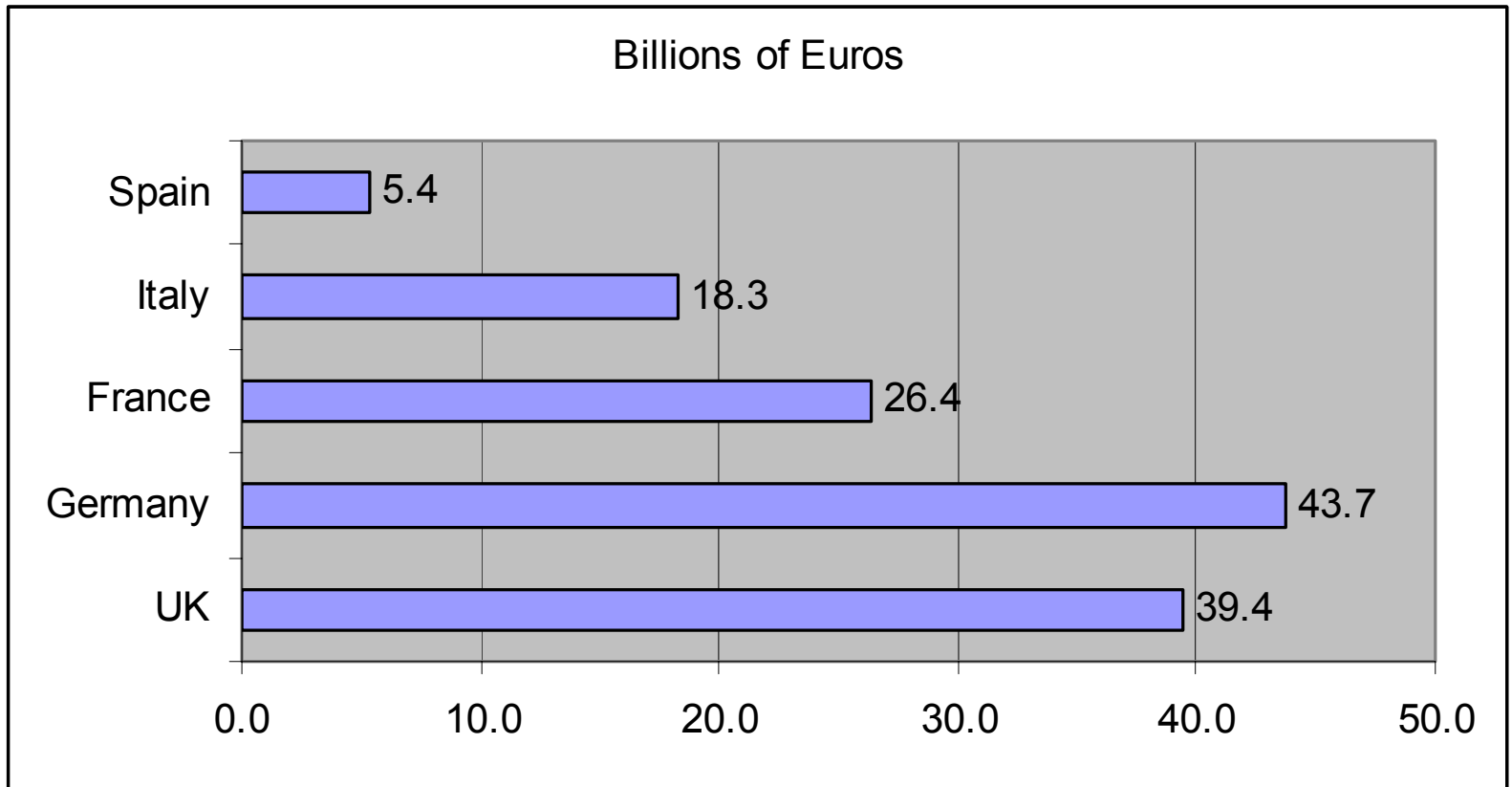


The Growth of B2C E-commerce in Latin America to 2010 (billions USD)

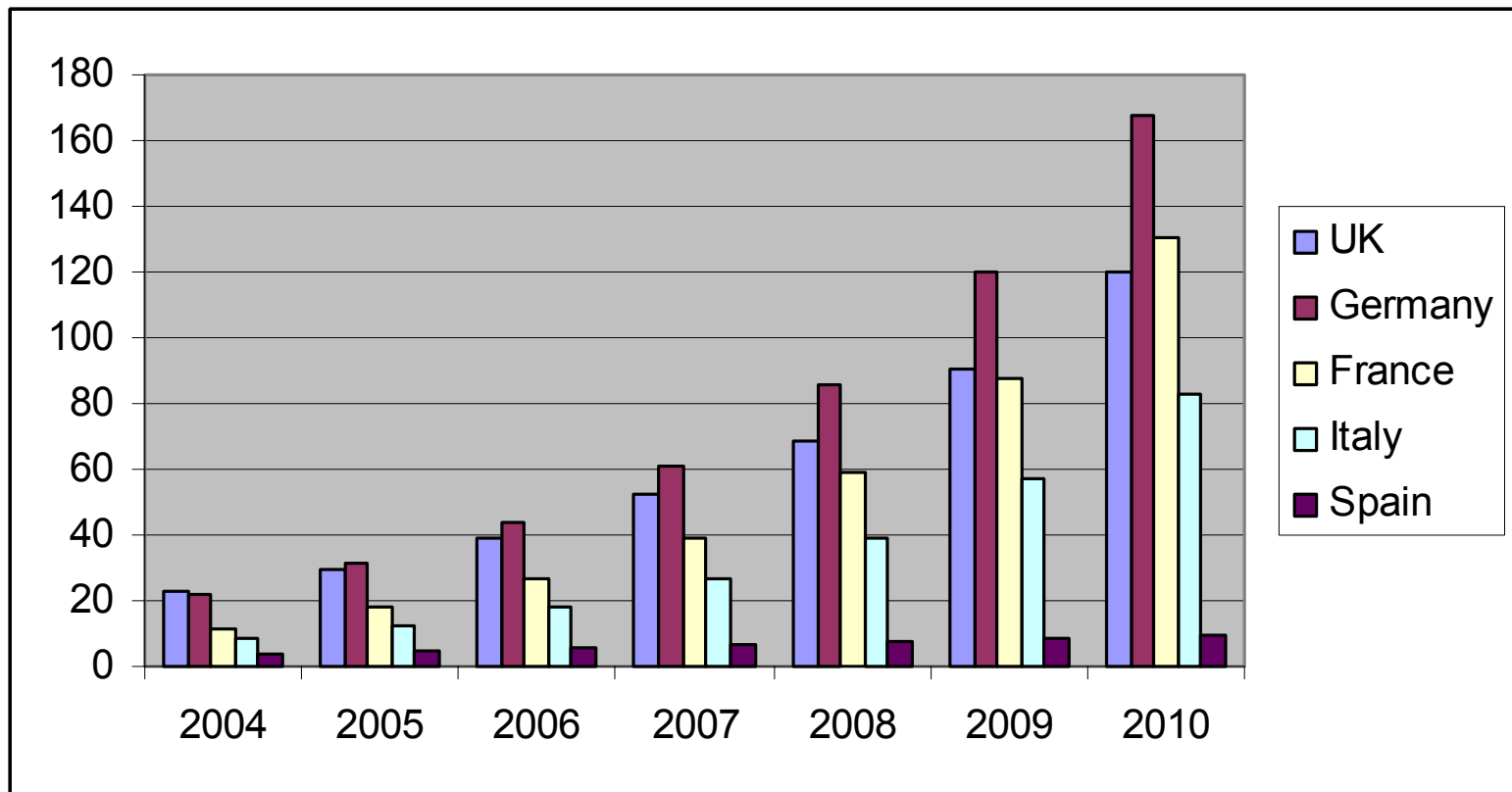
E-commerce Latin America



B2C E-commerce Revenues in Europe, 2006 (billions euros)

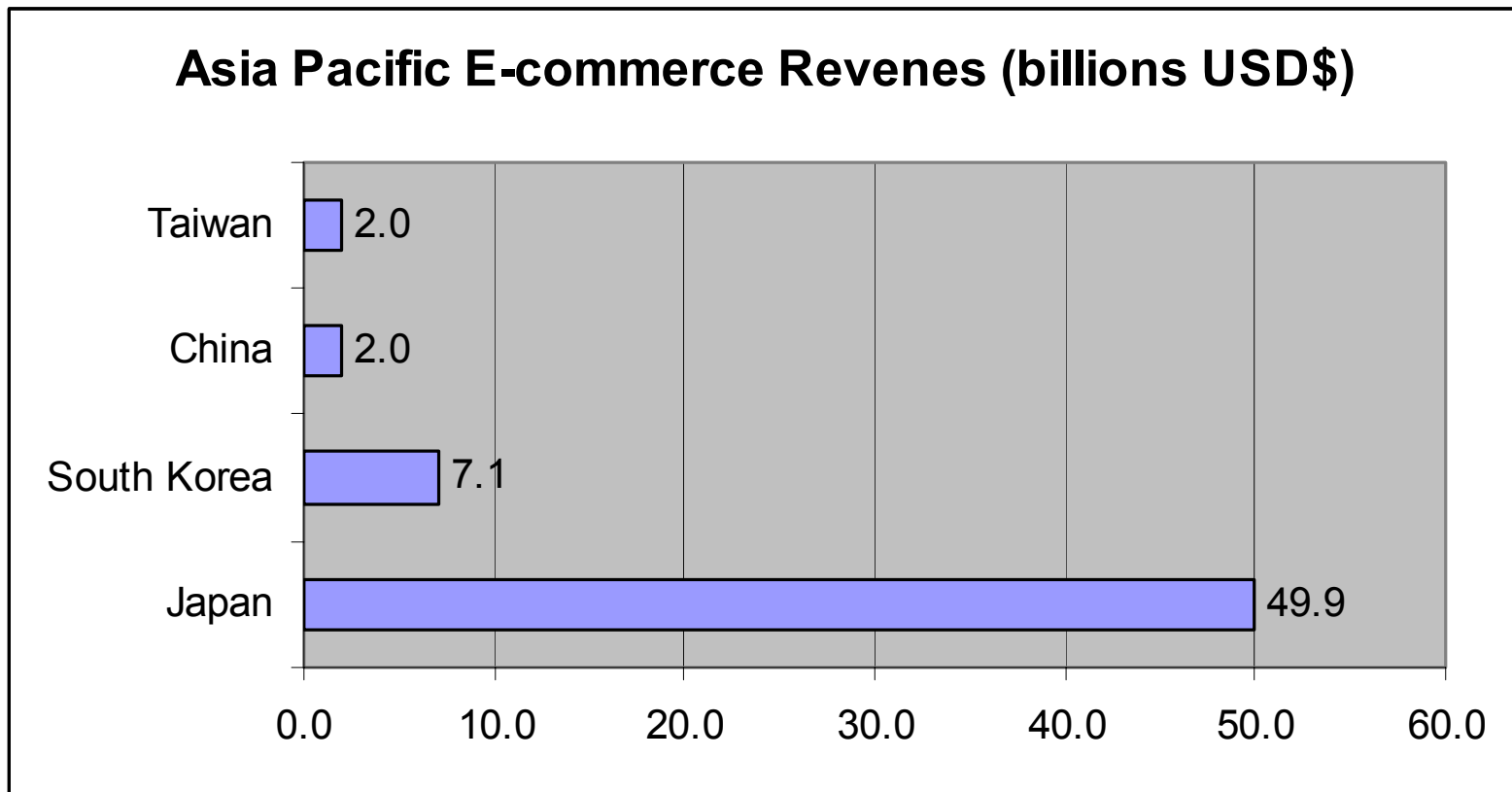


The Growth of B2C E-commerce Revenues in Europe to 2010 (billions of euros)

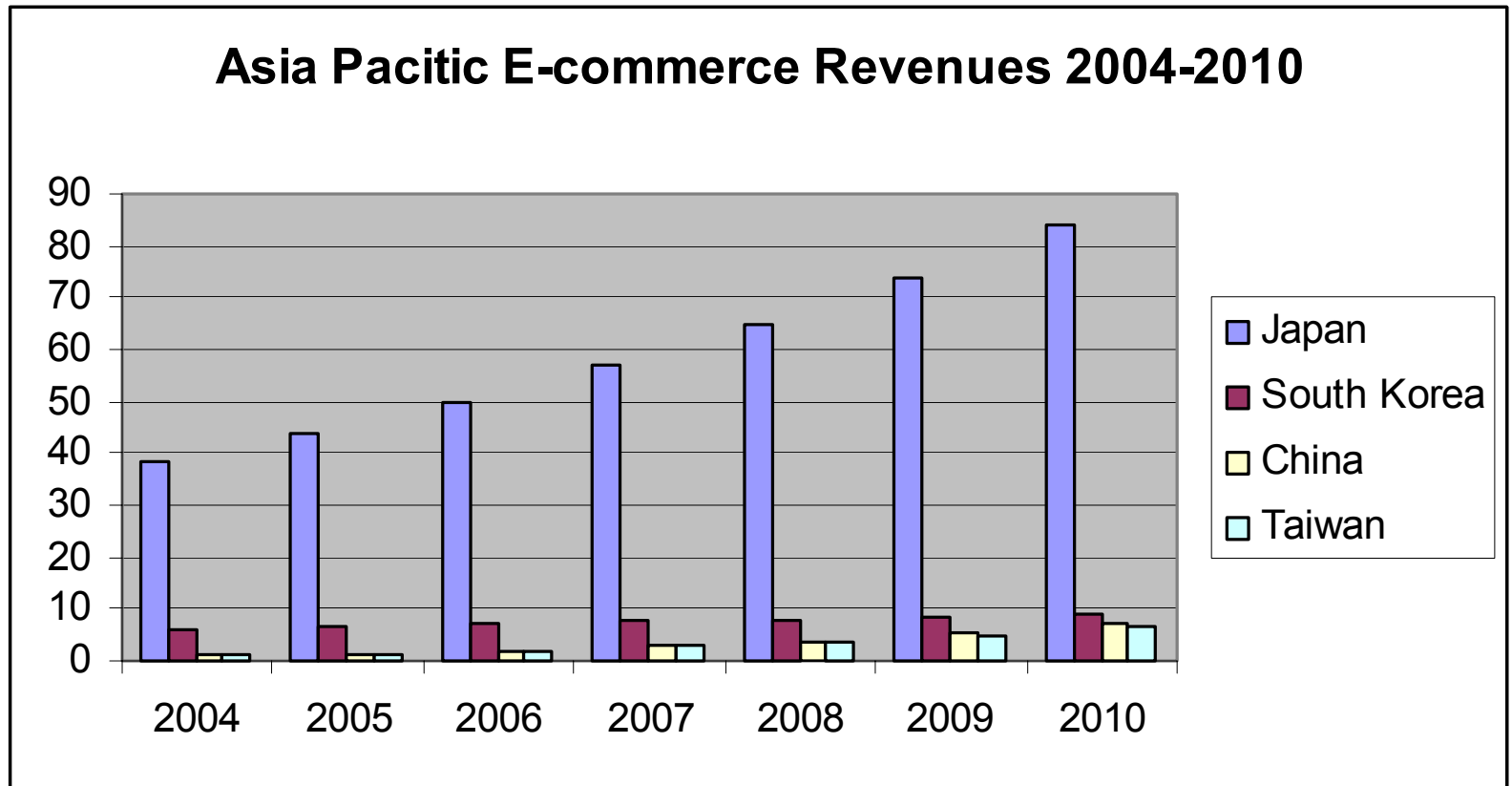




B2C Asia Pacific Revenues (billions USD)



The Growth of Asia Pacific B2C E-commerce Revenues to 2010 (billions USD)



Global B2C E-commerce Revenues, 2006 (billions USD)

Global E-commerce Revenues (Billions USD\$)

