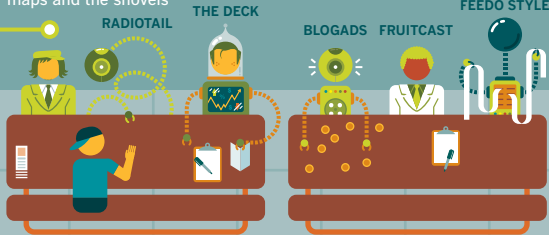


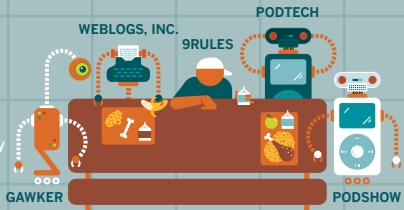
FUTURE ENTREPRENEURS

If there's gold in citizen media's hills, these guys are selling both the maps and the shovels



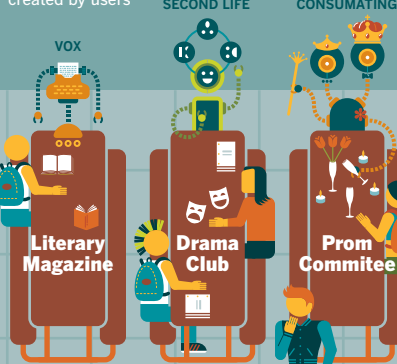
STUDENT COUNCIL

The BMOCs angling to be the Viacom and Disney of citizen media



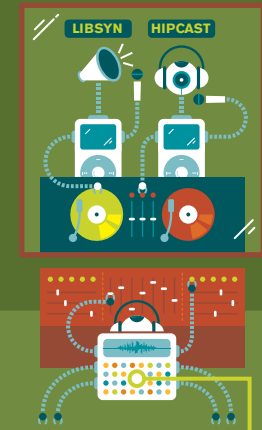
CLUBS

City guides, dating sites, and whole worlds created by users



CAMPUS RADIO

These audiophiles want to make creating podcasts as easy as Web surfing



Federated Media

Chairman and publisher John Battelle's standing in the blogosphere helped him build a boutique ad network on tech, parenting, business, and automotive sites in just over a year. The Internet's the limit.

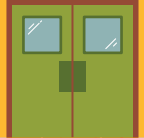
Rapleaf.com

Its reputation system (think eBay-style feedback) follows you wherever you go online, giving it the potential to be the standard measure of the influence of a citizen media maker.

FireAnt.tv

Will bring the "network TV" model to video, catapulting it to success like those who followed this model for audio (Podshow) and blogging (Gawker Media).

PEOPLEAGGREGATOR



NEWSPAPERS

Their blogging tools began the citizen-media revolution

SIX APART

BLOGGER



WORDPRESS



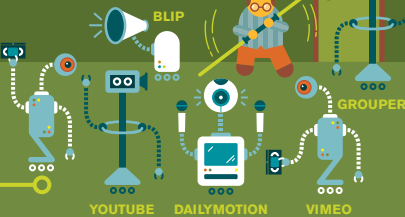
HALL MONITORS

Services that measure the cachet, influence, and reach of citizen-media makers



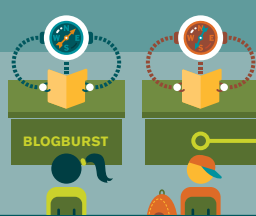
A/V CLUB

The video kids—beyond YouTube—that want to be your home for uploading, hosting, and sharing video



GUIDANCE COUNSELOR

Taking media to the next level by putting a price tag on it



Odeo.com

Has all the tools and talent to further bring podcasting into the mainstream, giving us no shortage of "Will Clear Channel buy Odeo?" rumors next year.

SocialRoots.com

Part talent agency, part syndication service, all marketplace—it could give people a way to make money off of citizen media the way eBay turned your attic into an ATM.

Yelp.com

This people-powered CitySearch is grabbing more metros by the day. Local expertise is the new digital currency.

PLAYGROUND

Where the media you create become the center of socializing

