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thinking automotive ™

little book on the internet

little books from iris coatings

whilst all information is considered correct at the time of going to press, iris coatings ltd cannot be held responsible for any actions taken as a result of the content of these books.

topics currently covered are google, brand, the internet, human resources (HR), information technology (IT) and communication. look out for more books in the future.

for more information on any of these books, please get in touch with the iris team.

so what is the internet then?

first designed in part to provide a communications network that would work if communication sites were destroyed by nuclear attack.

only in 1989 did Tim Berners-Lee propose a new protocol – the world wide web.

the first browser (mosaic) for the www was only developed in 1993!
now that doesn't seem that long ago – but look where we are now.

the rest is history.

the world wide web

most businesses nowadays have a web presence to communicate their proposition. just in the UK this year, 30.1 million adults in the UK (60 per cent) accessed the internet every day or almost every day.

the www is one of the most-used mediums to assess information regarding product or service.

the invention of the 'emotion' was in 1983 when Kelvin Mackenzie finished his online jokes with :-)
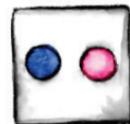
abbreviated history - 1995

1995   amazon was born, but only turned a profit in 2001.
       ebay too – which was originally named ' echo bay' also hit the internet.
1995   also saw the Vatican go online for the first time.
1996   saw the first web based email service – hotmail.
1998   saw the launch of google.
2000   saw the first internet bubble to burst – hundreds of companies bust.
2003   myspace became the most popular social networking site.
2004   facebook open to college students.
2005   youtube launched.
2006   twitter hits town.

whatever next!

domain names

a domain name is a hostname that identifies web sites - here are some classics:

- insure.com sold in 2009 $16 million
- sex.com sold in 2006 $14 million
- porn.com sold in 2007 $9.5 million
- business.com sold in 1999 $7.5 million
- diamond.com sold in 2006 $7.5 million
- beer.com sold in 2004 $7 million
- casino.com sold in 2003 $5.5 million
- toys.com sold in 2009 $5.1 million

if only we knew then what we know now – for an investment of £20!

websites

a website is a collection of related web pages, images, videos or other digital assets that are addressed relative to a common url. a web site is hosted on at least one web server, accessible via a network such as the internet or a private local area network.

most businesses have (or should have!) a web presence to reflect their offer. today's consumer-led society means that buying behaviour is different to what it has ever been. websites are one of the most-used mediums to assess where consumers purchase product from.

information overload

- according to Cyberatlas, it took just five years for the internet to reach 50 million users. this same milestone took radio 38 years, and took television 13 years.
- there are over one billion internet users worldwide; that's 20% of the world's population.
- in 2008, the United States spent £214.4 billion online. internet purchasing is increasing at a rate of seven percent per year. (Comscore reports)
- in January 2009, the average user spent 10% of all his/her online minutes on social networking sites like facebook and myspace.
- Nielsen Netratings indicates that the average internet user, in one month, will visit 59 domains, view 1,050 pages (allocating 45 seconds for each page)
  and will spend about 25 hours doing all this net activity!
  each surfing session lasts 51 minutes.

convenience stores

it is relatively simple to set up the facility to order and pay for goods or services online by credit card using a secure link to a bank.

you can go online to purchase anything from books or groceries, to expensive items like real estate.

online banking (buying stocks, transferring funds from one account to another, initiating wire payment to another country) is now common place

upsides and downsides

social networking and e-mail has expanded. so has the time spent by employees on the net. it is estimated that the average worker spends between one and three hours per day surfing the net for personal reasons.

the net allows for improved research ability. products and services can be sourced and purchased without leaving the office. maps can be consulted, the weather and traffic conditions checked.

one thing you can guarantee though – whenever anyone is looking at the iriscoatings.com site, it will always be a worthwhile experience!

did you know?

without the internet, how would we know any of this....

- $203,000,000 is spent on barbed wire each year in the US.
- 1 in 5,000 north atlantic lobsters are born bright blue.
- 123,000,000 cars are being driven on highways in the United States.
- 22,000 cheques will be deducted from the wrong bank accounts in the next hour.
- 23% of all photocopier faults worldwide are caused by people sitting on them and photocopying their buttocks.
- 25% of a human's bones are in its feet.
- 259,200 people die every day.
- a butterfly can look at you through 12,000 eyes - that's an awful lot of iris'!

national distribution for the UK refinish market
true geographical coverage.