



***Peer-to-Peer File-Sharing Technology: Consumer Protection
and Competition Issues Public Workshop***

Federal Trade Commission

December 15, 2004

BigChampagne – Who We Are and What We Measure

- **BigChampagne is an online media measurement company specializing in P2P**
- **Like Google, we collect, archive and make available information about *all* of the popular content on P2P**
- **Our core asset: world's largest archive of information about activity from Napster to now**
- **Not limited to particular titles, period in time, or geography**

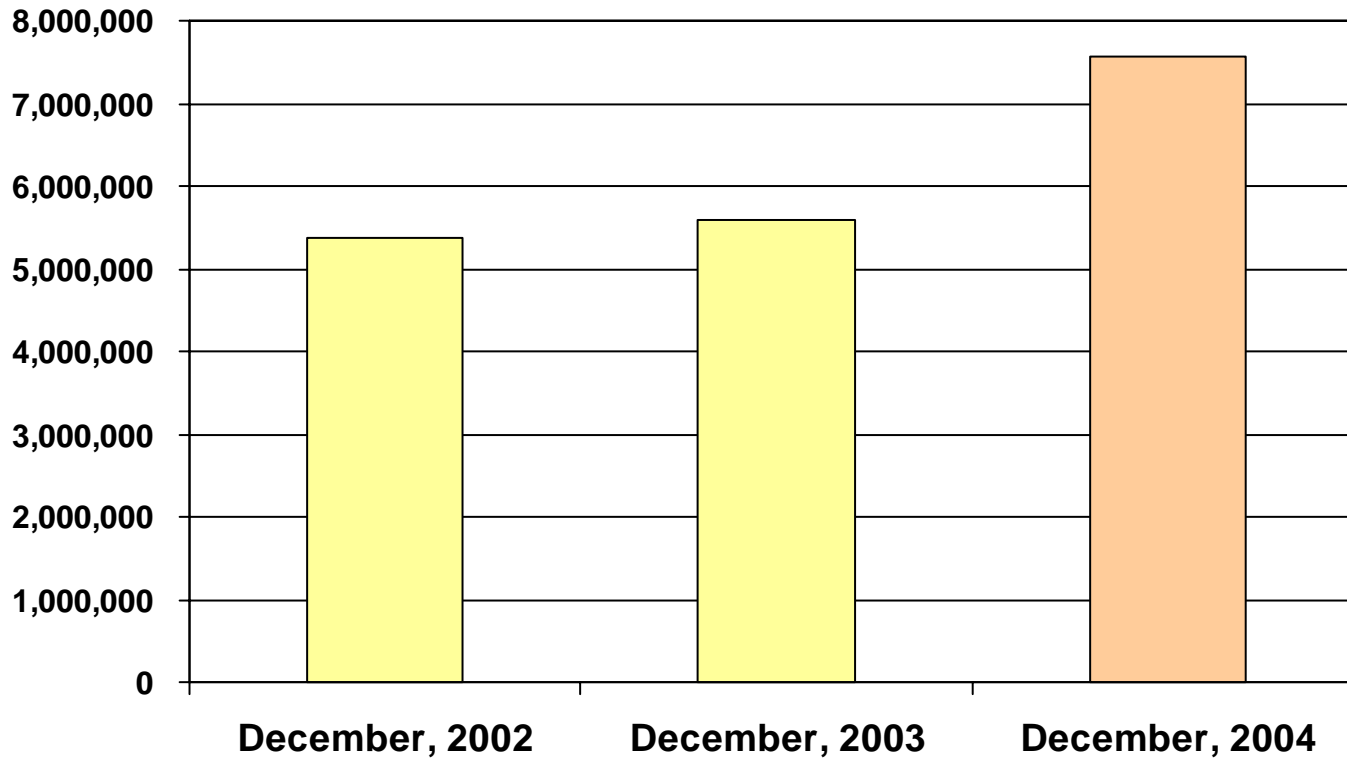


P2P Audience Growth

- We continue to see an increase in P2P populations year over year.

Average Simultaneous P2P Population

As of 14 December, 2004



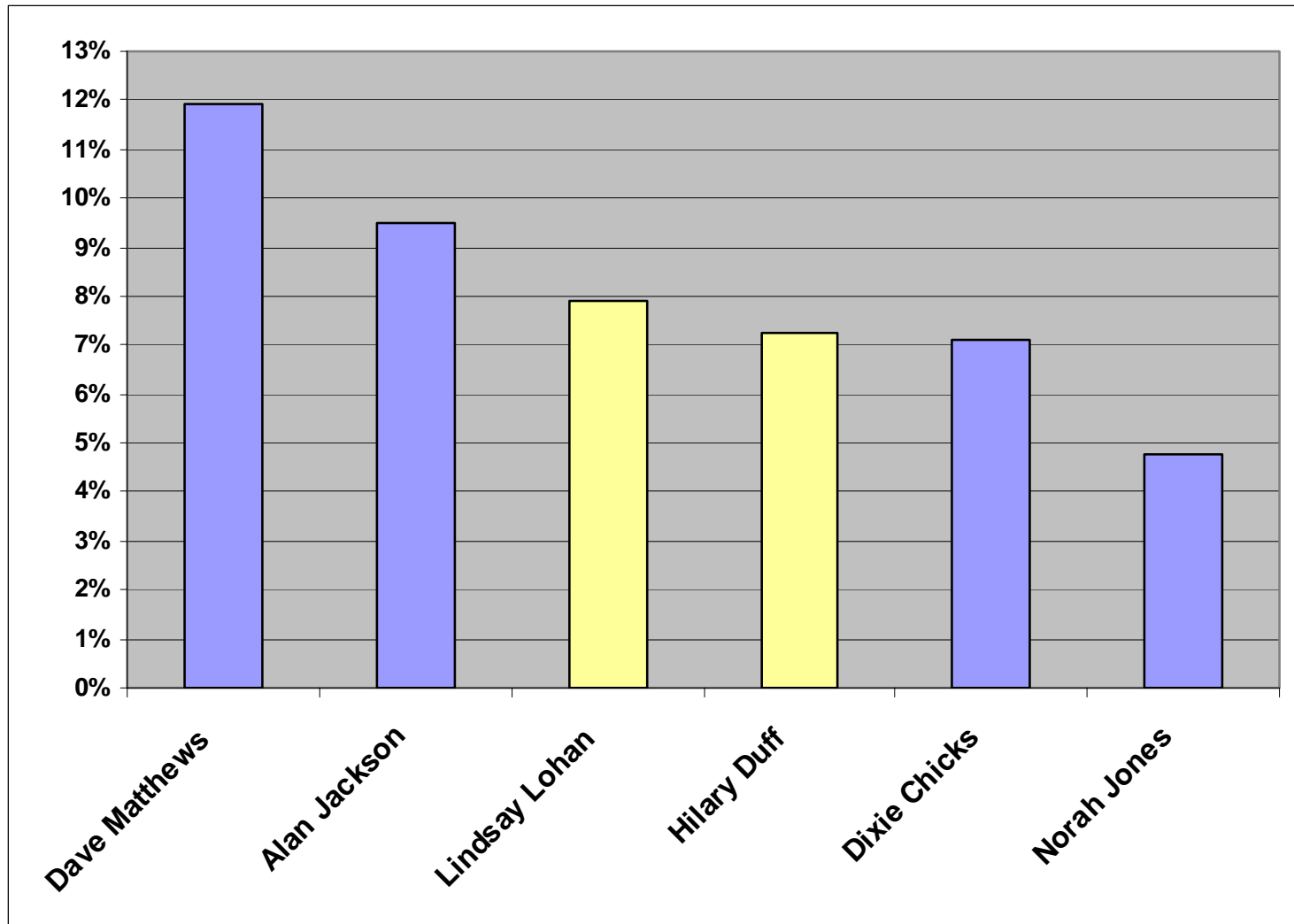
Kids & Teens - Movies

- A recent list of top movies on P2P shows that four of the top six films skew towards kids:

Rank	Title
1	<i>Shrek 2</i>
2	Spiderman 2
3	<i>The Incredibles</i>
4	<i>Shark Tale</i>
5	The Day After Tomorrow
6	<i>The Spongebob Squarepants Movie</i>



Kids and Teens - Music



Kids & Consumer Protection Considerations

- Are there consumer protection considerations that are unique to P2P?

P2P	OTHER INTERNET (www, chat, email, etc.)
Files contain material not suitable for minors	Websites contain content not suitable for minors
Accidentally download porn (misleading filenames)	www.whitehouse.com
Acquire viruses from downloaded files	Acquire viruses from downloaded files, from email, from visiting a webpage (IE security problems, etc.)
Spyware installed without users consent	Spyware installed without users consent
Minors directly interacting with adults in Chat Rooms, etc.	Minors directly interacting with adults in Chat Rooms, etc.
Banner ads and offers not suitable for minors	Banner ads and offers not suitable for minors. Spam scams & email offers not suitable for minors
Personal information and/or copyrighted material inadvertently shared in the public domain	Banking and personal information stolen from online businesses, identity theft

