

Abstract

The State of the Blogosphere

**Dave Sifry, Founder, Technorati and Founder and CEO, Offbeat Guides,
United States**

Technorati is known widely for its quarterly State of the Blogosphere reports, analyzing the trends around blogs and blogging. David L. Sifry, founder and Chairman of the company, will present an updated set of analytics and conclusions about the state of the blogosphere today. The most recent survey incorporates quantitative data taken from Technorati's extensive and encyclopedic crawls of the Blogosphere along with qualitative survey data from thousands of active bloggers. Blogging has entered the mainstream, fundamentally changing the landscapes of business, politics, and the media forever. Come learn more about what's happening in this fast changing world, and how it may affect jobs, countries, and the media landscape of the world.