

More Green Please!

Greentech gets the popular vote, while piracy and privacy have people all wound up.

The Summit at Stanford is a two-and-a-half-day executive gathering that highlights the significant economic, political and commercial trends impacting the global technology industries. We surveyed the key players in the industry to identify the most disruptive forces and trends. We want to thank the respondents for taking the time to provide their opinions.

Greentech is still a hot topic among the investment community. More than 70% of you felt that most of what you hear about the greentech sector is real including 19% seeing no hype in the news. Seventy percent see an increase in greentech investment of 10% or more in 2009. Alternative fuels and solar power will receive most of that money according to 39% and 22% of respondents respectively. Forty-four percent of respondents predict that greentech also has the best chance of revitalizing the IPO market, far outdistancing the other sectors.

On the media front, piracy and privacy continue to be the thorniest issues. More than 70% see piracy as a problem that's here to stay

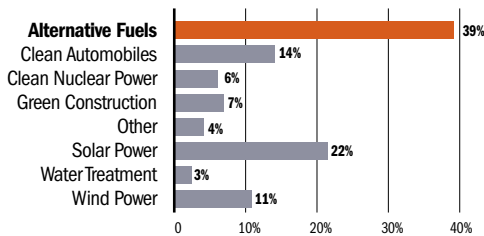
and nearly 60% feel the same about privacy concerns. Forty-four percent of you feel digital rights management has a future as a key enabler to the proliferation of subscription services. Mobile technology will get most of the digital entertainment dollars according to 43% of those who responded. Content development appears to be the greatest area of opportunity in the mobile sector for half of you.

More than three-quarters of respondents see at least another year before IPO activity recovers, with 12% feeling that we will never get back to historic levels. Startup funding has a more promising recovery, with 77% of responses seeing VC's increasing their activity in the next two years.

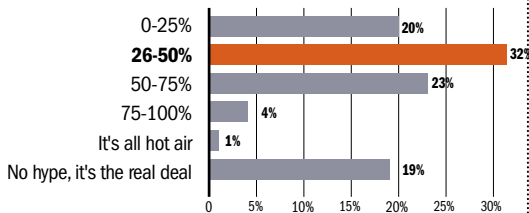
Enjoy reviewing the full results of the survey below. I am looking forward to talking with you at the Summit about these results. ☺

PACKY KELLY is a partner with the Silicon Valley office of KPMG LLP (www.kpmg.com) and is the partner-in-charge of the Western Area Venture Capital Practice. Packy can be reached at pkelly@kpmg.com.

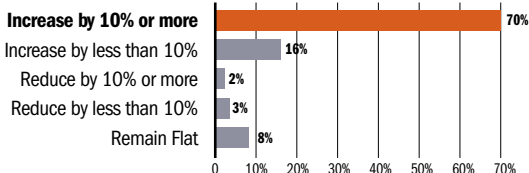
1: What greentech/cleantech sector will receive most funding in 2009?



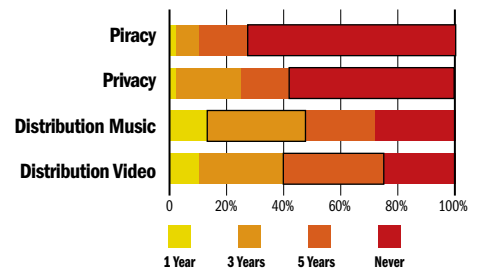
2: How much of what you hear about Greentech is just hype?



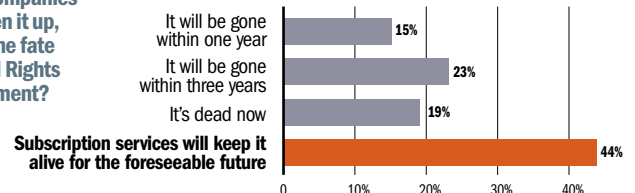
3: What direction do you expect greentech investment to take in 2009?



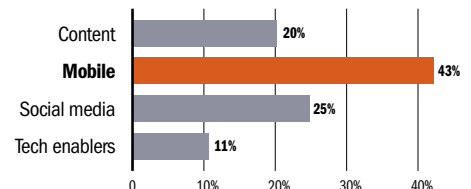
4: How many years will it take the media industries take to resolve the following issues?



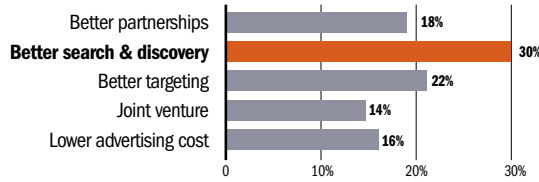
5: Now that the record companies have given it up, what is the fate of Digital Rights Management?



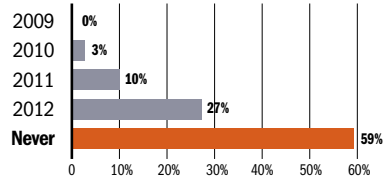
6: Which digital entertainment sector will receive the most investment this year?



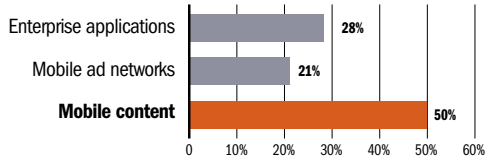
7: What will it take to really challenge Google?



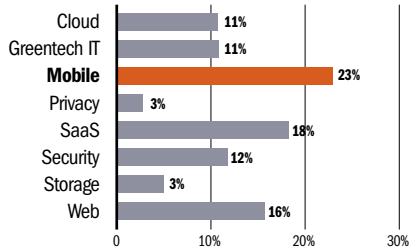
8: When will handheld devices render laptops obsolete?



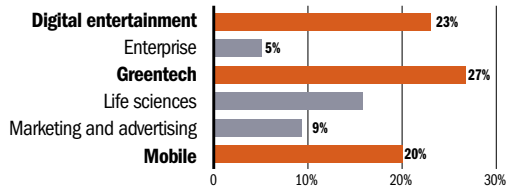
9: Where is the biggest opportunity in mobile?



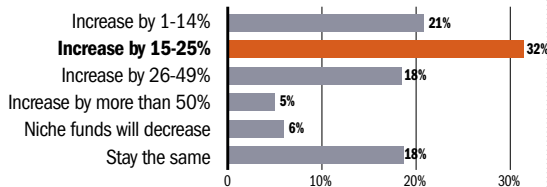
10: Which technology sector will see the most M&A?



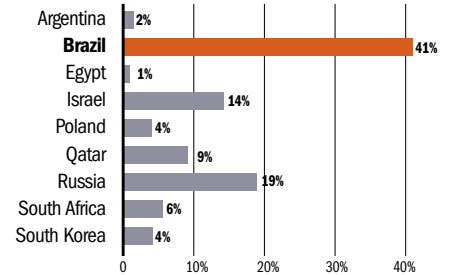
11: What sector will see most investment dollars in 2009?



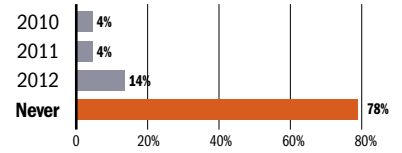
12: How will the creation of sector-specific niche funds (such as green, China, mobile, and so on), change in 2009?



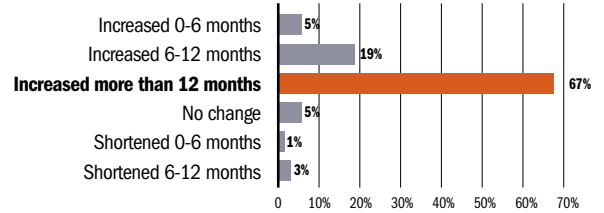
13: Beyond India and China, which emerging market will be the most attractive VC fund investment opportunity five years from now?



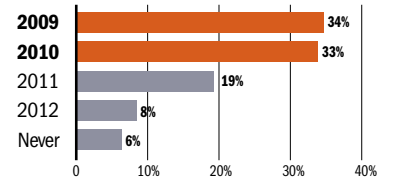
14: How long before the investment in one of these countries will surpass China or India?



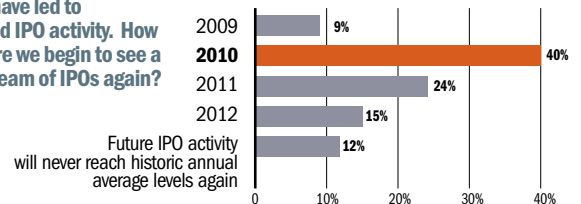
15: How has the economy and unstable market affected exit timelines?



16: How long before VC funds fully engage startup funding again?



17: The current state of the economy and unstable markets have led to diminished IPO activity. How long before we begin to see a strong stream of IPOs again?



18: When you consider the recent IPO drought, which industry do you think is most likely to launch a consistent flow of IPOs the soonest?

