

The Rise of the Blogebrity

A (Navel-Gazing) Look at Internet Fame, circa 2007

PANELISTS

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“Blog Stardom”

- What makes a true “star” web personality?
- To what extent still defined by traditional media?

Video Killing the Blogging Star?

- In a post-YouTube world, what becomes of the text-based blogger?
- Bloggers are to authors as videobloggers are to TV stars?

10,000 Blogospheres

- Each with its own pecking order
- *It's not the size that counts:*
Audience Size vs. Quality/Devotion

The Blogger as The Brand

- Where does the blog end and the person behind the blog begin?
- Transcending the property that made you

The Balance of the Sexes

- Forbes' Web Celeb 25:
A whopping 12% female!
- When do we see more balance?

Web Culture, Meet Pop Culture

- As more web content reaches TV & mobile, do the two worlds truly collide/merge?
- Where's our IMDb for internet personalities?