

Julia Angwin

□ *A brilliant young journalist who covers the convergence of high-tech and media for the Wall Street Journal.* □

Revealing insights into the emerging new dot-com world with a focus on online social networks. What it means for our businesses, our culture, our future.

Columnist, Technology Editor, *Wall Street Journal*. Author, *Stealing MySpace*.



Ahead of the Curve

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Highlights

Julia Angwin is a brilliant young journalist who covers the **convergence of high-tech and media** for the *Wall Street Journal*. Born and raised in Silicon Valley by parents who worked in technology, Julia has a unique perspective and a deep understanding of what works and what doesn't — and why — in the online world.

With her reporter's instinct and **keen insider understanding of the high-tech marketplace**, Julia provides a fascinating perspective on social networking and its future. Her insights include what the current social sites such as MySpace, Facebook, and Twitter are doing right and wrong; why sites like Friendster ultimately fail; what the new wave of social networks will look like.

Julia's columns and blogs for the *Wall Street Journal*, document the latest news, innovations, and power plays of the high-tech elite - all with penetrating analysis combined with gentle wit.

Her book, *Stealing MySpace: The Battle to Control the Most Popular Website in America*, a fascinating look at the new web culture and the company she calls the "first Hollywood internet company." Combining solid reporting with great storytelling, she writes about MySpace's founding, the LA culture it came out of, the marketing savvy that helped it grow, and the corporate drama that unfolded as the media giants stalked the company and competed to buy it.

Julia speaks convincingly of what comes next in social networking: She sees **a future of "safe spaces,"** where individuals build their own social networks with small circle of friends or associates. She also predicts the emergence of a fragmented set of networks that we all will turn to to help us express our various discrete identities and interests and to connect with others who share them, creating a market of fragmented audiences.



Stealing MySpace

A new book that chronicles the swift, dramatic rise and deep impact of MySpace, whose founders went from hawking spyware, remote control cars, and sending out spam to building what Rupert Murdoch called "the biggest single mass platform for advertising in the world."

"In *Stealing MySpace*, Pulitzer Prize-winning journalist Julia Angwin chronicles the rise of this Internet powerhouse. With an unerring eye, Angwin details how MySpace took the Internet by storm by grabbing the best ideas from around the Web, encouraging pinup stars such as Tila Tequila to make their home on its pages and giving everyone freedom to experiment with online identities-including using somebody else's identity."

~ Amazon.com Review

• Credentials

- Columnist, Technology Editor, *Wall Street Journal*
- Member of Pulitzer Prize-winning team of *Journal* reporters. Pulitzer awarded for coverage of corporate corruption.
- Outstanding Young Journalist of the Year, awarded by the Northern California chapter of the Society of Professional Journalists
- Knight-Bagehot fellowship in journalism
- BS, University of Chicago
- MBA, Columbia University

