

The Second Web – Press Text 1 (English)

The Second Web „<http://www.thesecondweb.net>“, created and managed by a 16-year old student from Vienna, Austria, is an approach to create a completely new world wide web. Julian Zehetmayr started the project with the motive of finding a new way of selling advertising space on the internet.

The Home-Page features a window-in-window web browser that allows users to browse through the „Second Web“. Domains are being sold for USD 5,- each, while the only top-level-domain currently available on The Second Web is dot com. Owners of Domains can display limitless content on their SecondWeb pages, including links to pages in the “First Web”, thereby making the Domains on “The Second Web” a good advertising opportunity.

Just one week after it's launch, The Second Web was featured on some of world's most famous blogs, news-pages and newspapers, including switzerland's most popular online news portal „20Min.ch“.

A total of over 5000 domains were sold within five days after the site's launch, making the student a total revenue of more than \$25,000. In peak traffic times, The Second Web counted more than 1000 visitors online constantly.

Press References:

<http://www.20min.ch/digital/webpage/story/Ein-zweites-Internet-entsteht-17385284>

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<http://www.killerstartups.com/Web20/thesecondweb-net-a-new-world-wide-web>

<http://www.dngist.com/the-second-web-a-new-internet-emerges/>

<http://www.code4dotnet.com/?p=1697>

<http://www.free-press-release.com/news/200809/1222602506.html>

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Julian's blog: <http://blog.thesecondweb.net>

