



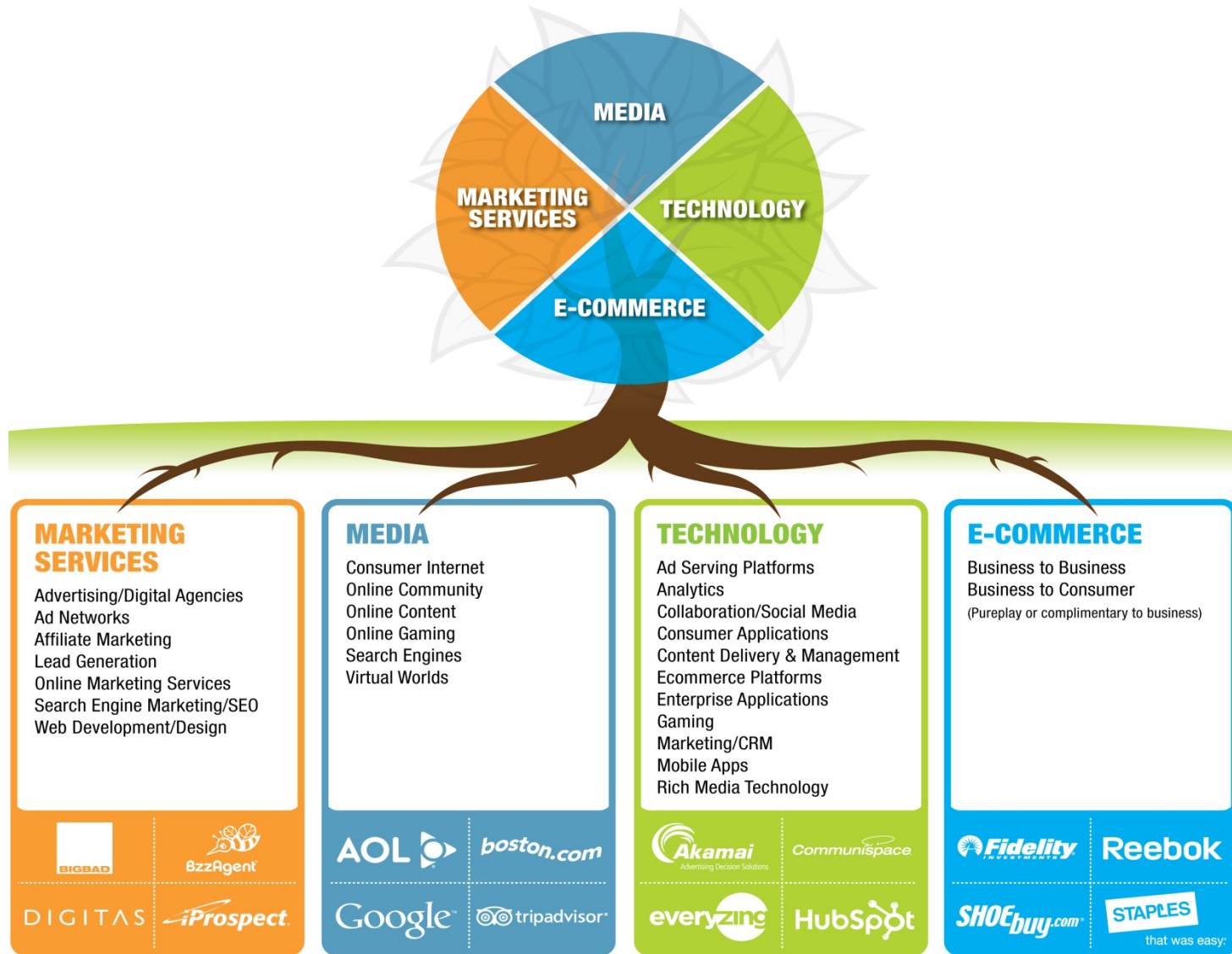
2009 Market Sizing Study

produced by

**The Massachusetts Innovation & Technology
Exchange (MITX)**



THE INTERNET BUSINESS & MARKETING ECOSYSTEM



Results show continued growth in a vibrant sector of the region's economy

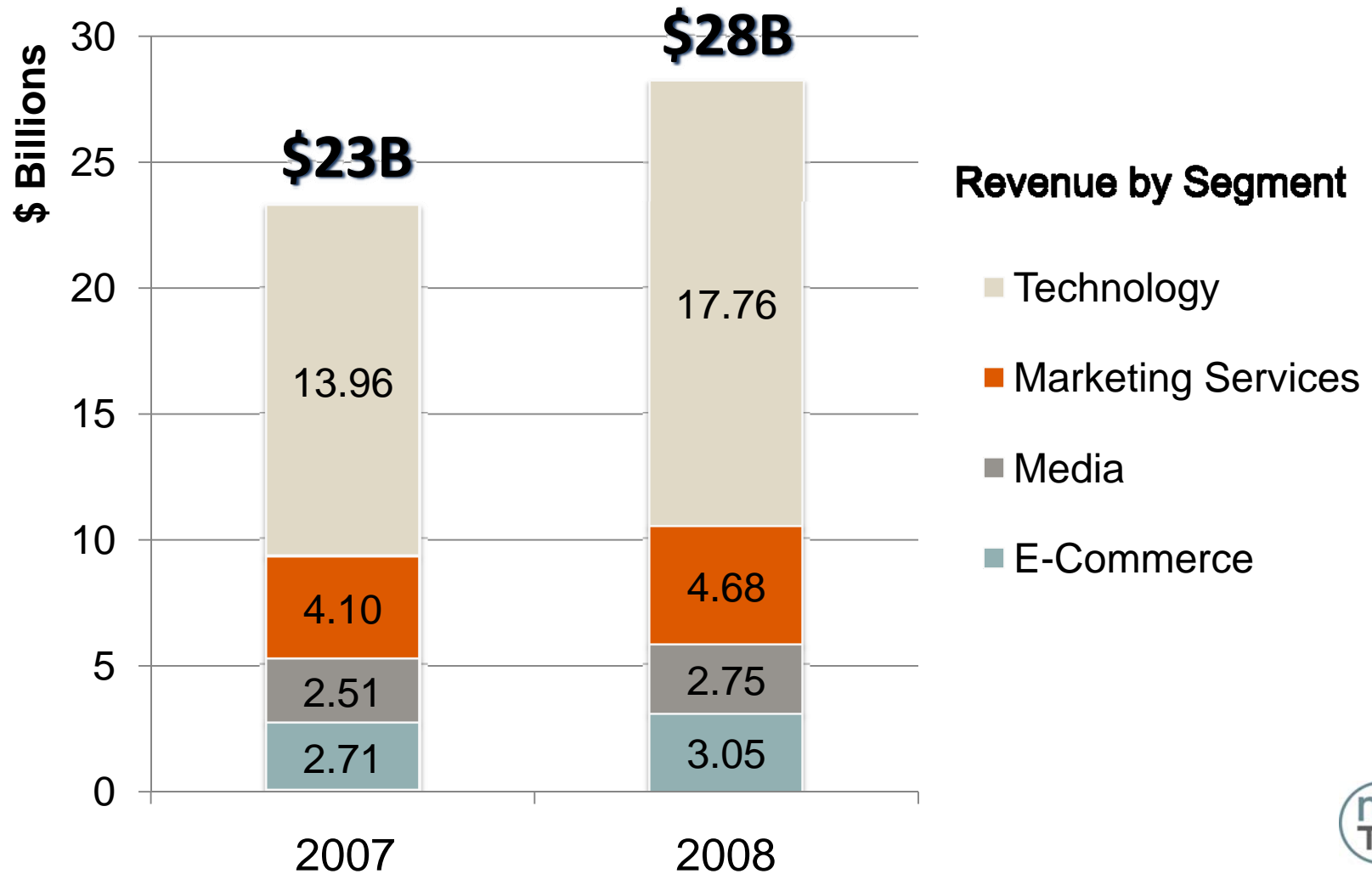
New England's Internet Business & Marketing Industry

	2008 Study	2009 Study	Variation
Number of companies	2,122	2,169	2.2%
Number of employees	67,000	69,000	2.6%
Revenue	\$23B	\$28B	21.3%*

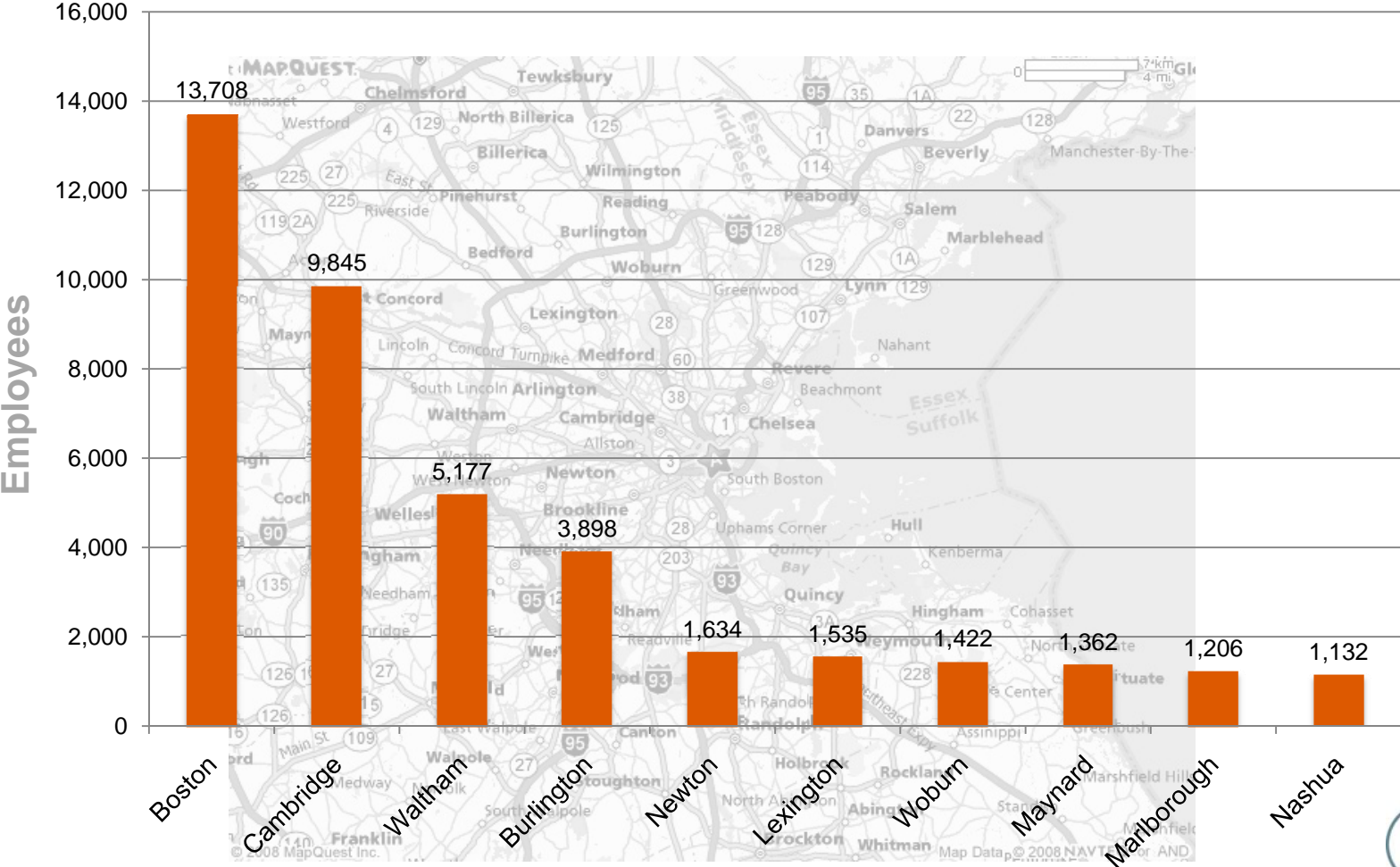
* Projected revenue growth last year was 14% according to member survey



Revenue Contribution Breakdown



The Hub of the New England Web



Appendix: Research Methodology

- Assign SIC numbers to current members
- Search and cross reference databases
Sources: Boston Business Journal, Capital IQ, D&B Million Dollar Database, Mass High Tech New England Directory of Technology Companies, MITX, Mobile Mondays, PricewaterhouseCoopers Money Tree Report, ZoomInfo,
- Apply concentration filter for companies with revenue > \$20 million. Filtered according to percentage of business in digital marketing, media & technology industry
- Manual review of revenue and employee numbers for companies with revenue > \$ 100M and complement with most recent information from Capital IQ
- Companies with unknown revenue were estimated using an average revenue per employee figure

