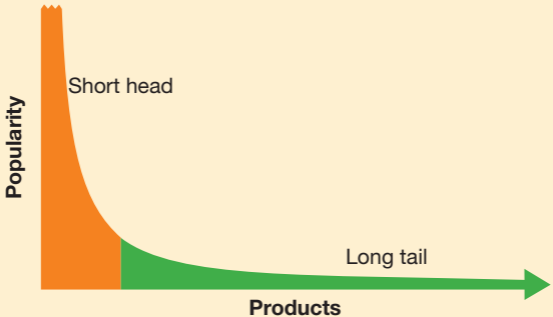


Figure 3.1

The New Media Marketplace



long tail: The portion of a distribution curve where a limited number of people are interested in buying a lot of different products.

short head: The portion of a distribution curve where a large number of people are interested in buying a limited number of products.