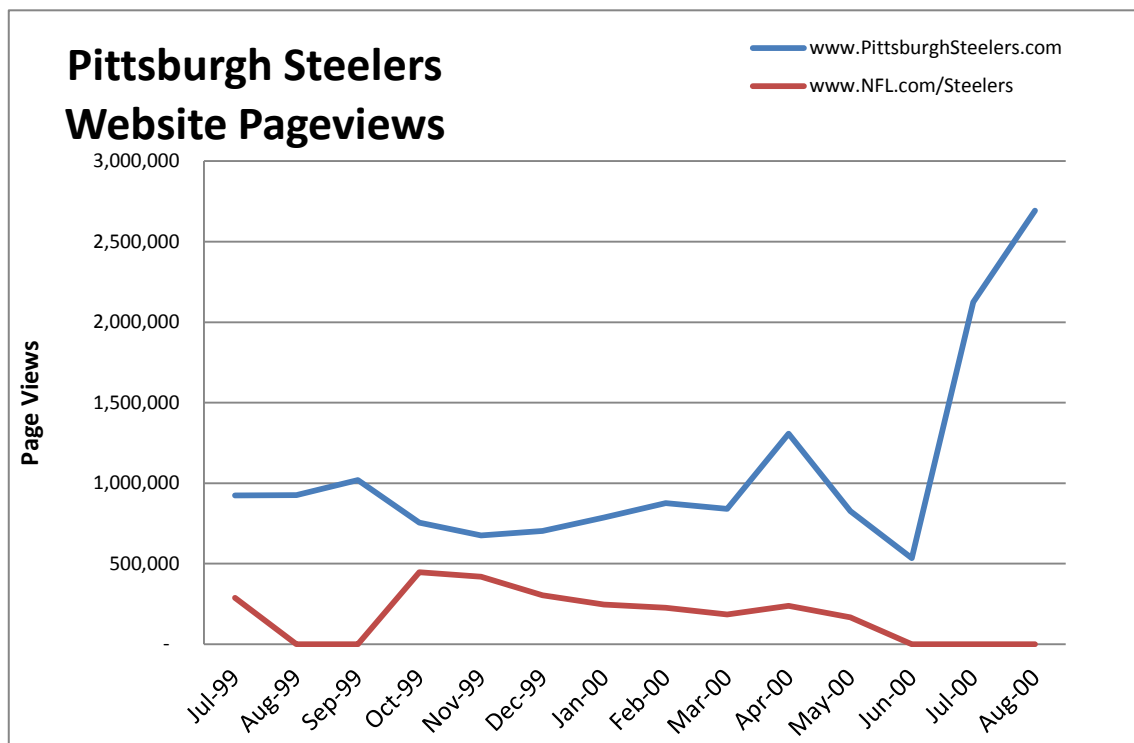


Pittsburgh Steelers Webpage Stats

| Month | www.PittsburghSteelers.com | www.NFL.com/Steelers |
|--------|--|--|
| Jul-99 | 923,000 | 287,800 |
| Aug-99 | 925,000 | not available |
| Sep-99 | 1,020,000 | not available |
| Oct-99 | 755,000 | 447,567 |
| Nov-99 | 675,000 | 418,717 |
| Dec-99 | 704,000 | 303,550 |
| Jan-00 | 787,400 | 246,094 |
| Feb-00 | 875,500 | 226,647 |
| Mar-00 | 840,800 | 183,817 |
| Apr-00 | 1,307,633 | 237,605 |
| May-00 | 826,781 | 166,746 |
| Jun-00 | 535,294 | not available |
| Jul-00 | 2,125,000 | not available |
| Aug-00 | 2,691,749 | not available |



ligger, stronger com-
 manded to give me a
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 n't Really Compet-
 are of all those com-
 u look at our site.
 erent," she said. "As a
 ed those other Ser-
 asy for me to under-
 were trying to do.
 sumer focused.
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 sources."
 of course, is one of
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...and how you existing technologies to form a
 uniquely powerful new combination. The
 idea, he said, was to "keep the design very
 clean so we can build anything on top of the
 Web."

**Q: At what point in the Web's early de-
 velopment did you realize that this was
 "out of your control" that it had taken on a
 life of its own?**

A. It had its own life from the word "go." I
 put it up on the Net in August of '91. It was
 steady exponential growth, from summer
 '91 to summer '94, going up by a factor of 10
 every year. It was open-source from the
 start, even though the phrase "open
 source" hadn't been invented yet. Control-
 ling it was never on my agenda — coordi-
 nating it, perhaps, since I do feel a certain

through which cylinders they want to fire at
 which time.")

**Q: What do you see as the greatest ob-
 stacles to the future health of the Web?**

A. There's always the threat of fragmen-
 tation when companies diverge from using
 standards. That's omnipresent in a competi-
 tive environment. And there are economic
 threats such as the "biasing" of the Inter-
 net, where your ISP has commercial deals
 with certain Web sites. ... It's like buying a
 radio that happens to work better on cer-
 tain frequencies than on other ones.

**Q: Is this danger of one dominant com-
 pany pushing a unilateral proprietary
 standard down everyone's collective
 throat any greater or any less than it
 was, say, four years ago?**

They may be struggling on the football field,
 but the Steelers (www.pittsburghsteelers.com)
 have arguably the best Web site in the AFC Cen-
 tral. The home page has links to a variety of use-
 ful tidbits — a Web cam of the new stadium con-
 struction, a registration form to receive free Steel-
 ers e-mail, hints on where to park around Three
 Rivers Stadium. The site also has transcripts of
 Coach Bill Cowher's press conferences, so you
 can count for yourself the number of times this
 season he has said, "Kordell's making progress,"
 or words to that effect.

The Tennessee Titans have a good team this
 year, but a dull Web site (www.titans.com).
 The links to the official Web page
 for Titan standouts Eddie George and Frank
 Wycheck are understandable, but for wide receiver
 Chris Sanders? Try www.whocares.com.

The Cleveland Browns site (www.cleveland-browns.com) is surprisingly attractive, with a
 throwback sort of look. If a Web site can be said
 to look like a throwback. Unquestionably, the
 site's biggest problem is the excessive use of or-
 ange. Yuck. The Browns home page does, how-



SITES TO SEE
AFC CENTRAL EDITION

ever, have the single most interesting feature of
 any of the AFC sites — job postings for a pair of
 Web jobs.

The Jaguars (www.jaguarsnfl.com) have a
 flashy looking home page dominated by a big

with this backlog of business for standardiz-
 ing HTML, and now the new things that are
 coming up for standardization tend to have
 more of a "researchy" feel.

**Q: Have we settled for too little when
 thinking about what the Web is and what
 it could be?**

A. It certainly is too little. But I'm not set-
 tling for it. ... When we have a collaborative
 medium, where people are building things
 together on the Web, people won't call it a
 Web revolution, but that might lead in a
 change in how we do politics, a change in
 how we govern, how we run organizations.
 That may trigger a social revolution.

*This story contains information from
 The Hartford Courant.*

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