

## ***In 2015, 8 out of 10 European will have his personal on-line profile***

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Today, Virtual Private Spaces are booming. MySpace.com claims to gather 75 million users and 200'000 new users daily. To have an on-line profile is becoming as common as having a postal address.

Now there is the possibility of creating different types of online profile suitable to different life stages and objectives.

- Mating and making friends for teenagers – e.g. MySpace, Tillate
- Professional networking – e.g. LinkedIn
- Expressing creative skills – YouTube, CreativeCommons
- Expressing opinions - Blogs
- Family memoirs and networking – e.g. yahoo360

The variety of these tools will go on growing and everyone will find the provider and service that he will be able to identify with and that will suit his communication needs. The simplification of tools to create a web presence and the interactivity of the new pages, will make it widely accessible to have an online profile. Privacy issues will also be solved with the emergence of more secure platforms and local providers.

Therefore, in 2015, 8 out of 10 European will have created his personal on-line profile. This profile will be a central communication tool for the management of everyone's social life. It will enable people to keep in touch with people living far away but also to enrich the communication with one's close circles of friends and family. It will make communication more fun as it will be enriched for instance by pictures, music. It will also make it more efficient through the constant usage of buddy lists but also as not only "one to one" but "one to many" communication will coexist.