

April 7, 2009

Announcing Entropy Economics

Global Innovation and Technology Research

Dear friends and colleagues,

We are pleased to announce the launch of our new firm: [Entropy Economics](#).

Applying our 12+ years advising investors and analyzing public policy, we are delivering strategic insights on the key technologies, companies, and government actions that drive world markets. We focus on entropy – the unexpected bits, or invisible information, that creates *tomorrow's* news. Our research on everything from Web video and Internet policy to China and monetary policy has recently appeared in *The Wall Street Journal* and *Forbes* and been profiled in *The Economist*. (See our research and article [archive](#).)

In addition to our current work advising investors, companies, non-profits, and governments, we also produce short research briefs, longer papers, a blog called [Maximum Entropy](#), and often present our analysis at conferences and events around the globe. Our first Entropy research notes include analysis of:

- the latest Internet traffic growth estimates: "[Rapid Internet Traffic Growth Continues in U.S. and Around Globe](#)"; and
- the federal government's new broadband stimulus program: "[Net Stimulus: Building Broadband Bridges . . . But To Where?](#)"

We're also speaking at a number of upcoming events, including the Fiber-to-the-Home Conference-Asia in Melbourne, Australia, where we will give the closing keynote speech on May 20.

We are grateful to those who have expressed interest in our initial research and look forward to corresponding as we all attempt to make sense of the global economy and return to the path of innovation and growth.

Best regards,

Bret T. Swanson