

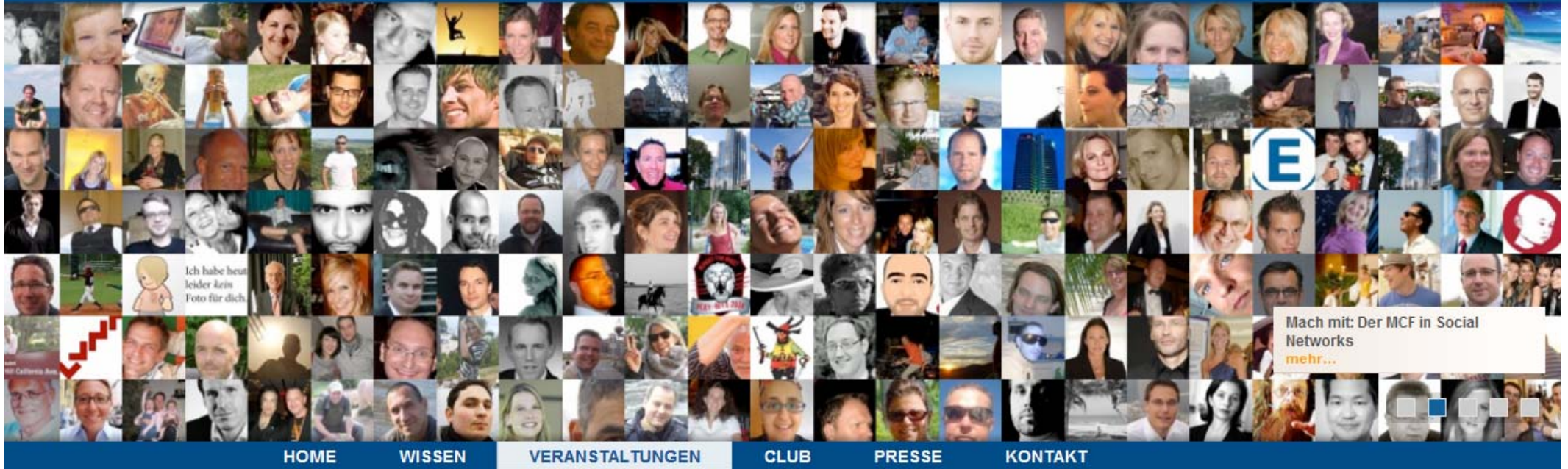
MARKETING ANYEVERYWHERE

Robert Basic

Twitter: @RobGreen

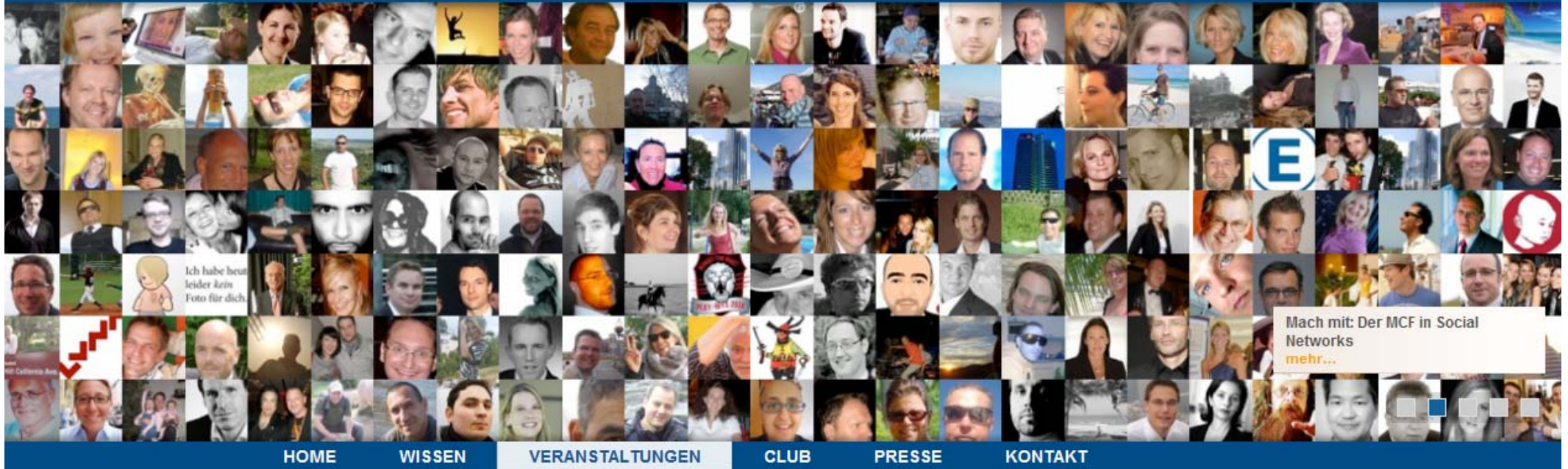
Blog: robertbasic.de

Startup: Buzzriders.com



MOBILE NUTZUNG vs STATIONÄR

- + immer dabei
- + lokalisierbar
- + persönlicher



Fastest-Growing US Mobile Application Categories, April 2009 & April 2010 (thousands of unique users and % change)

	April 2009	April 2010	% change
Social networking	4,270	14,518	240%
Weather	8,557	18,063	111%
News	4,148	9,292	124%
Sports information	3,598	7,672	113%
Bank accounts	2,340	4,974	113%
Maps	8,708	16,773	93%
Movie information	3,296	6,359	93%
Online retail	1,416	2,701	91%
Search	5,434	10,315	90%
Photo- or video-sharing service	3,131	5,950	90%
Total application users*	54,414	69,639	28%

*Note: ages 13+; three-month average for period ending April 2009 and April 2010; *excludes games preloaded on device
Source: comScore MobiLens as cited in press release, June 2, 2010*

Quelle:
<http://bit.ly/cws9SZ>



Mach mit: Der MCF in Social Networks
mehr...

HOME

WISSEN

VERANSTALTUNGEN

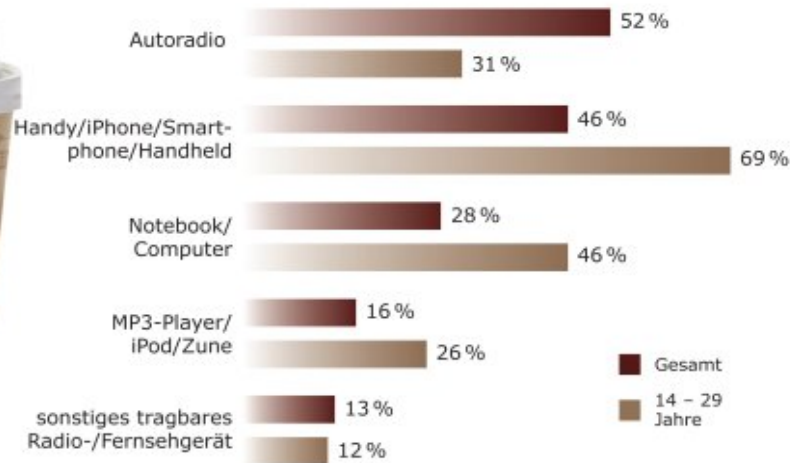
CLUB

PRESSE

KONTAKT

Das Handy – das mobile Empfangsgerät der Zukunft

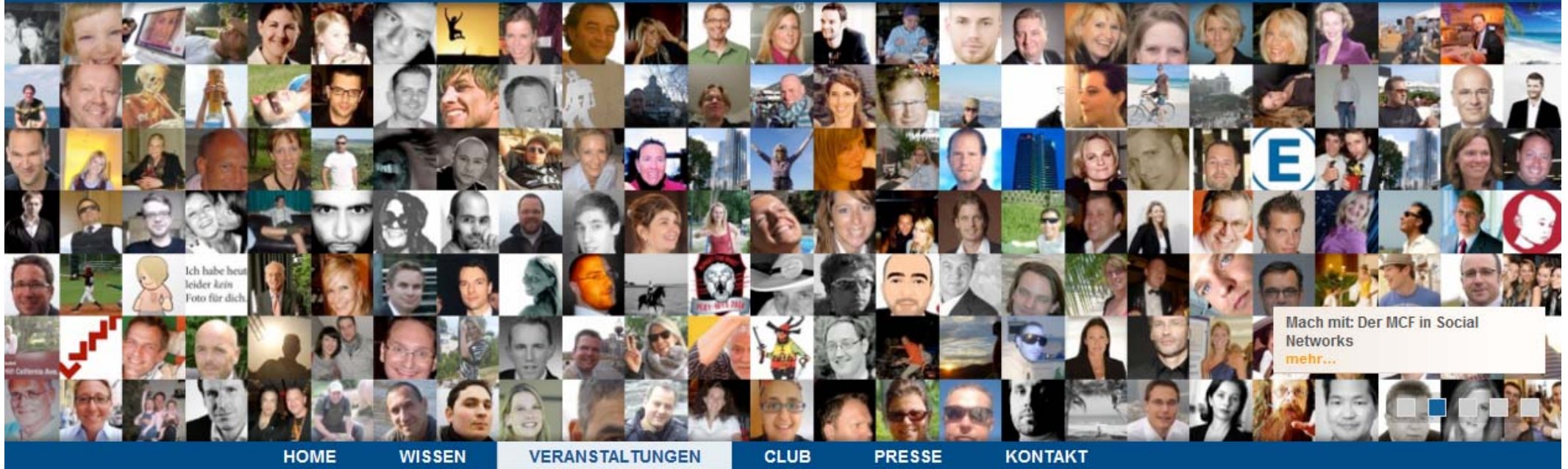
Welches Empfangsgerät am liebsten mehr genutzt würde – unabhängig von den Kosten:



Das Handy ist das Gerät der Zukunft – knapp 70 % aller jungen mobilen Informationsnutzer würden es gern öfter zum Empfang von Medienangeboten nutzen.

Quelle: Studie TNS Emnid in Kooperation mit der Radiozentrale „Medien to go – was unterwegs ankommt“, 2010

Quelle:
<http://bit.ly/dpWVCu>



Marktvolumen für Google?

Bisher:

9,46 \$ User/Monat = 18,6 Mrd \$/Jahr

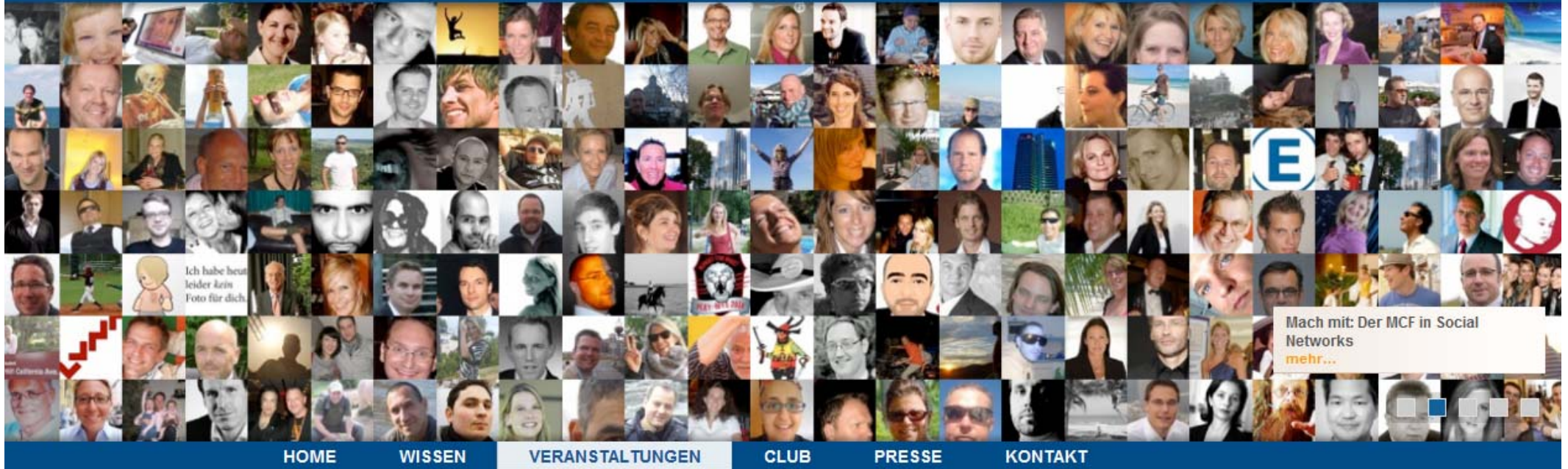
Mobil?

280 Mio US-Mobilnutzer = 30 Mrd USD/Jahr



iPad

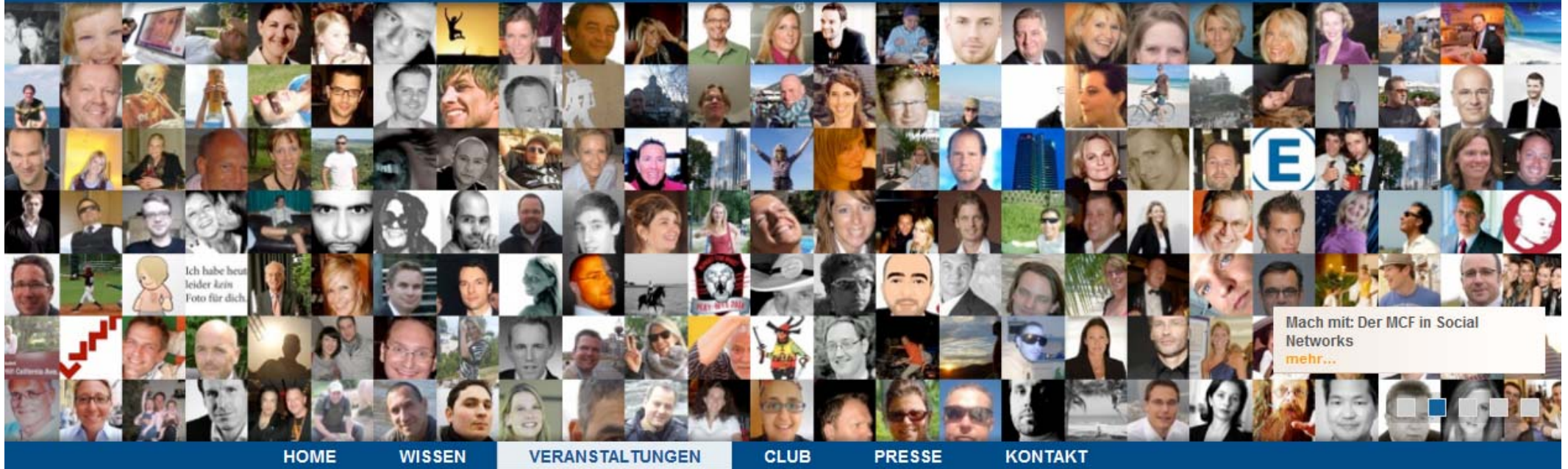
In kürzerer Zeit
1 Mio Einheiten
verkauft



Entertainment

breite Zielgruppe = jung + alt

Lean Back / Lean Forward



What we want to do with **iAds** is to deliver interaction, but also deliver emotion. We have figured out how to do interactive video content without ever taking you out of the apps. We think people are going to be a lot more interested in clicking on these things.