



ODYSSEY<sup>SM</sup>  
NETWORKS

# Tomorrow's Technology Today

July 11, 2011

## Smart Facts

**5.3 billion** mobile phones in the world

**285 million** mobile phones in the U.S.

**27%** of them are Smartphones

*Up from **16%** 2009*

*Expected to be **50%** by end of 2011*

## Smart Facts

Because of smartphones and tablet devices, we're now living in the splinternet era...

Mobile devices are altering the way we live and the way we access the internet...

Sometime in 2013, **50%** of accessing the internet will be from mobile devices – and some forecasters predict **80%** by then due to the rapidly changing market

## Who has the Market Share?

Apple **27.9%**

RIM Blackberry **27.4%**

Google Android **22.7%**

Microsoft Windows Mobile **14%**

*Followed by Symbian, Palm, Linux*

## It's an App World Now...

*Apps are becoming the window to the internet from mobile devices...*

Apple has **300,000+** apps in its store...

Android has approximately **200,000+**

Blackberry – less than **18,000**

*App Sales = 1.6 billion dollars this year*

*One 2012 projection has app sales at 17 billion*

## Ad Market

*Apps are becoming the window to the internet from mobile devices...*

Currently **313 million** dollars

Projected **1.2 billion** by 2015 – and that's probably really conservative

*The Mobile world in its entirety is being electrified by the launch of the iPad and the promise of more tablet devices, bringing increased attention to mobile as a whole*

## The Marketplace

**US Major Media Ad Spending Share, by Media 2009 - 2015**  
% of total

<b>Medium</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
<b>TV</b>	36.5	38.6	39.1	39.9	39.6	39.5	39.2
<b>Internet</b>	15.4	16.9	18.4	20.2	21.9	23.9	25.6
<b>Newspapers</b>	16.9	14.9	13.9	12.8	12.3	11.8	11.3
<b>Radio</b>	9.7	10.0	10.1	10.1	10.2	10.1	9.9
<b>Magazines</b>	10.5	9.6	9.0	8.2	7.7	7.1	6.7
<b>Directories</b>	7.0	6.1	5.3	4.5	4.0	3.4	2.9
<b>Outdoor</b>	4.0	4.0	4.1	4.2	4.3	4.3	4.4

(Source: eMarketer)

## Mobile

Soon, 80% of Internet usage will come from mobile devices that are now outselling PC's for the first time in history.



## Over the Top Solutions



ROKU

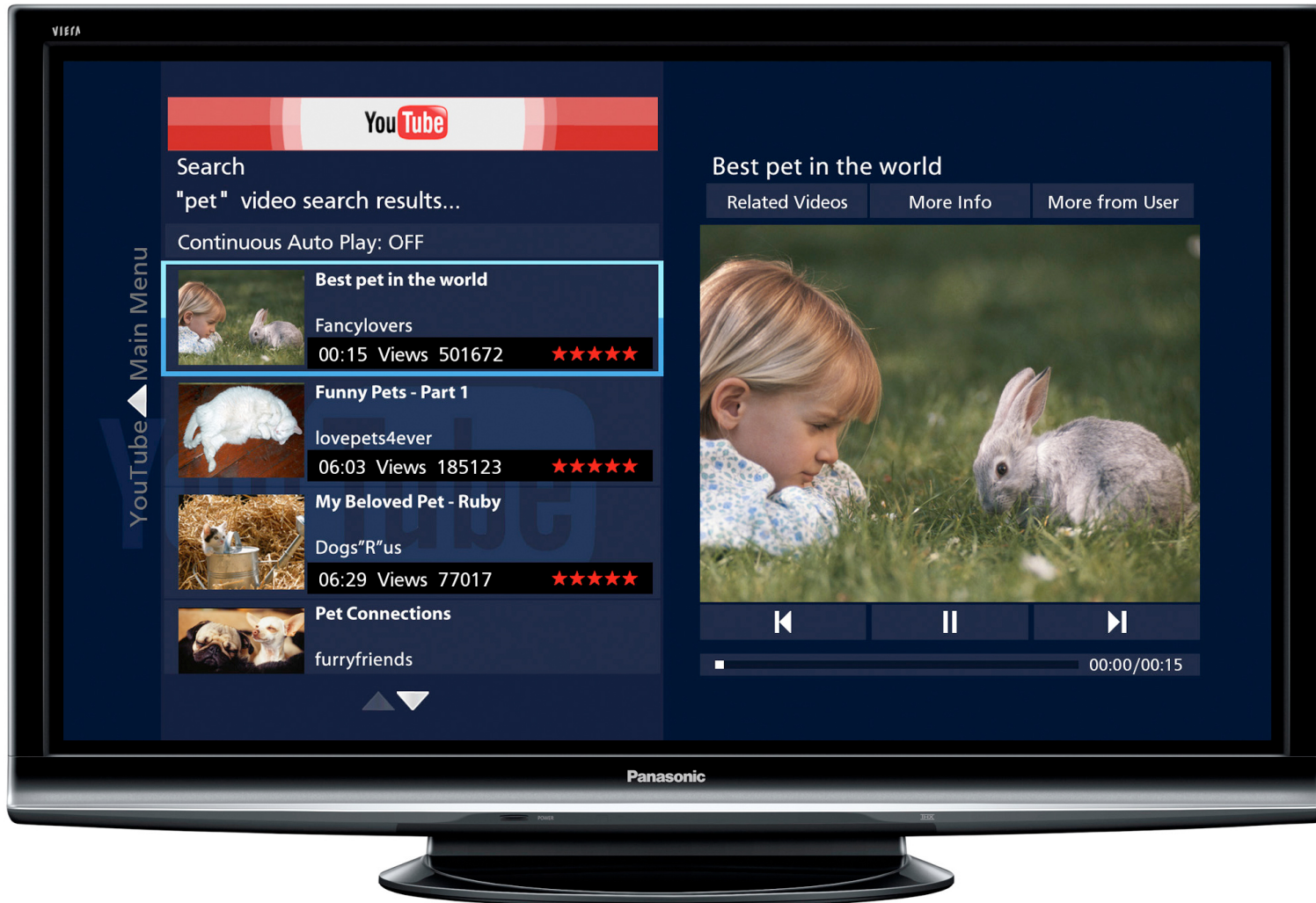


APPLE TV



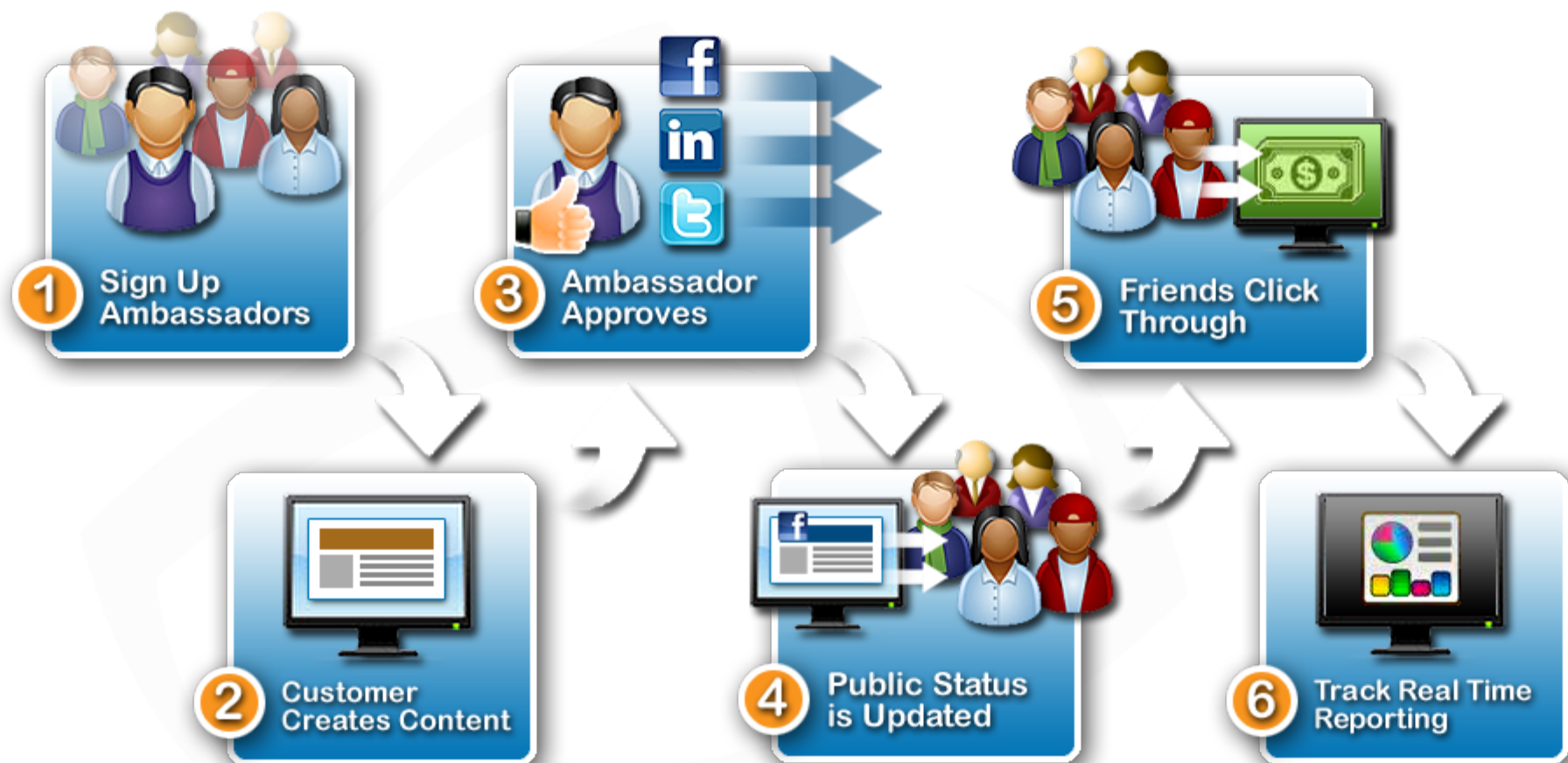
BOXEE

## Web Enabled TV





## How Does It Work?





# **Build Your Own Inexpensive Online Game: How Simple Games Can Change Student Perceptions**

**Digital Media in a Social World,  
April 1, 2011**

**Fred Roecker**

Teaching and Learning Librarian  
The Ohio State University Libraries

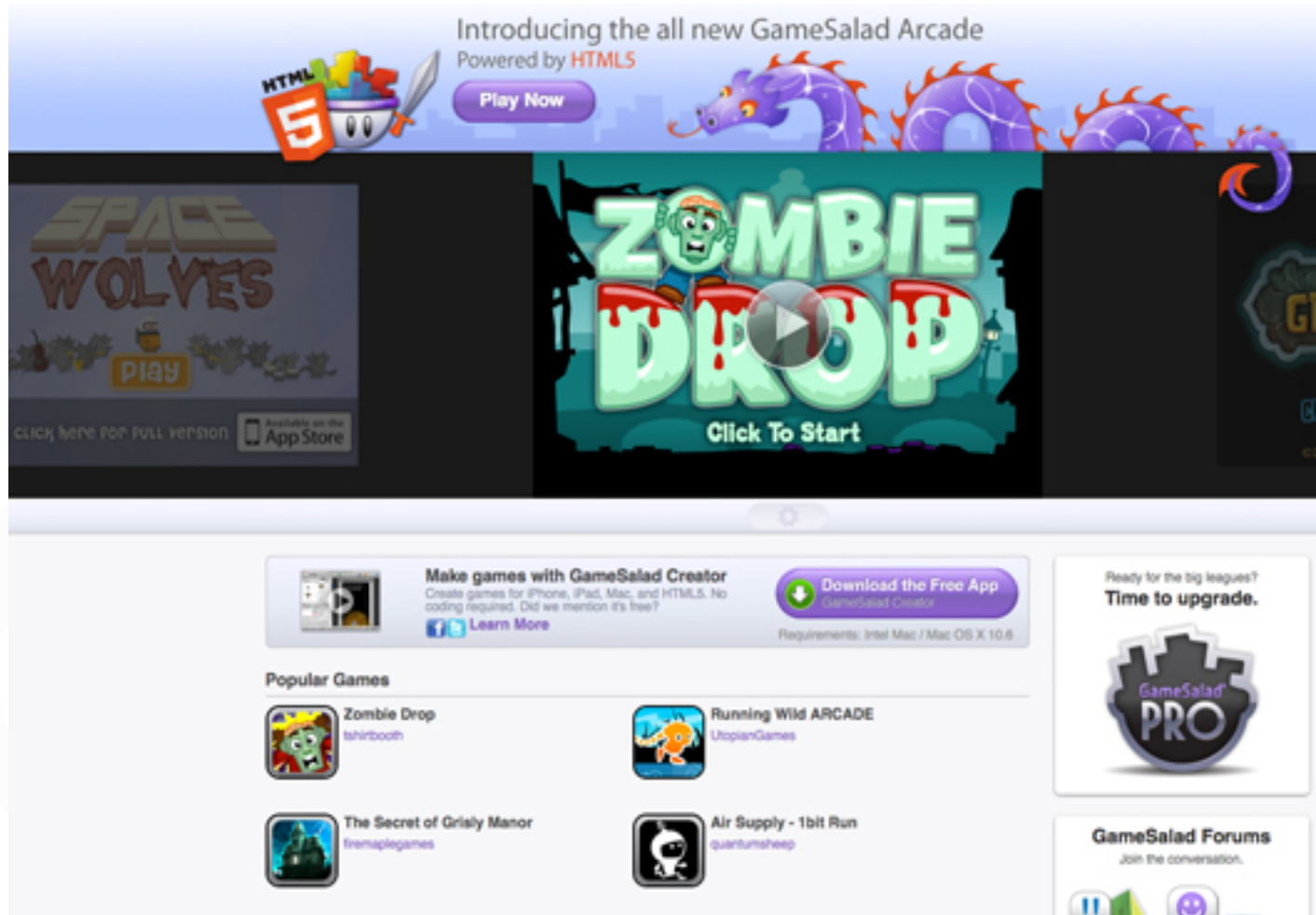
**Tingting LU**

Multimedia and Assessment Specialist  
The Ohio State University Libraries





## GameSalad.com



## Eye Tracking Study Reveals 12 Website Tactics

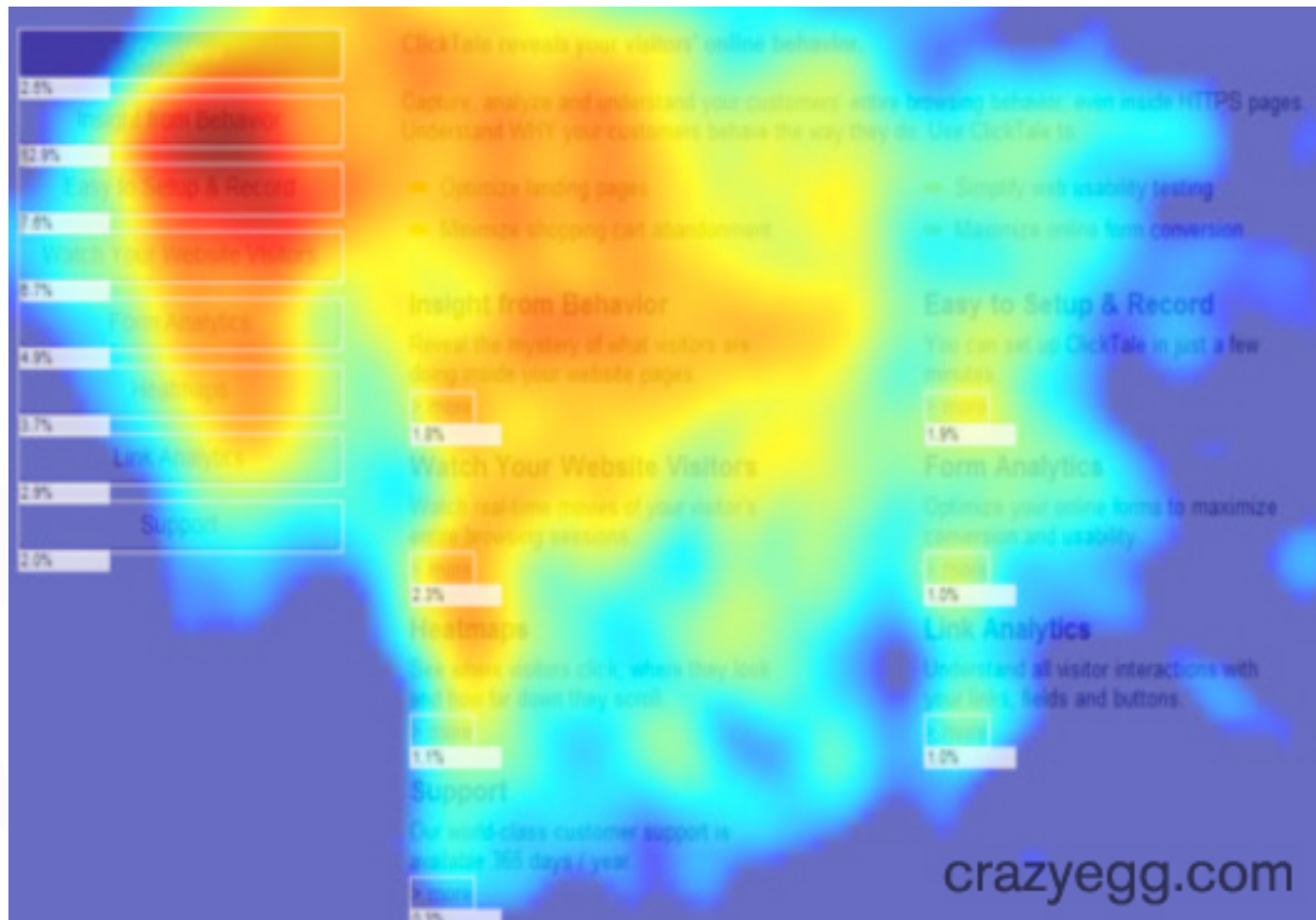
1. Headlines draw eyes before pictures
2. People scan the first couple words of a headline
3. People scan the left side of a list of headlines
4. Your headline must grab attention in less than 1 second
5. Smaller type promotes closer reading
6. Navigation at the top of the page works best
7. Short paragraphs encourage reading



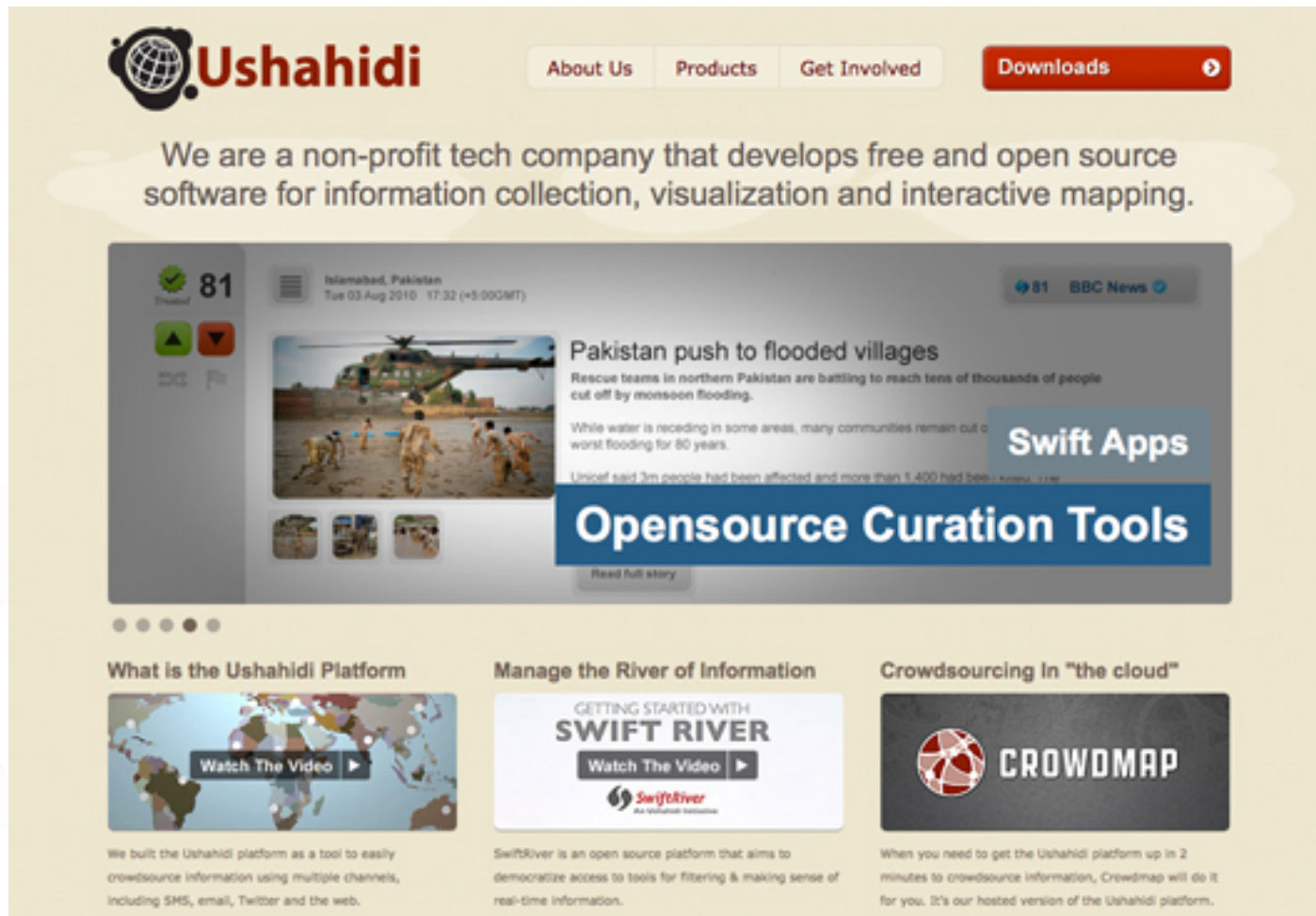
## Eye Tracking Study Reveals 12 Website Tactics

- 8. Introductory paragraphs enjoy high readership
- 9. Ad placement in the top and left positions works best
- 10. People notice ads placed close to popular content
- 11. People read text ads more than graphic ads
- 12. Multimedia works better than text for unfamiliar or conceptual

## Mouse Activity Tracking



# Ushahidi



**Ushahidi**

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We are a non-profit tech company that develops free and open source software for information collection, visualization and interactive mapping.

81  
Islamabad, Pakistan  
Tue 03 Aug 2010 17:32 (+5:00GMT)

81 BBC News

**Pakistan push to flooded villages**  
Rescue teams in northern Pakistan are battling to reach tens of thousands of people cut off by monsoon flooding.  
While water is receding in some areas, many communities remain cut off from the worst flooding for 80 years.  
Unicef said 3m people had been affected and more than 5,400 had been killed.

**Swift Apps**

**Opensource Curation Tools**  
Read full story

What is the Ushahidi Platform  
Watch The Video

Manage the River of Information  
GETTING STARTED WITH SWIFT RIVER  
Watch The Video  
SwiftRiver  
An OpenSource Initiative

Crowdsourcing in "the cloud"  
CROWDMAP

We built the Ushahidi platform as a tool to easily crowdsource information using multiple channels, including SMS, email, Twitter and the web.


SwiftRiver is an open source platform that aims to democratize access to tools for filtering & making sense of real-time information.

When you need to get the Ushahidi platform up in 2 minutes to crowdsource information, Crowdmap will do it for you. It's our hosted version of the Ushahidi platform.

## The Goodness Engine



# paper.li



paper.li


## The Mathew Tombers Daily


Friday, Jun. 17, 2011

[READ PAPER](#)

**HEADLINE**

### Chrome 13 Hits Beta, Google Touts "Print Preview" Feature. For Serious.

 Google Chrome first launched on September 1, 2008. The very next day, someone filed a "bug" report on the Chromium project page stating the following: There is no option for a print preview. I thin...

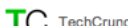

 TechCrunch


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129 articles, 3 photos and 0 videos by 24 contributors


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 TechCrunch
  BreakingNews


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**OTHER HEADLINES OF INTEREST TODAY**



Yes, Despite All The HTML5 Talk (And Action), Facebook Is Finally Doing An iPad App


Published on [Innovateurs Sans Frontières](#)

 TechCrunch

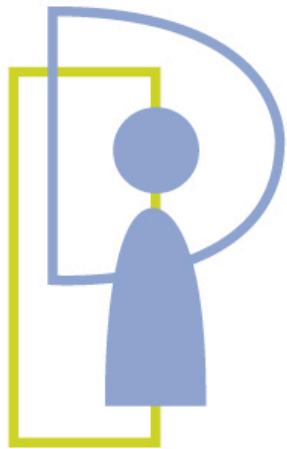


X-Men Director, Stan Lee, And Other Notables Use Crowdsourcing Startup To Mine For Talent

Published on [Global Innovation Labs Daily News](#)

 readmashcrunch

**PewInternet.org**



**Pew Internet**  
Pew Internet & American Life Project



## Yapper



**YAPPER** Patent Pending Your APP maker v2.0

Free for limited time!  
promo code  
**SXSW2011**

Introducing iApp alpha

Instantly make your own mobile web app with native iPhone app look & feel across iPhone, Android, Blackberry 6 and Palm webOS!

The advertisement features a central image of four smartphones (BlackBerry, iPhone, Samsung, and another iPhone) displaying various mobile web applications. The background is a dark, abstract purple and blue design with light rays. The text is in a mix of bold, sans-serif and script fonts.

## Class of '11 is watching less TV

According to a report from Nielsen, contempo teenagers watch less TV than the general population. In the fourth quarter of 2010, the average American spent 34 hours and 39 minutes a week in front of the traditional tube. But for teens (defined as ages 12 to 17), TV-watching time was only 23 hours and 41 minutes per week.



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