



ODYSSEY<sup>SM</sup>  
NETWORKS

# Tomorrow's Technology Today

November 10, 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*

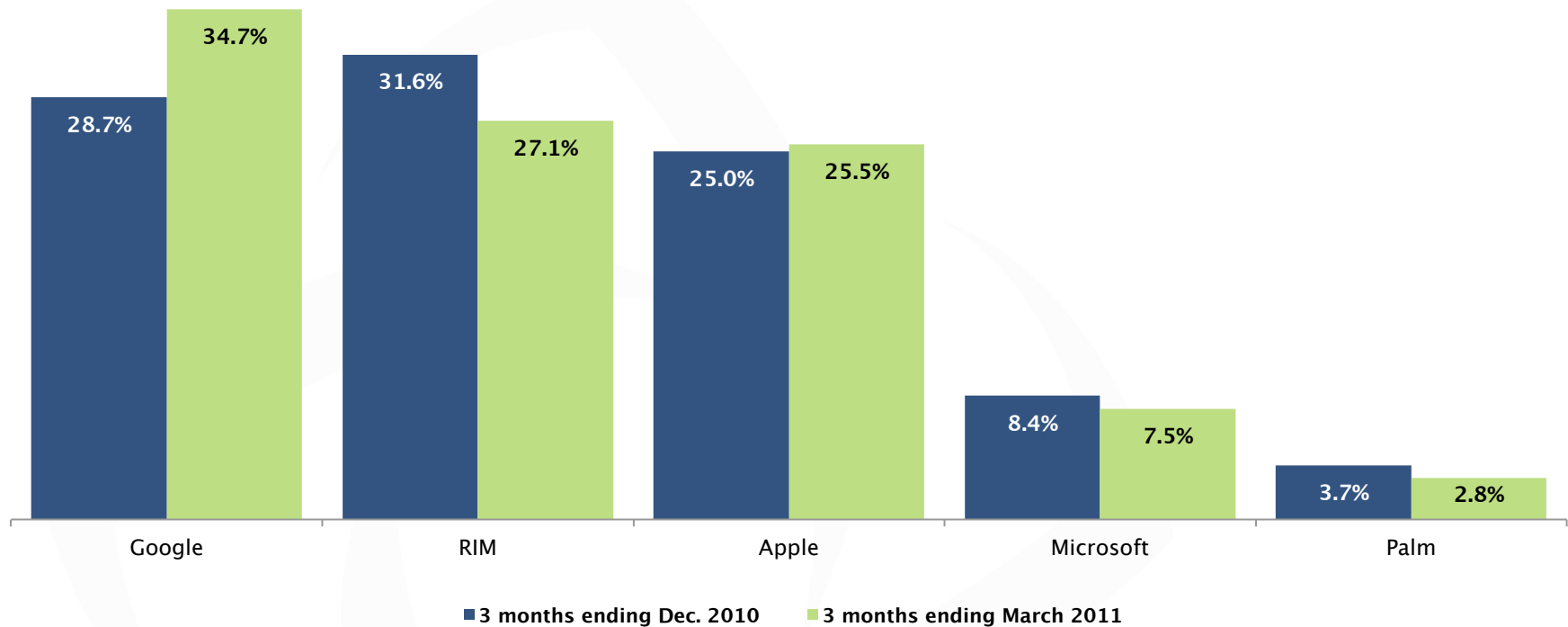
## Smart Facts

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?



**U.S. Smartphone Market, by Platform | Dec. 2010–March 2011, 3-month average share**  
Source: comScore

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

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

Apple has **500,000+** apps in its store...

Android has approximately **300,000+**

Blackberry – less than **37,000**

*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

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

(Source: eMarketer)

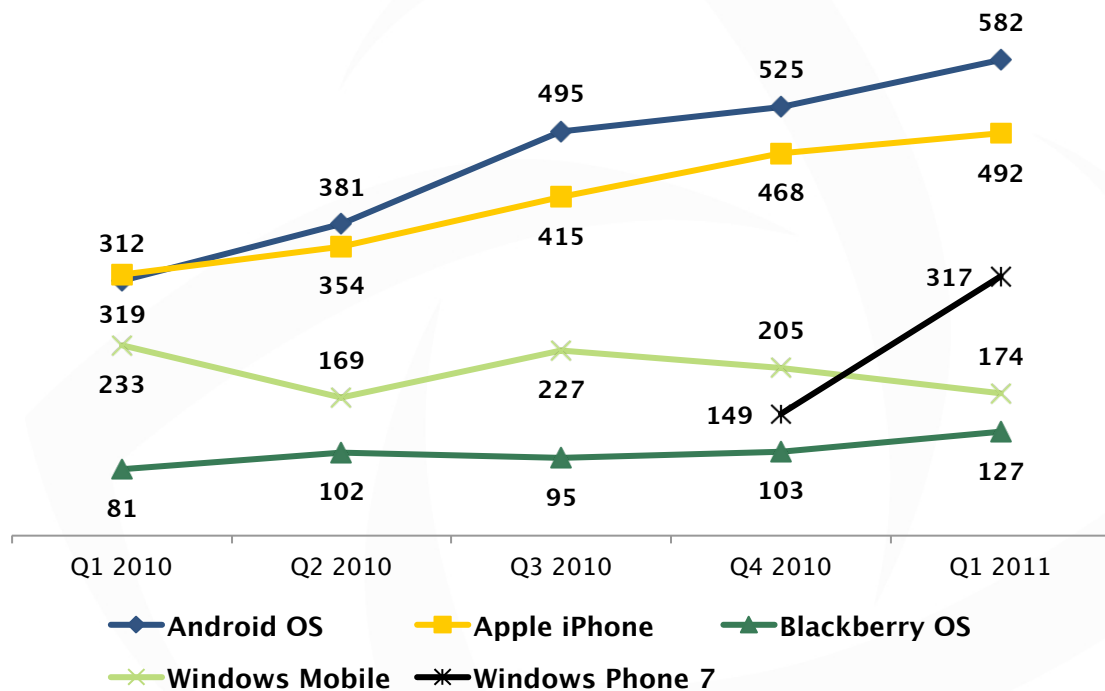
## Mobile

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



## “Data Tsunami” – 89% Growth Y-o-Y

**Data Usage in MB by Mobile Operating System**  
Q1 2010–Q1 2011, Average MB per user  
Source: The Nielsen Company



It is a mobile “data tsunami” [according to](#) Nielsen, with app-friendly OS phones at the epicenter. Consumers with iPhones and Android smartphones consume the most data: 582 MBs per month for the average Android owner and 492 MBs for the average iPhone user.

Overall, in the last 12 months, the amount of data the average smartphone user consumes per month has [grown by 89%](#), from 230 MB in Q1 2010 to 435 MB in Q1 2011.

(Source: HubSpot Marketing Charts)

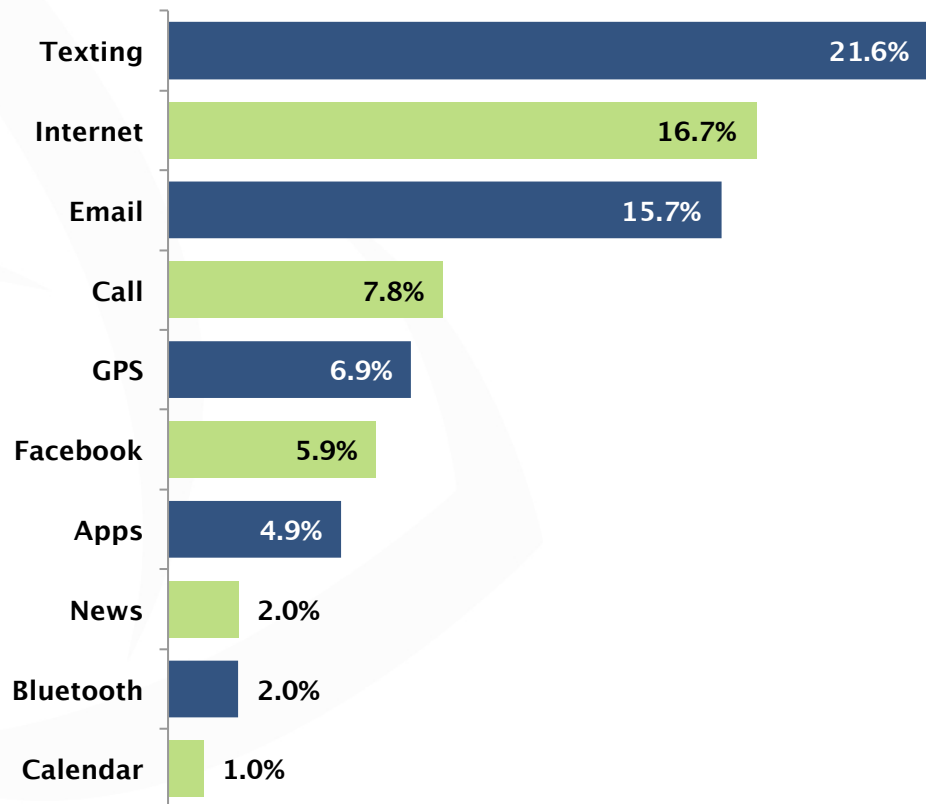
## Ranked 4th: Making Phone Calls

**Top 10 Essential Smartphone Functions** | May 2011, % of respondents

Source: Prosper Mobile Insights

Prosper Mobile Insights asked smartphone users what smartphone function they cannot live without, and one in five (22%) said texting, followed by internet (17%) and texting (16%).

Interestingly, showing just how diverse a device the smartphone has become, only 8% of users cited making phone calls as an indispensable feature of a smartphone – but it still was ranked fourth overall.



(Source: HubSpot Marketing Charts)

## Over the Top Solutions



ROKU



APPLE TV

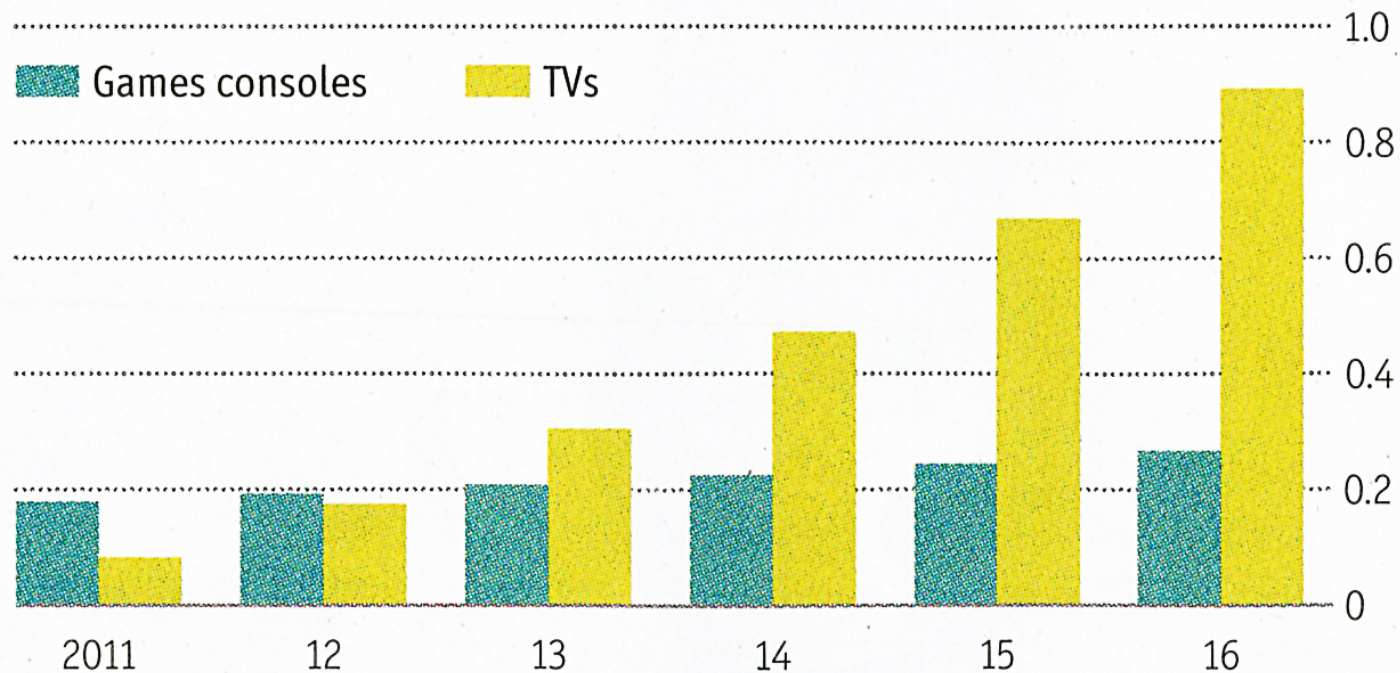


BOXEE

## Web Enabled TV



## Internet-connected TV's & Game Consoles Global Forecast, (bn)



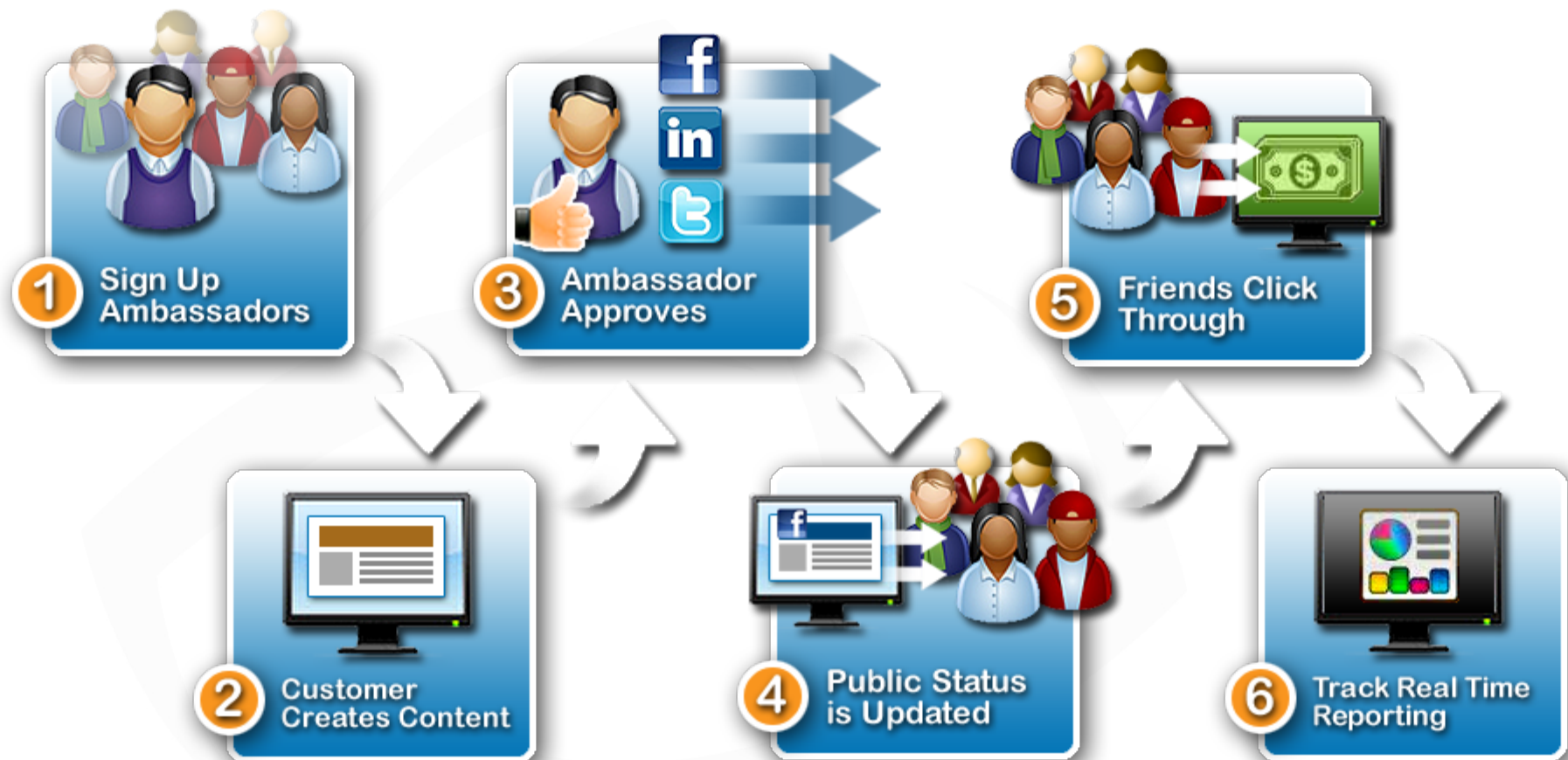
Source: Informa Telecoms & Media

*The Economist, Special Report Personal Technology. Beyond the PC, October 8<sup>th</sup> 2011*





## How Does It Work?



# Bublaa





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

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

**Fred Roecker**

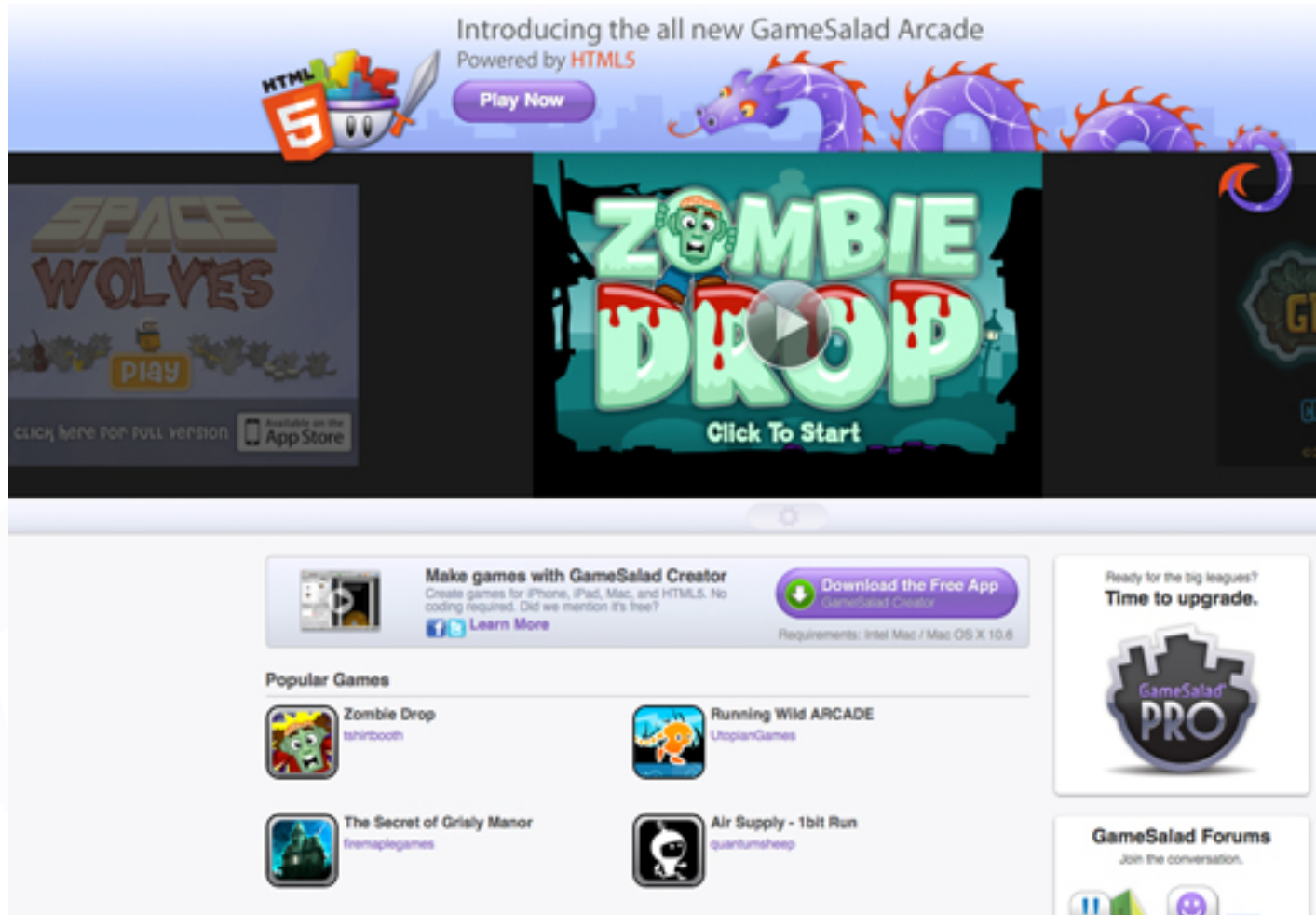
Teaching and Learning Librarian  
The Ohio State University Libraries

**Tingting LU**

Multimedia and Assessment Specialist  
The Ohio State University Libraries



# GameSalad.com



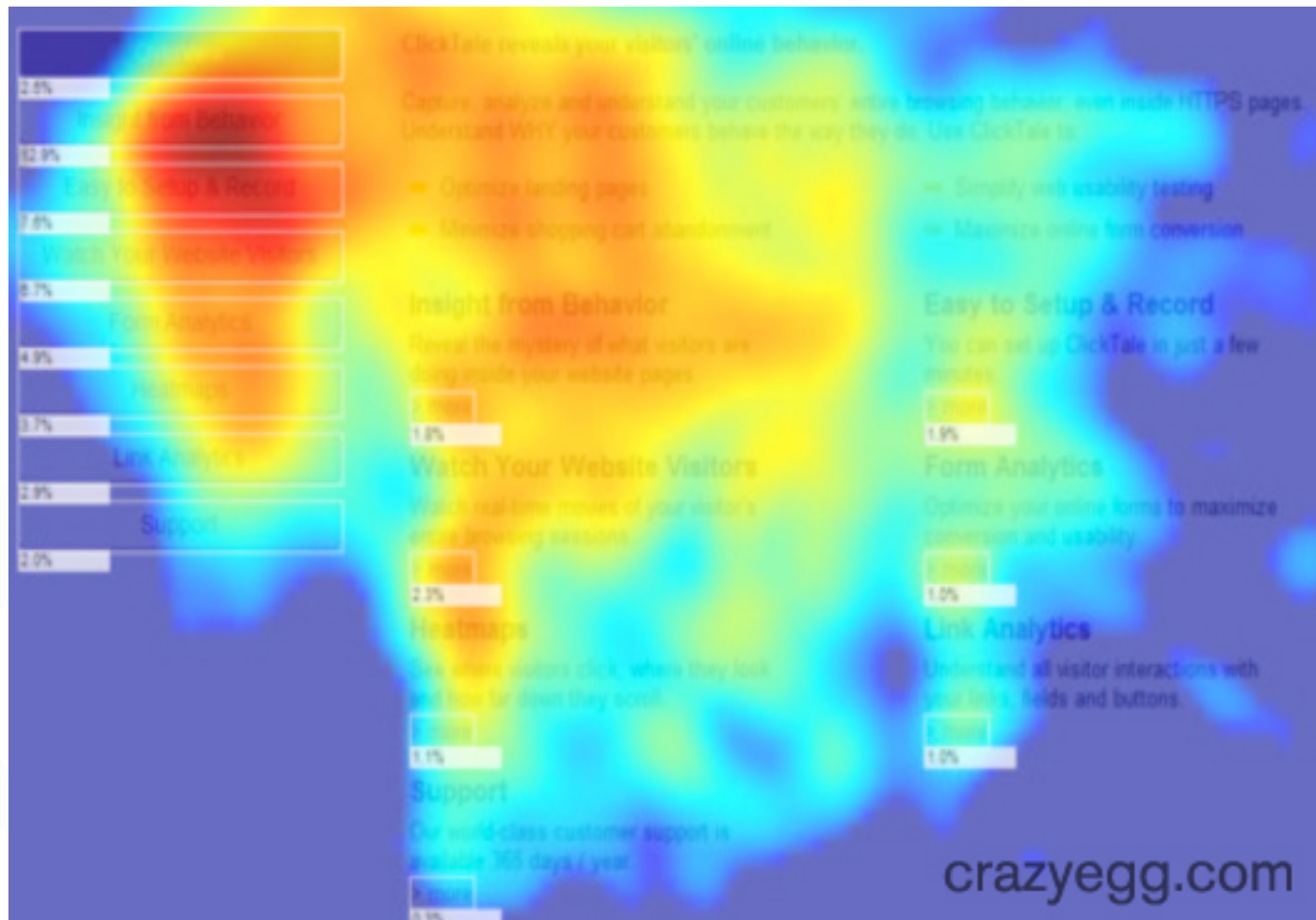
## Eye Tracking Study Reveals 12 Website Tactics

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

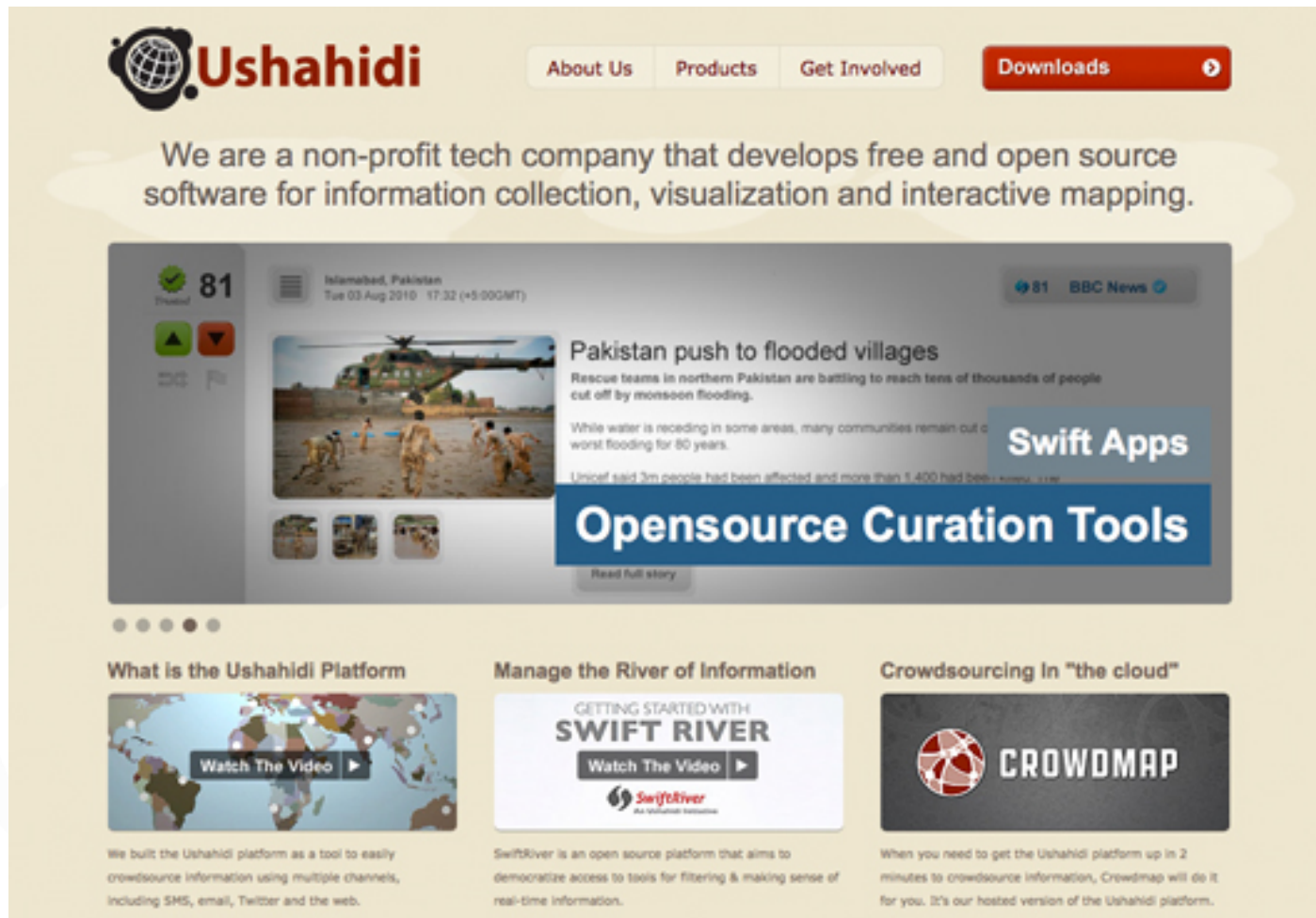
## Eye Tracking Study Reveals 12 Website Tactics

- 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

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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**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](#)

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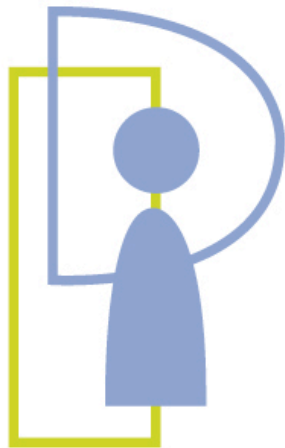
X-Men Director, Stan Lee, And Other Notables Use Crowdsourcing Startup To Mine For Talent

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

 readmashcrunch



**PewInternet.org**



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

## Buzz Touch



## Class of '11 is watching less TV

According to a report from Nielsen, contemporary 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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