

► **Publicidade Móvel:
A Geotecnologia
Potencializando as
Ações de
Marketing**
14/6/2011

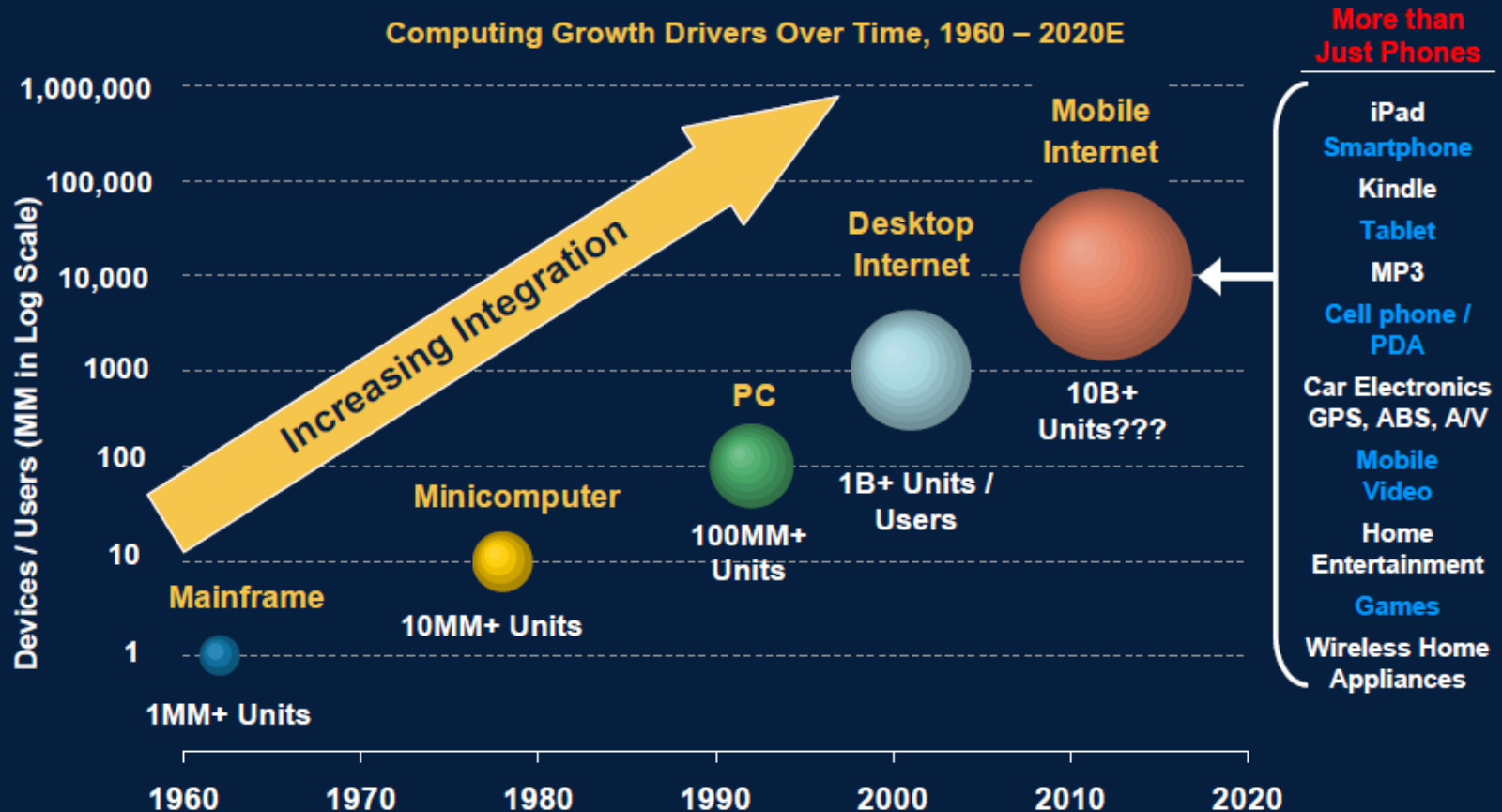




*Alguém tem dúvida
que a internet
mobile está
explodindo?*

New Computing Cycles – 10x More Devices

New = Reduce Usage Friction Via Better Processing Power + Improved User Interface + Smaller Form Factor + Lower Prices + Expanded Services

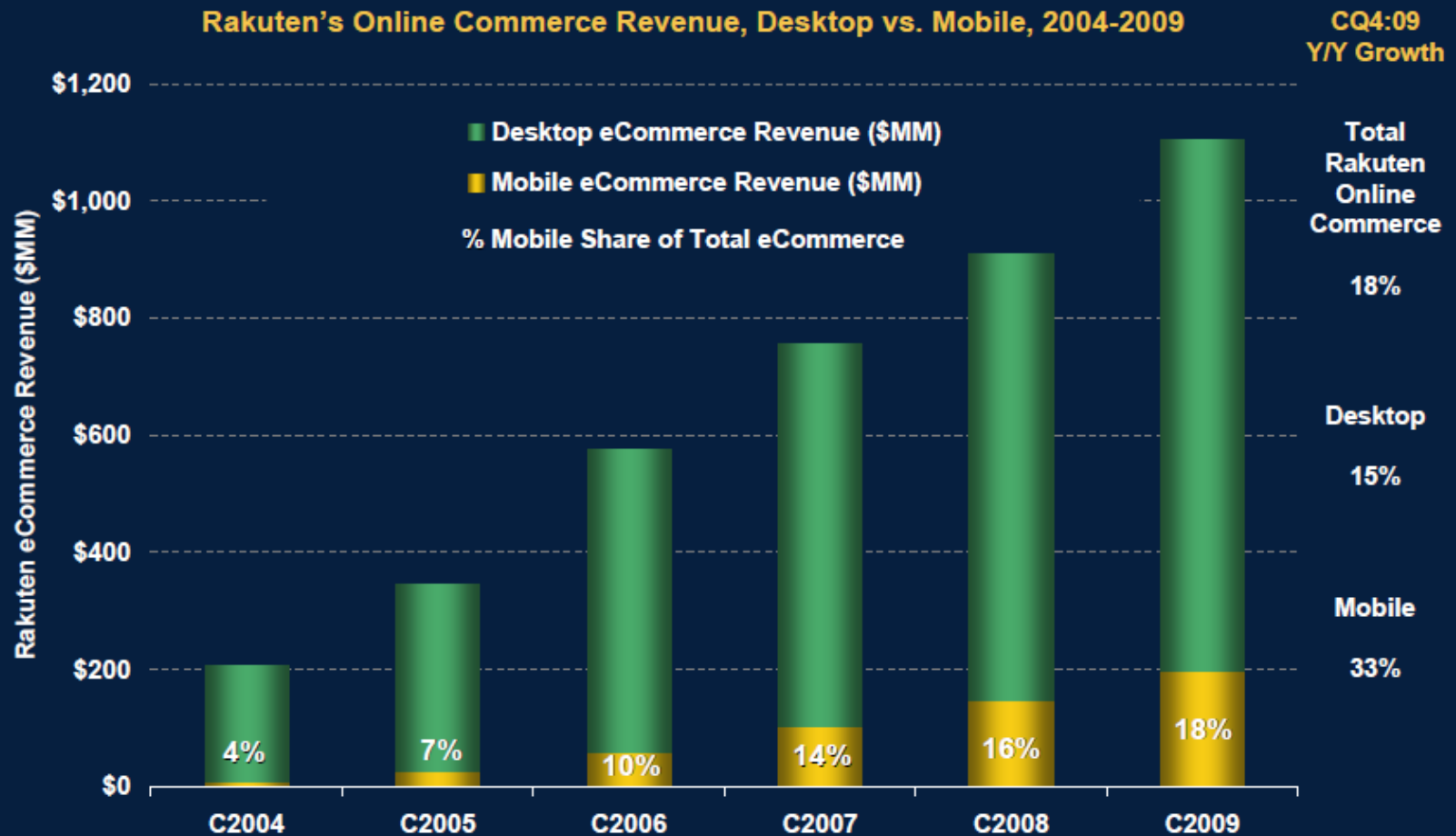


Morgan Stanley

Note: PC installed base reached 100MM in 1993, cellphone / Internet users reached 1B in 2002 / 2005 respectively;
Source: ITU, Mark Lipacis, Morgan Stanley Research.

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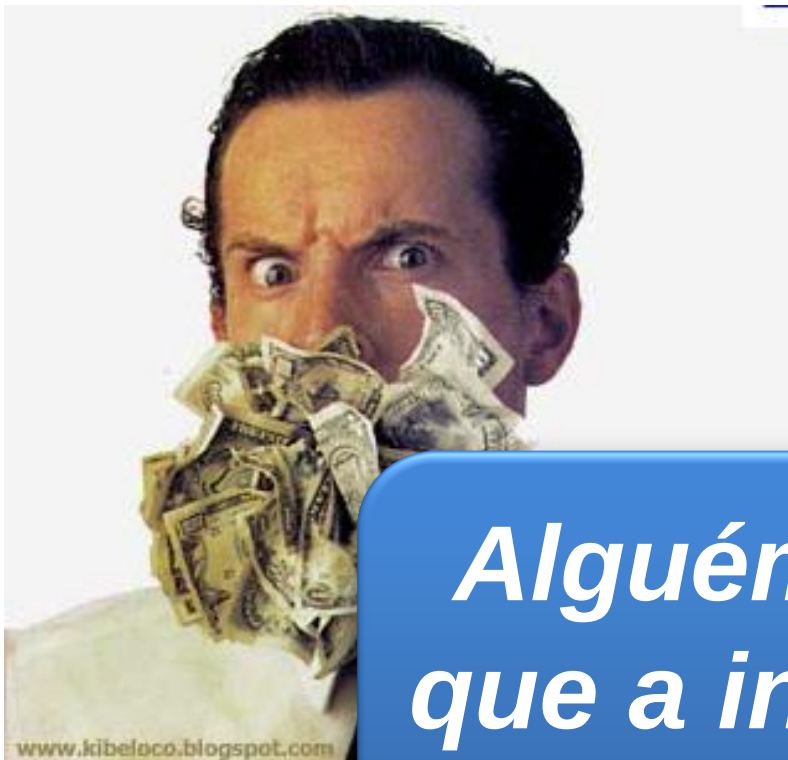
Japan Shows Potential for Mobile Commerce = 19% (and Rising) of Rakuten's CQ4:09 Online Commerce Revenue Derived from Mobile



Morgan Stanley

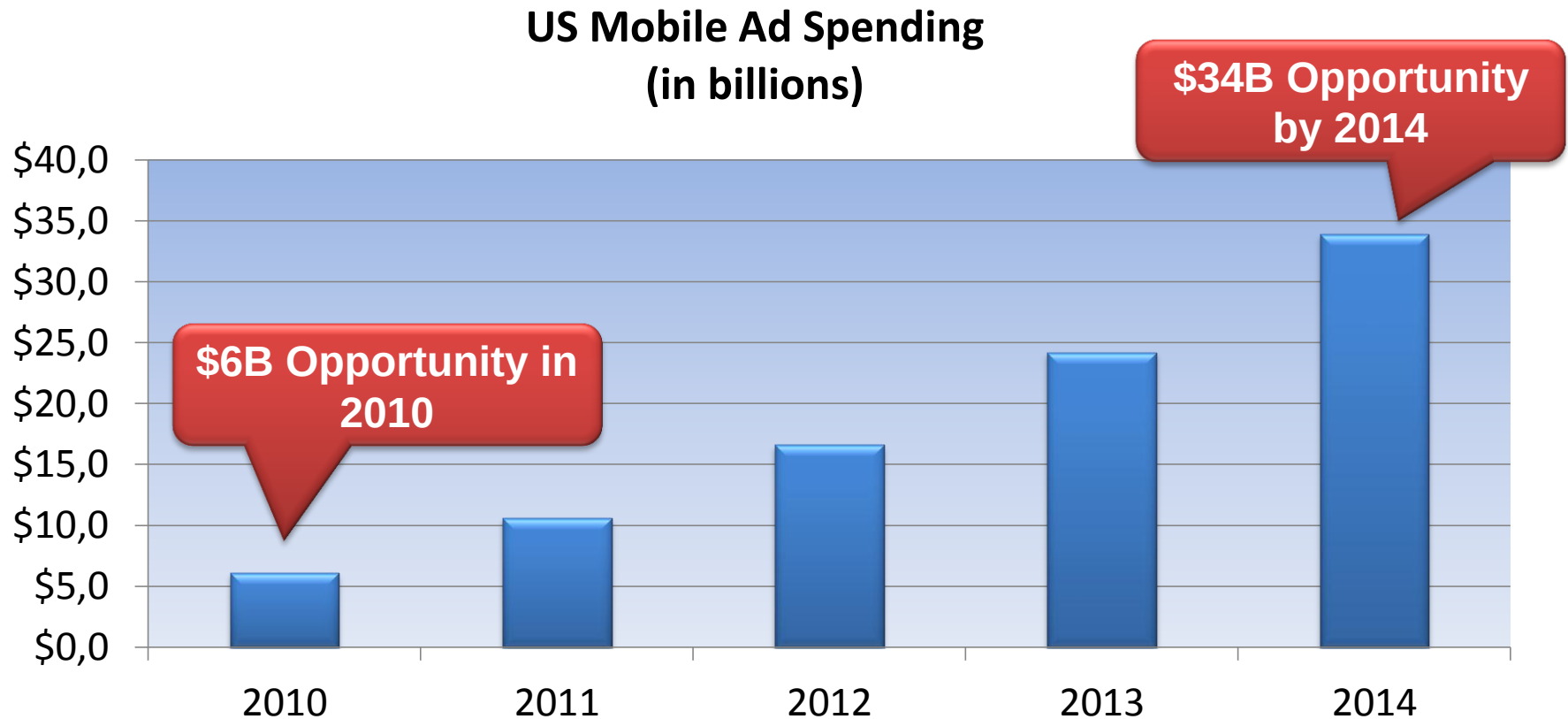
Note: Rakuten Ichiba is Japan's leading eCommerce company, eCommerce revenue excludes travel, includes books and auctions. Source: Company data, Nema Naoshi, Morgan Stanley Research.

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*Alguém tem dúvida
que a internet mobile
vai dar dinheiro?*

MOBILE ADVERTISING IS MASSIVE MARKET



Source: Borrell Associates
Include search/display/WAP/SMS

Quem faz o quê?

[Madvertise](#)
[Adfonic](#)
[Admoda/Adultmoda](#)
[Mojiva](#)
[AdMob](#)
[Hunt Mobile Ads](#)
[Millennial Media](#)
[Greystripe](#)
[Madhouse](#)
[Jumptap](#)
[Mobile Theory](#)
[YOC Group](#)
[Hands](#)
[NAVTEQ Media](#)
[Solutions](#)
[Microsoft Mobile](#)
[Advertising](#)
[Advertising.com/AOL](#)

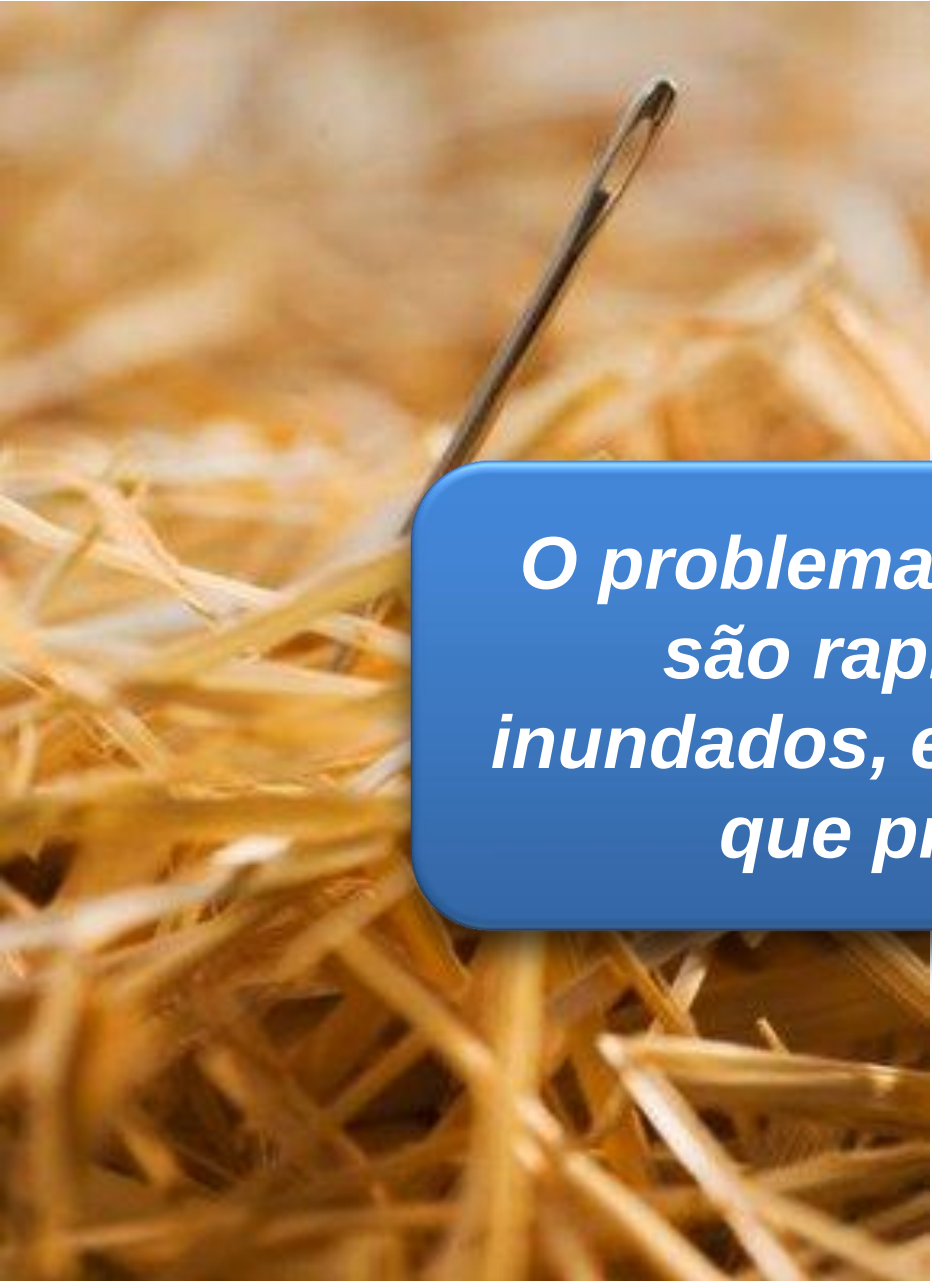


admob^{(((')))}



Ads Ads and
more Ads!

Add Networks



***O problema: os usuários
são rapidamente
inundados, e não acham o
que precisam***





O que traz a localização?



Mobile Advertising

Relevância, Graças à localização !

BI – Histórico de x,y

Relevancia

BI – Histórico de buscas

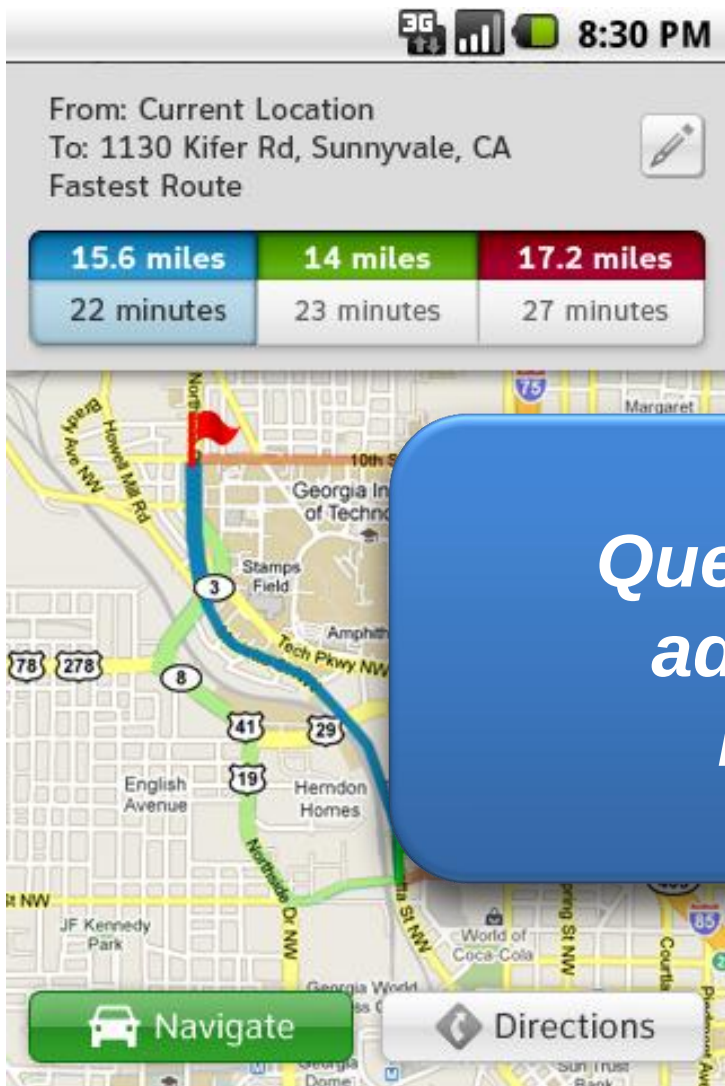
Mais Relevancia (eg. Amazon)

X, Y

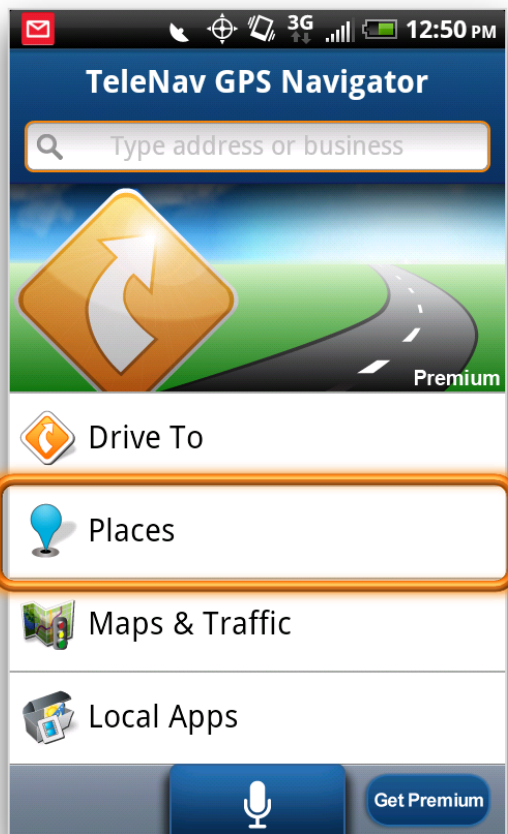
Fenômeno “long tail”

Onde o usuário está indo

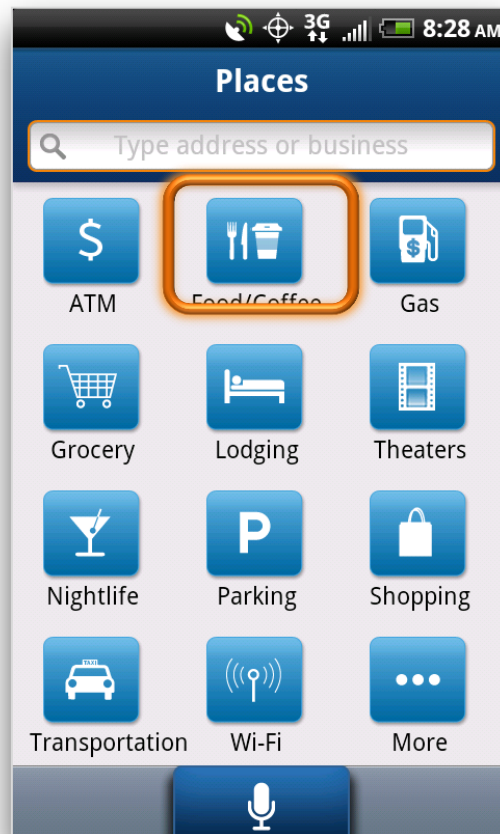
Mais relevância



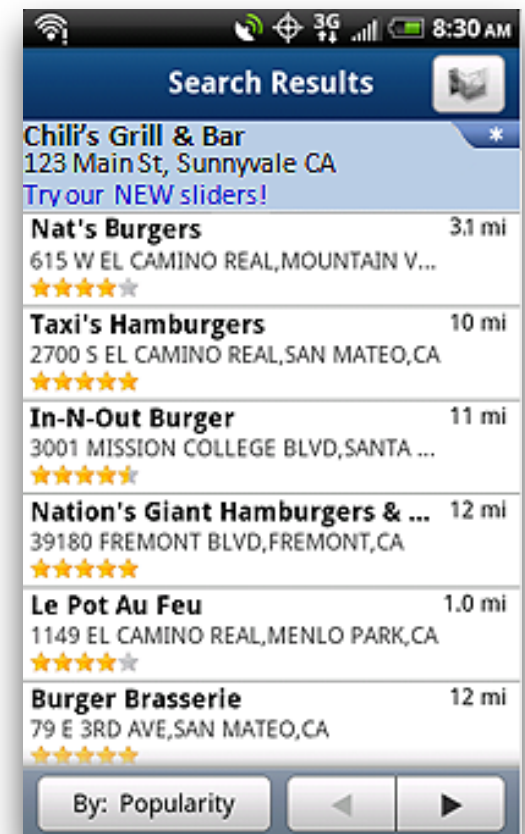
*Quem faz o quê em
advertising com
Navegação?*



84% of Users in the Car



Discovery and Trial

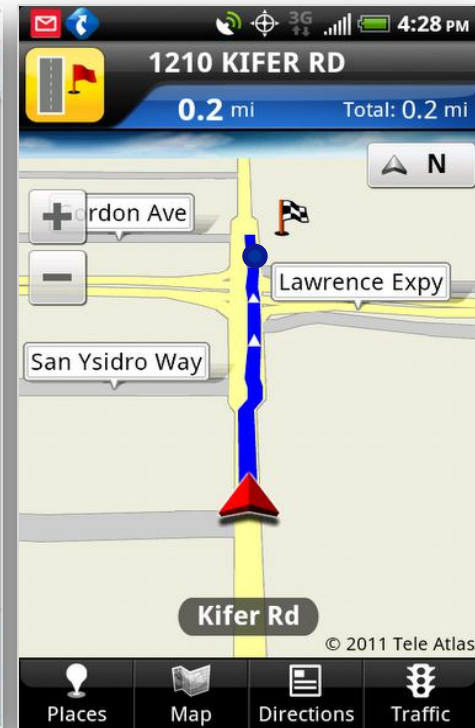
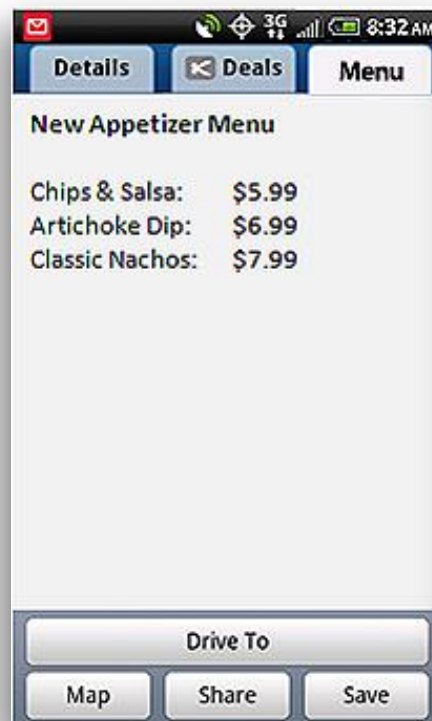
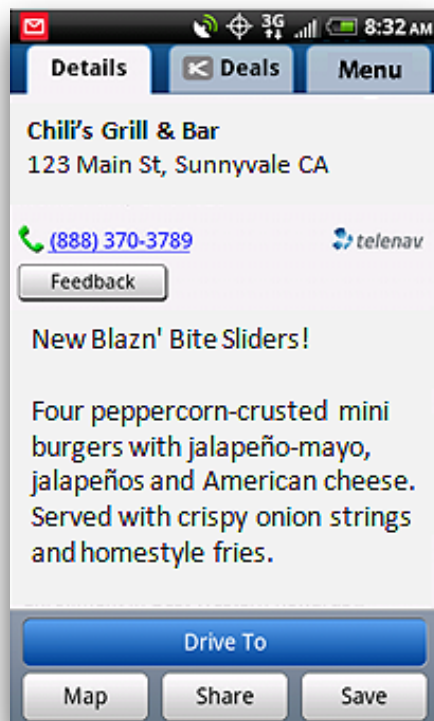


Mobile Optimized Content

**Example advertisers only*



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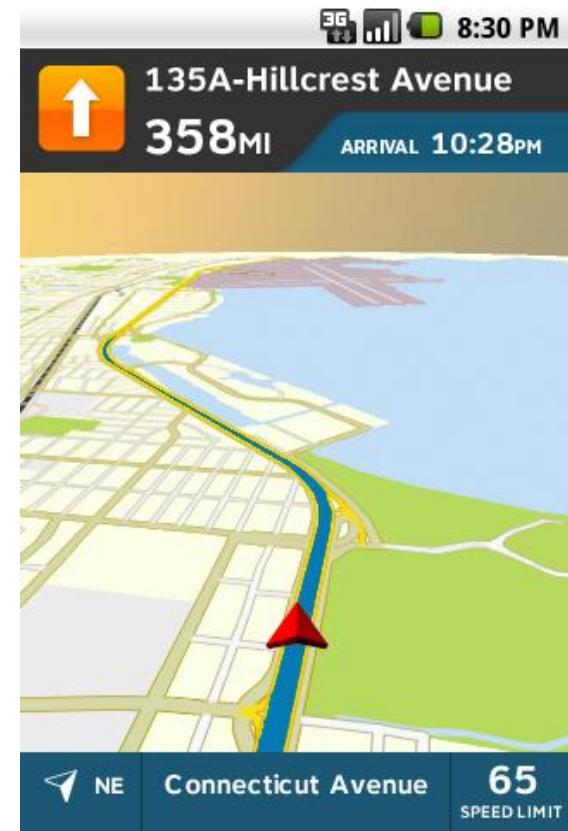


User Click Progression: Optimized for Content On-the-Go

**Example advertisers only*

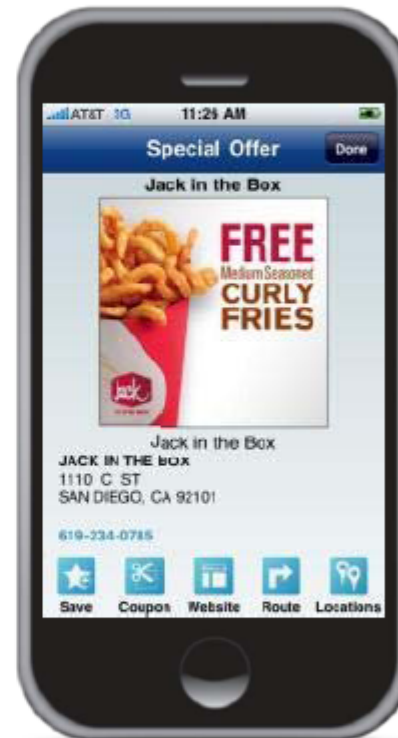


Virtual Billboard



LocationPoint Advertising – U.S. Trial

- 6 months trial with 14 advertisers



NAVTEQ

NAVTEQ LocationPoint™ AAA Discounts Example



Search Banner Ad

The advertiser's banner will appear on the top bar. To view a larger screen of the ad/coupon, the user clicks on the ad.



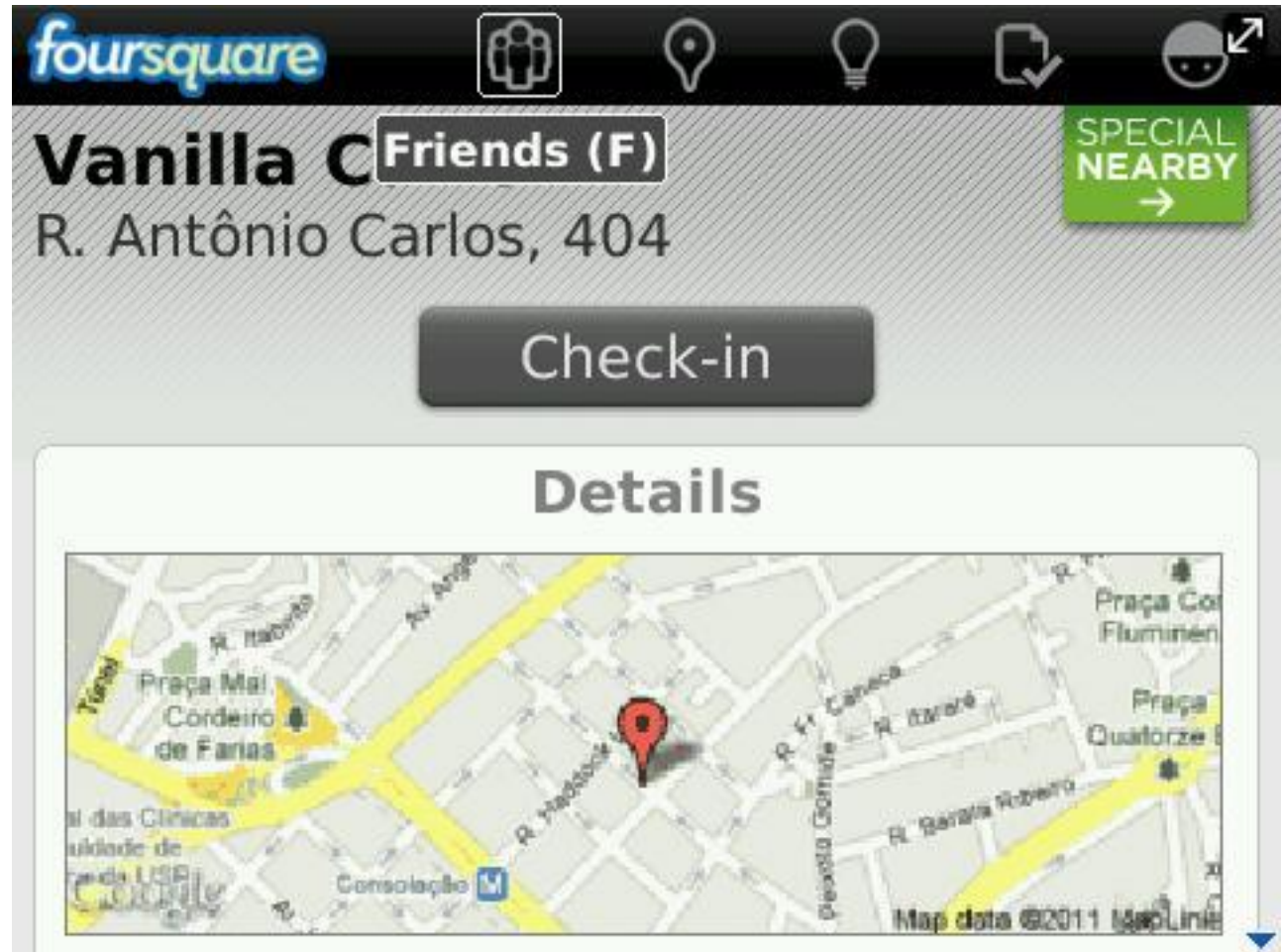
Landing Page

The user has the opportunity to view the coupon and choose to perform actions such as call, save for later, and view maps and directions to redeem at the nearest retail location.

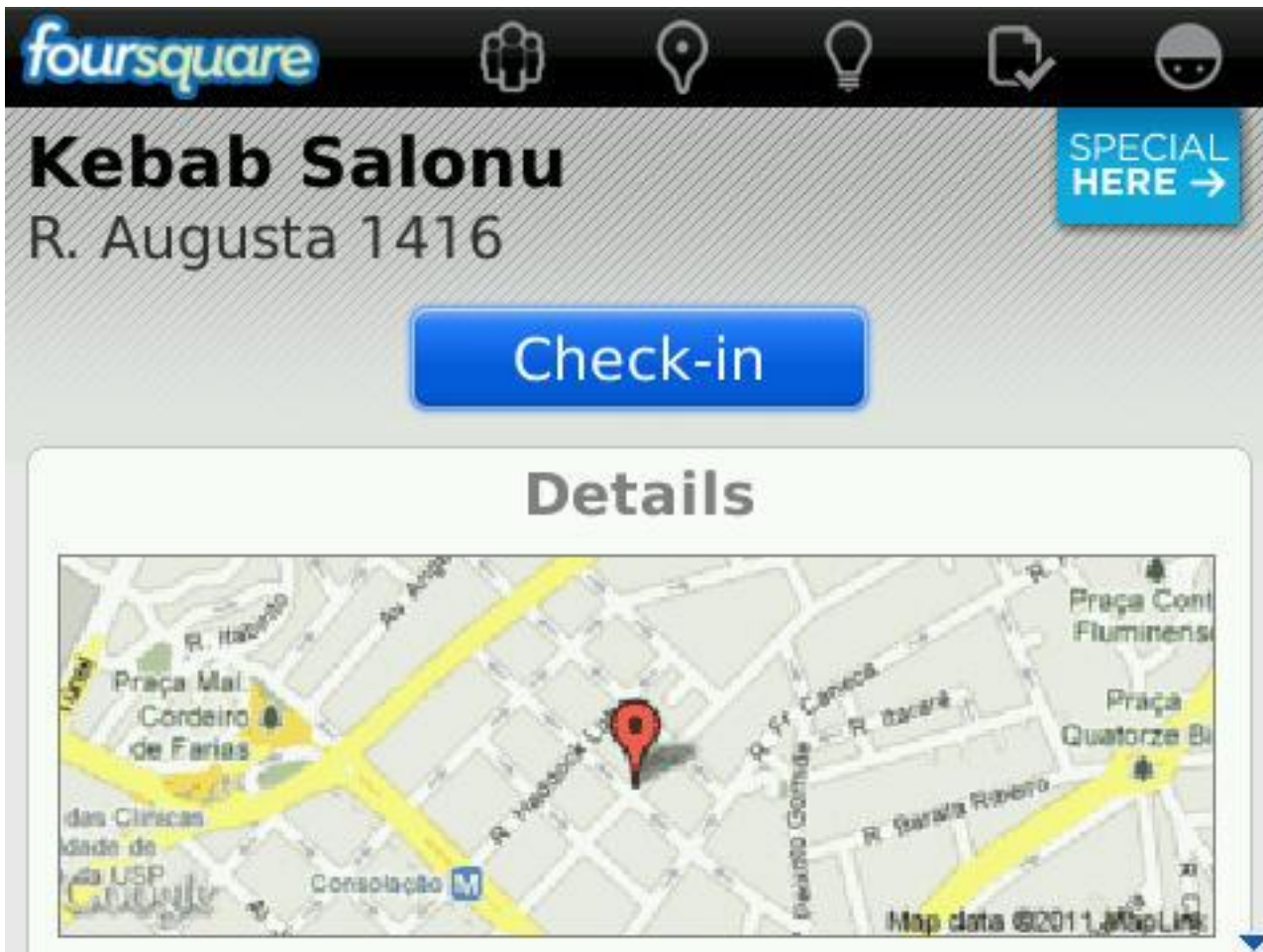


Directions Banner Ad

The advertiser's banner will appear on the top bar. To view a larger screen of the ad/coupon the user clicks on the ad.







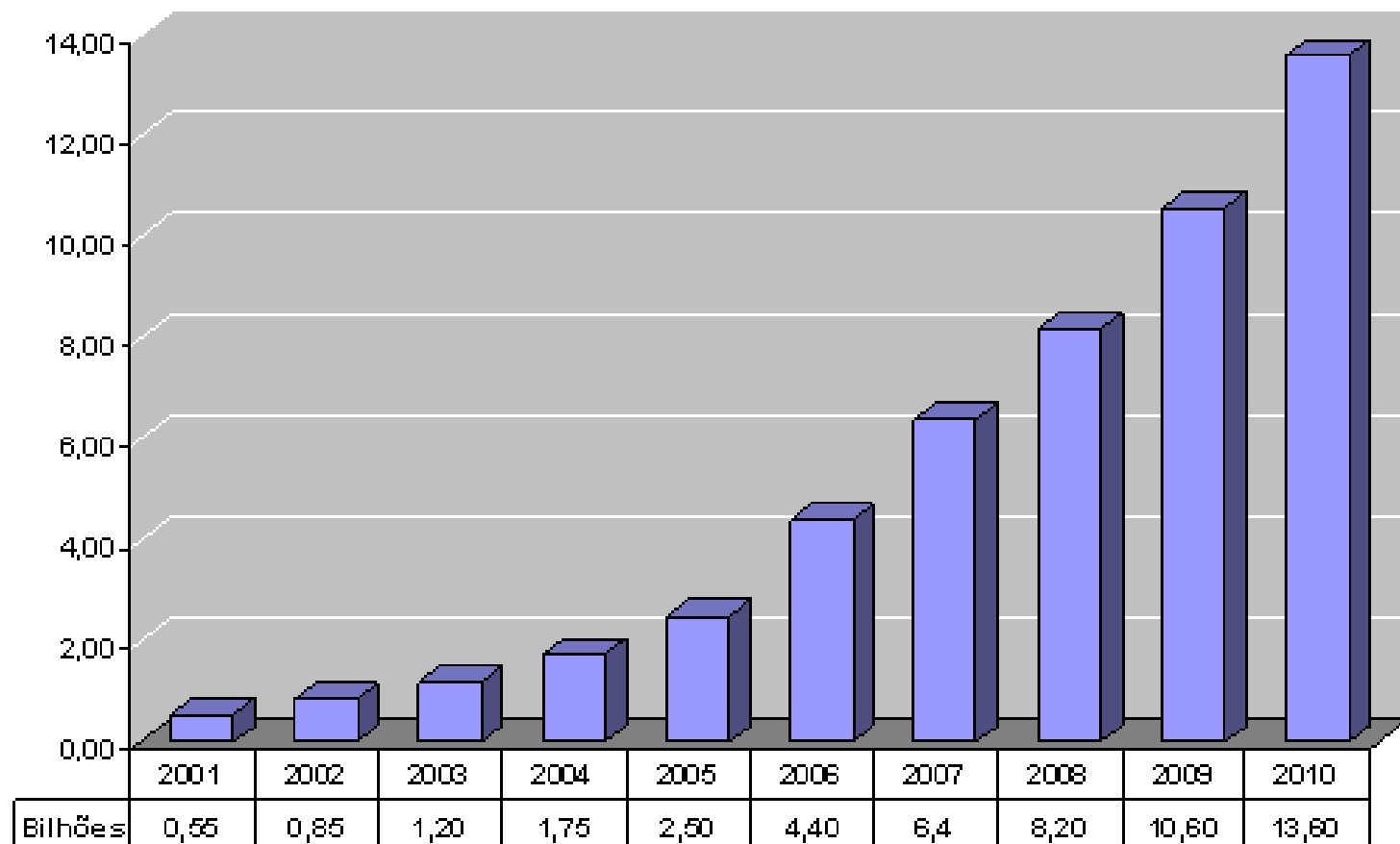






***Mas se Mobile Advertising
é interessante, mobile
commerce é mais
interessante ainda.***

eCommerce no Brasil - Faturamento Anual

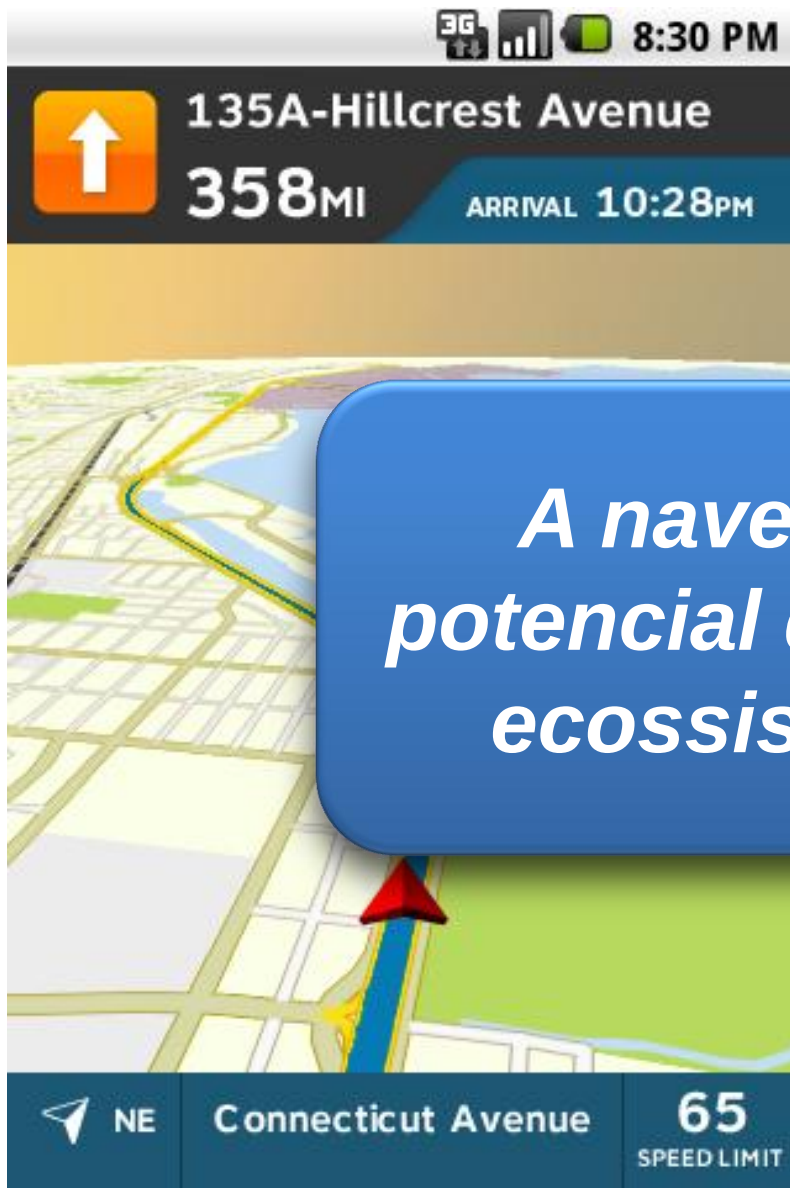


Fonte eBit - Compilação www.e-commerce.org.br. Não considera as vendas de automóveis, passagens aéreas e leilões on-line



**BlackBerry
App World™**



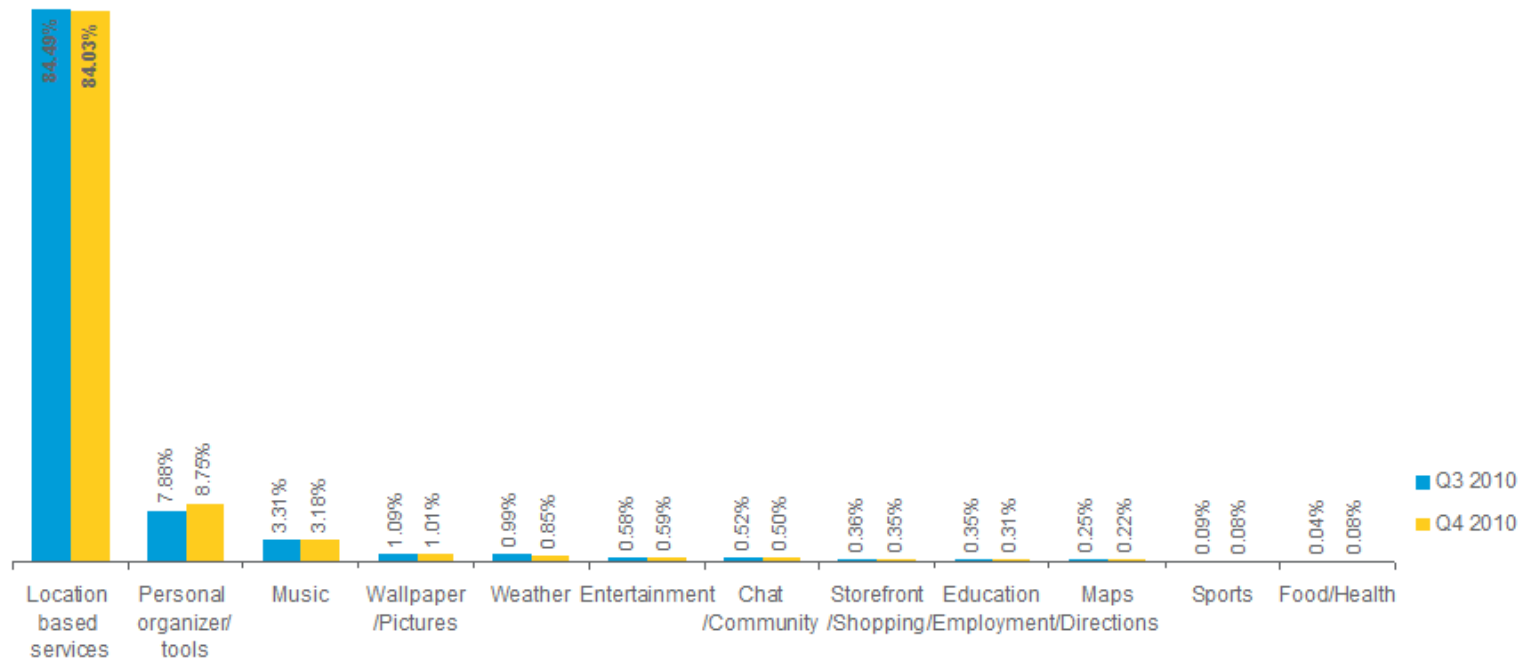


A navegação tem o potencial de se tornar um ecossistema em si ?

Mobile Application Revenue Share by Category

Industry Mix of Application Revenue by Category

Q3 2010, Q4 2010



Q3 2010 (n=9,412), Q4 2010 (n=9,011)

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nielsen

Source: Mobile Media Measurement –
Applications Report

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[App Store](#)
[Podcasts](#)
[iTunes U](#)
[Sign In](#)

Top Grossing Apps

Sort By: **Bestsellers**

1.  TomTom Brasil Navigation Updated 04/26/2011 \$49.99 BUY	2.  Sygic Aura Drive Brasil ... Navigation Updated 02/08/2011 \$12.99 BUY	3.  WhatsApp Messenger Social Networking Updated 04/21/2011 \$0.99 BUY	4.  HP 12C Financial Calculator Finance Released 06/24/2009 \$14.99 BUY
5.  Aurélio - Dicionário da L... Utilities Updated 01/31/2011 \$29.99 BUY	6.  Minhas despesas Finance Updated 04/29/2011 \$1.99 BUY	7.  Brasil - iGO primo app Navigation Updated 04/22/2011 \$44.99 BUY	8.  Documents To Go® Premium... Business Updated 03/07/2011 \$16.99 BUY
9.  Documents To Go® - Of... Productivity Updated 03/08/2011 \$9.99 BUY	10.  Hipstamatic Photography Updated 05/14/2011 \$1.99 BUY	11.  TomTom Western Europe Navigation Updated 04/26/2011 \$89.99 BUY	12.  Monster Rush Entertainment Released 05/04/2011 Game Center \$0.99 BUY
13.  Magic Piano Music Updated 05/09/2011 FREE	14.  Guia dos Remédios Medical Updated 03/30/2011 \$4.99 BUY	15.  Shazam Music Updated 03/22/2011 FREE	16.  VEJA Comer & Beber - 2011 Travel Updated 02/28/2011 \$2.99 BUY
17.  TomTom EUA & Canadá Navigation Updated 04/26/2011 \$59.99 BUY	18.  Grindr Xtra Social Networking Updated 03/08/2011 \$2.99 BUY	19.  iRadar Brasil Navigation Updated 05/12/2011 \$1.99 BUY	20.  Meet New People - Chat, Da... Social Networking Updated 03/07/2011 FREE
21.  Pinguim Fugitivo Entertainment Released 11/23/2010 \$0.99 BUY	22.  Vade Mecum Direito Brasil Reference Updated 05/04/2011 \$9.99 BUY	23.  Shazam Encore Music Updated 03/22/2011 \$5.99 BUY	24.  Jogo do Helicóptero Sports Released 05/06/2011 Game Center \$0.99 BUY

O que é mais essencial no seu celular, por ordem de prioridade? (2015)

Fonte: Instituto ADTUCL*
www.naoexiste.com.br

1	Ligar
2	Pagar
3	Comunicar (e-mail – outros)
4	Localizar e encontrar caminhos
5	Entreter-se (Musica – Video)
6	Fotografar



Obrigado.

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