

Monetization trends for the future of new media!!

Dennis G. Adamovich

CEO ABRI LLC

Business Development Consultant Yahoo! EMEA,
Russia and CIS

YAHOO!

MEDIA2ARTS



Disruption=Opportunity for New Media Marketing

1970's Fax Kills the Telex..!

1980's "...Video Killed the Radio...."

1990's The internet killed the music industry..!!!

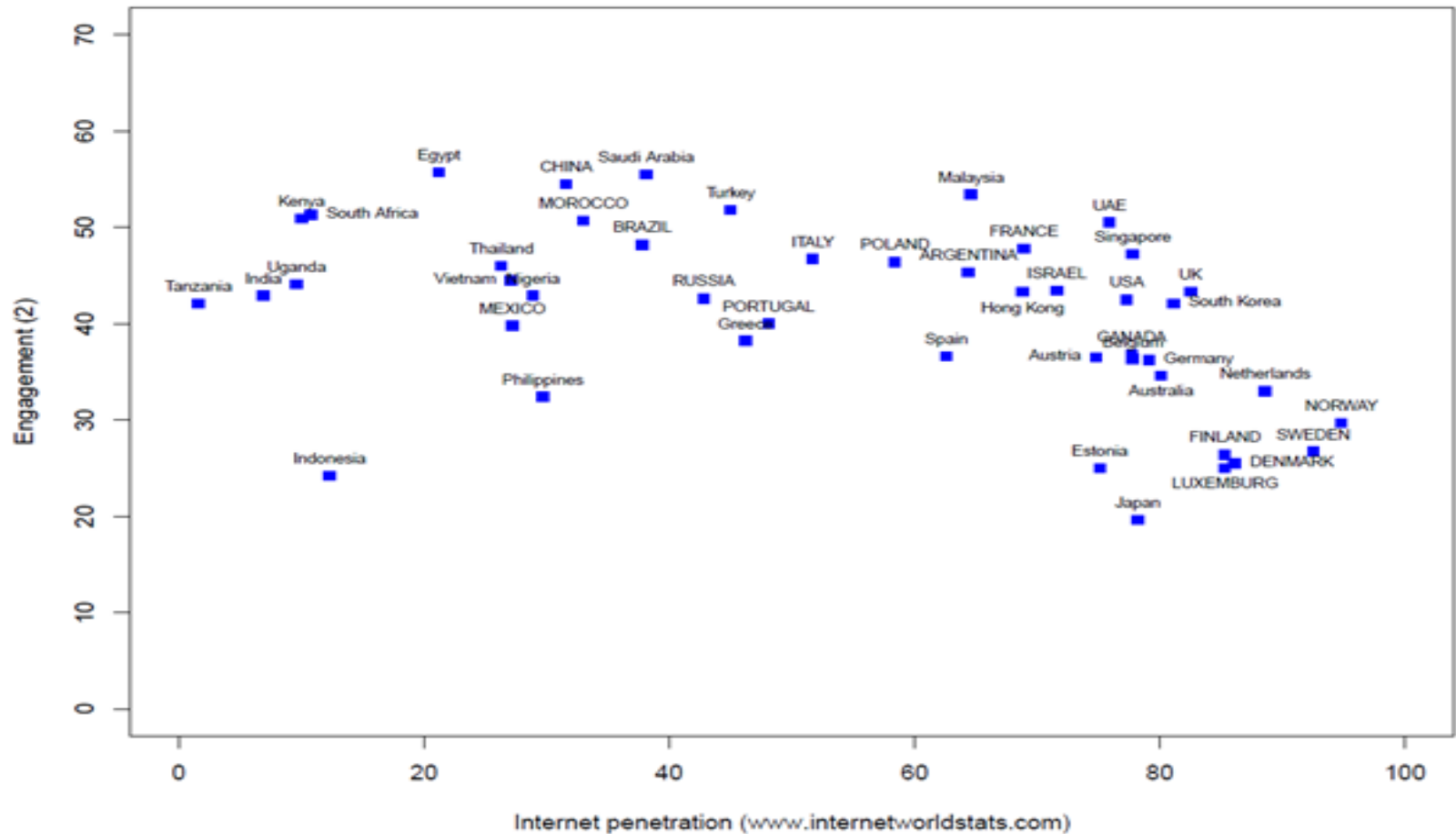
2000's The internet killed Print....!!!

2010's Internet Smartphone's and Tablets killed Mobile phones..!!!

2020's Networked Embedded Natural Language Smart Micro-devices with petaflops of capacity killed tablets and smartphones, the internet, mobile TV and Radio!!!!

2030'sArtificial Intelligence and Robotics then makes almost anything possible..

Internet Penetration & Engagement Continues to Grow



Source: TNS Digital Life Panel 48,804 #

Different Types of NEW Media Advertising

- **Bought Media**



- Branding display
- Lead Generation
- SEO, SEM, CPC, CPM

- **Owned Media**



- Brand content
- Web Site
- Gaming

- **Earned Media**



- Public Relations
- Advertorial
- Investor Relations

- **Shared Media**



- Social media
- Social Media Marketing
- Viral

SEM/SEO Flat-Lining 2009 vs 2012

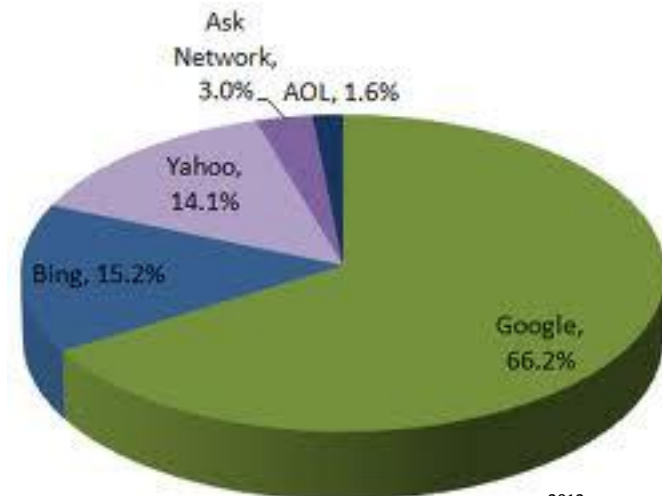
No Growth=Stagnation

- Context Advertising is peaking, in terms of effectiveness and growth, players have changed and market now swallowed by Incumbent player.. Google...! No change in market share since 2009...!
- "One of the big mysteries in [Google's last earnings call](#) was why cost-per-click -- the price advertisers pay whenever a user clicks on a [Google](#) ad -- was down 12% from the previous year. This is the [second quarter in a row](#) where this has happened." Business Insider april 12, 2012

Top 10 Search Providers for October 2009, Ranked by Searches (U.S.)

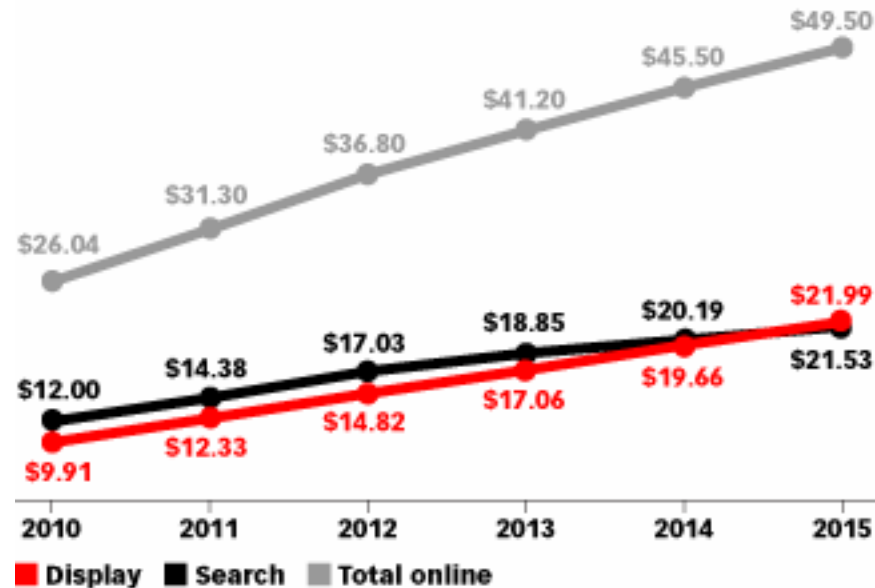
RANK	Provider	Searches (000)	Share of Searches
	Total	10,218,842	100.0%
1	Google Search	6,759,395	66.1%
2	Yahoo! Search	1,574,891	15.4%
3	MSN/Windows Live/Bing Search	986,747	9.7%
4	AOL Search	310,178	3.0%
5	Ask.com Search	176,744	1.7%
6	My Web Search	101,436	1.0%
7	Comcast Search	51,995	0.5%
8	NexTag Search	35,088	0.3%
9	BizRate Search	30,690	0.3%
10	Yellow Pages Search	30,422	0.3%

Source: The Nielsen Company



US Display Advertising Market To Surpass Search Ads by 2015

US Online Display* and Search Ad Spending, 2010-2015**
billions



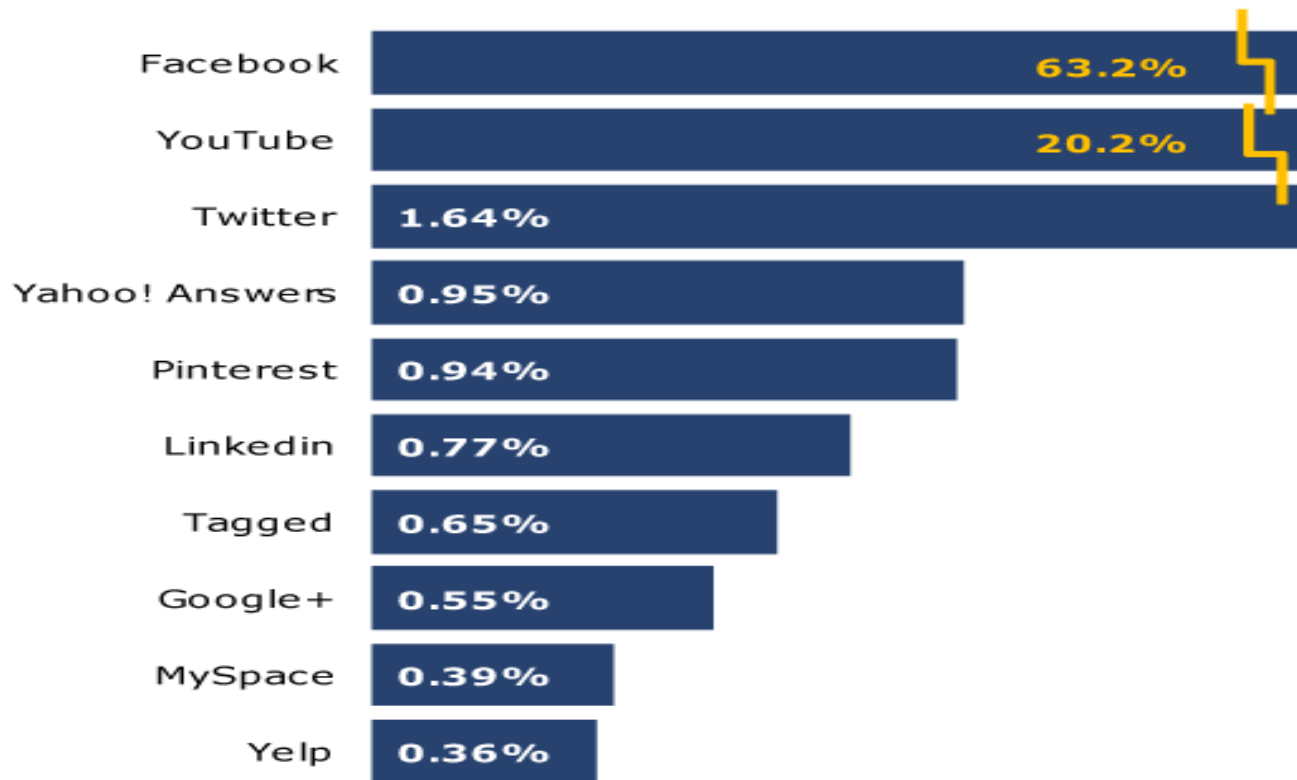
*Note: eMarketer benchmarks its US online ad spending projections against the IAB/PwC data, for which the last full year measured was 2010; *includes banner ads, rich media, sponsorships and video; **includes contextual text links, paid inclusion, paid listings (paid search) and SEO*
Source: eMarketer, June 2011

Social Media Platforms

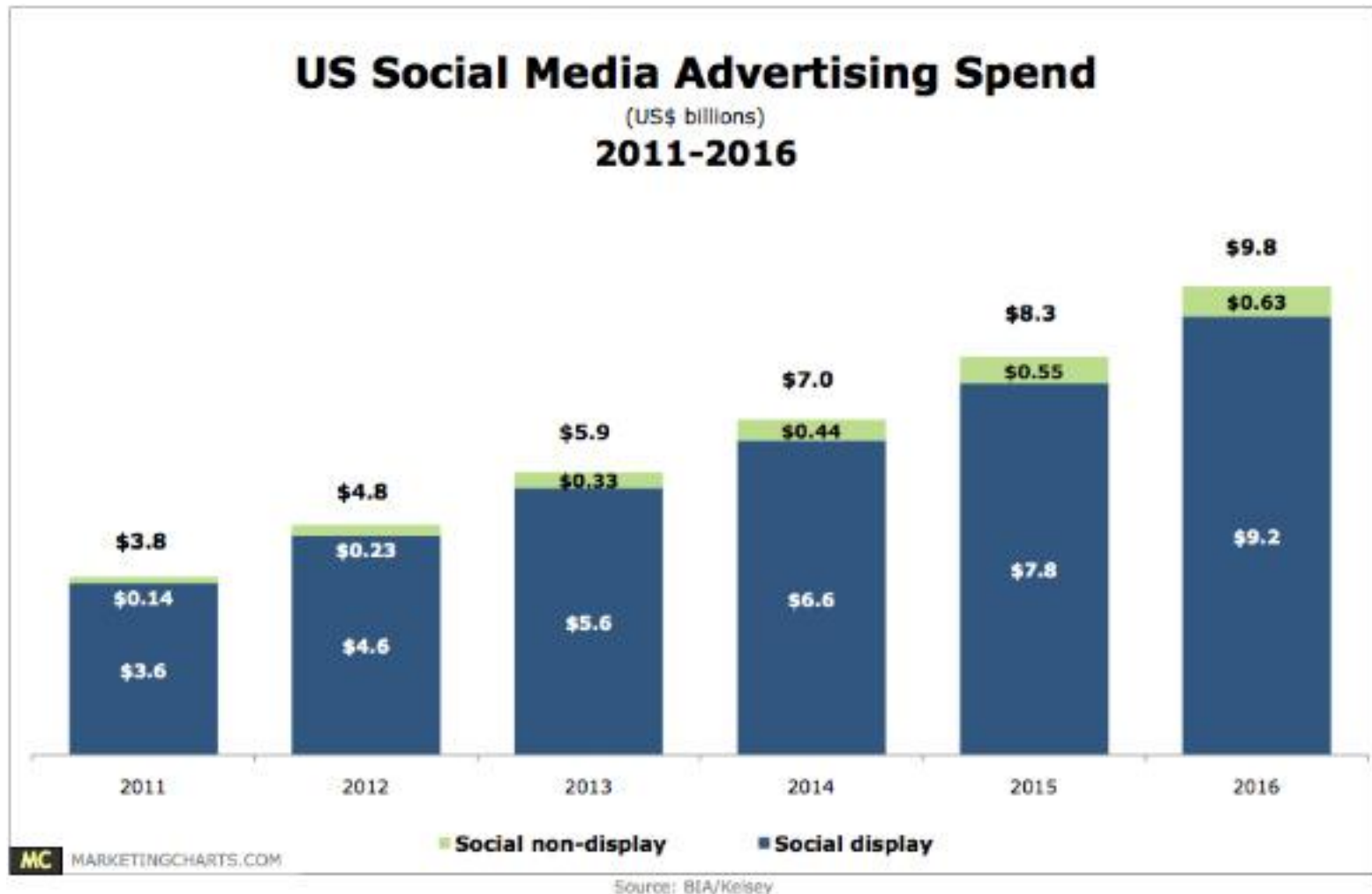
Top 10 Social-Networking Websites & Forums

by US Market Share of Visits (%)

March 2012



SMM represents only 10% of Digital Spending in the US



Summary and Forecast of New Media Advertising

US Online Ad Spending, by Format, 2010-2015

billions

	2010	2011	2012	2013	2014	2015
Search	\$12.00	\$14.38	\$17.03	\$18.85	\$20.19	\$21.53
Banner ads	\$6.23	\$7.61	\$8.94	\$9.93	\$10.97	\$11.73
Classifieds and directories	\$2.60	\$3.00	\$3.35	\$3.65	\$3.98	\$4.29
Video	\$1.42	\$2.16	\$3.09	\$4.20	\$5.64	\$7.11
Rich media	\$1.54	\$1.66	\$1.73	\$1.74	\$1.73	\$1.68
Lead generation	\$1.34	\$1.42	\$1.45	\$1.47	\$1.50	\$1.52
Sponsorships	\$0.72	\$0.91	\$1.05	\$1.18	\$1.32	\$1.47
Email	\$0.20	\$0.16	\$0.16	\$0.17	\$0.17	\$0.18
Total	\$26.04	\$31.30	\$36.80	\$41.20	\$45.50	\$49.50

Note: eMarketer benchmarks its US online ad spending projections against the IAB/PwC data, for which the last full year measured was 2010

Source: eMarketer, June 2011

Future Media Monetization

"The medium is the message" is a phrase coined by [Marshall McLuhan](#) meaning that the form of a [medium](#) embeds itself in the [message](#), creating a symbiotic relationship by which the medium influences how the message is perceived.

- 1) Multiplatform Display Ads running across all channels.
- 2) Integrated Digital Strategies – SoLoMo
- 3) Integrated Device Applications

Internet Content Accessed Across multiple devices



Mobile | 5.6 Billion + global users

Template Rich Media Ads

Y! Custom Rich Media Ads

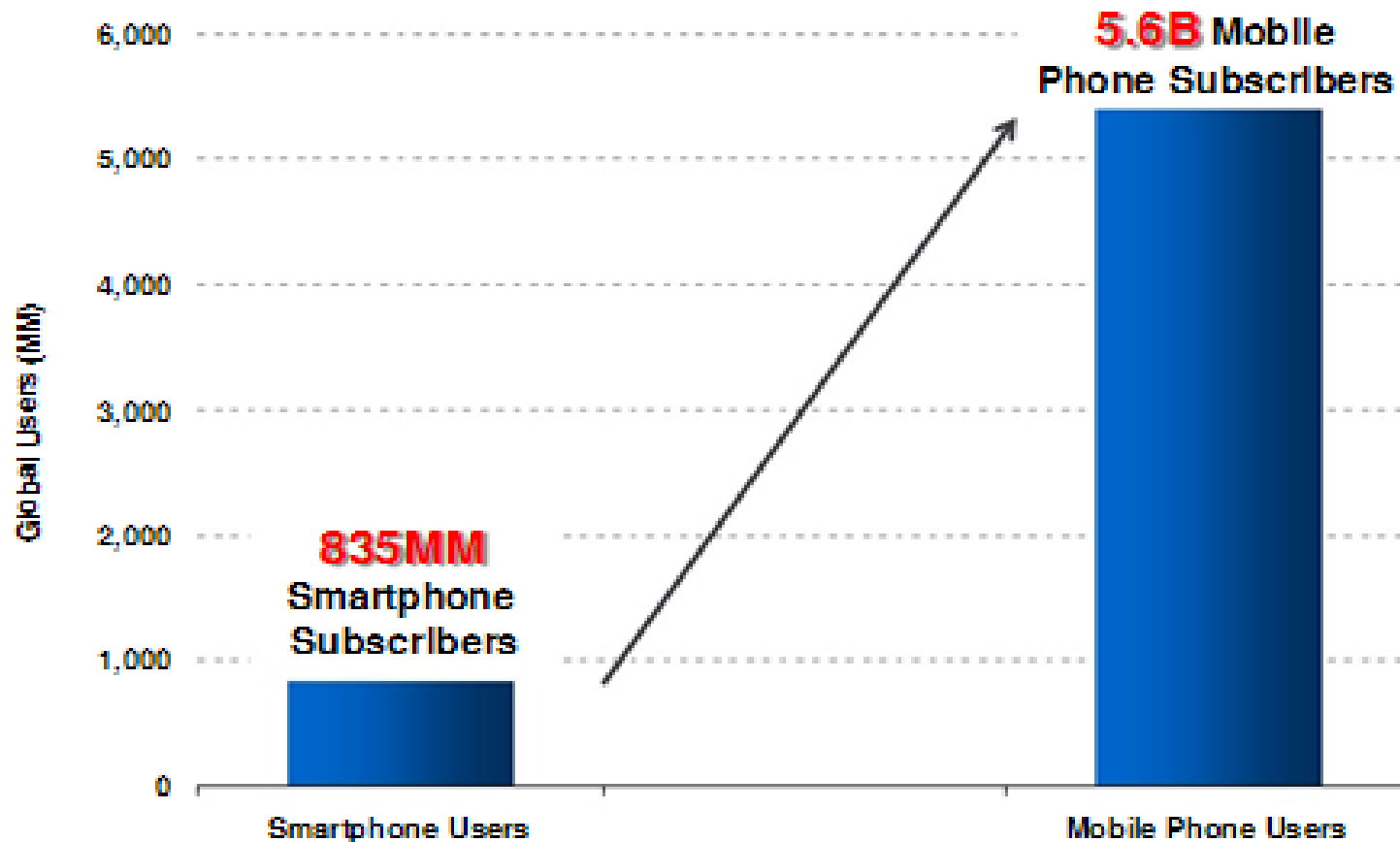
Location based advertising

Smart Ads for Mobile



Big Opportunity Still to Come for Mobile Internet

Global Smartphone vs. Mobile Phone Subscribers, 2011E



New Approaches Social, Mobile, Local



Companies that Offer True SoLoMo! Innovation for small and medium businesses

!

Utilizing the three

A snapshot of the ways a few companies are innovating:

	GOOGLE	FACEBOOK	GROUPON	FOURSQUARE	YELP	ZYNGA
MOBILE	The Android mobile operating system is rivaling Apple's iOS for smartphone dominance.	The mobile website was revamped in March and the company has more than 250 million active mobile users.	The new Groupon Now mobile app delivers deals to consumers based on their location.	Consumers "check in" to businesses on their phones.	The Yelp application allows "check-ins" to local businesses and integrates with Open Table for mobile restaurant reservations.	Acquired mobile game developer Newtoy Inc. last year for an undisclosed sum.
SOCIAL	Social Search organizes results by content that's important to an individual's social network, while Latitude allows users to share their location with friends.	More than 2.5 million websites are integrated with Facebook via plug-ins such as the "Like" button and the ability to register using a Facebook account.	Deals are activated only when a minimum number of people sign up, so consumers are encouraged to tell their friends about offers.	Users can share their location with friends, as well as recommendations for what to do or eat at certain places.	Active community members can join the "Elite Squad," which earns them a special badge on their profiles and invitations to special events.	Signed a five-year strategic agreement with Facebook that, among other initiatives, expanded the use of Facebook Credits in games.
LOCAL COMMERCE	Places helps local businesses establish a Web presence and Offers was recently launched in Portland.	Consumers can get local deals by "checking in" to a business via the Places feature.	Group-buying platforms provide an alternative to traditional forms of local advertising.	Businesses can use the platform to offer special perks to users and build loyalty programs.	The review site now offers city-specific and national deals.	Inked a deal with American Express allowing card members to use rewards points for virtual goods.

Yahoo!

Providing integrated SoLoMo on a global basis for Global clients.

**Example of Integrated Digital Campaign
for Destination Marketing in Collaboration
with Media Arts Group in Russia!**

-Discover Tatarstan-

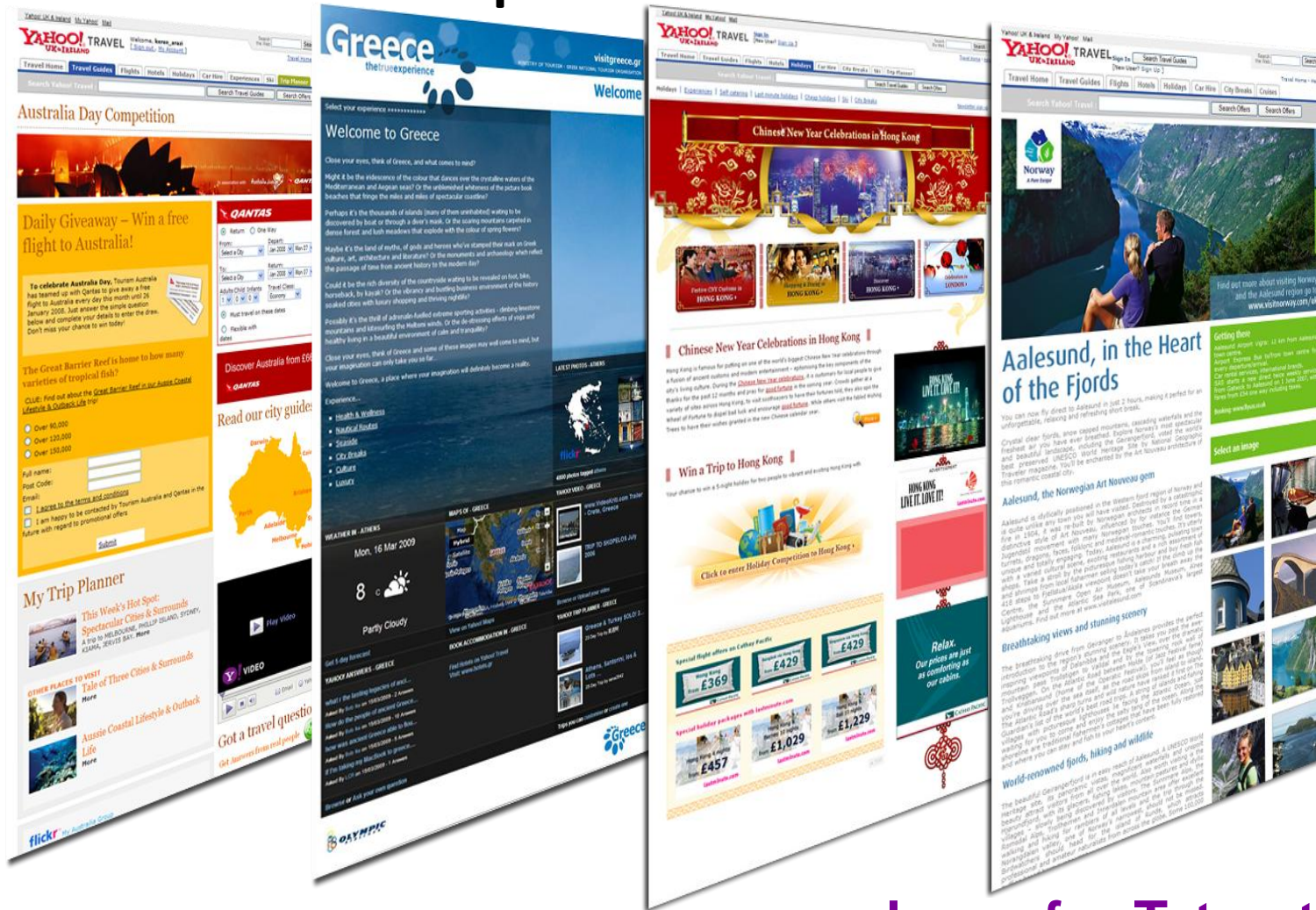
“Where are you going t(w)o?”
Journey to Discover Tatarstan

YAHOO!

The Big Idea

Creating a content hub, with innovation ideas, activation, user engagement and contextual information enabling internet users to know and integrate with all channels including Facebook, Twitter, Maps and Travel links to help the audience to Discover and come visit Tatarstan

Y! Done it | Content co-creation



and now for Tatarstan...

Welcome to Tatarstan!

Yahoo! My Yahoo! Mail More ▾

Make Y! My Home Page

Hi, Steve ▾ Sign Out Help

YAHOO! SPECIALS

Search

WEB SEARCH



Discover Tatarstan
WHERE EAST MEETS WEST

Discover

City of Kazan

Art & Culture

News & Business

Maps

People

Sport

Places of Interest



Discover Sport

Kazan is one of Tatarstan's great sporting cities, with a tradition of achievement in football, ice hockey, basketball and volleyball.

In the coming years, the city is set to host major international sporting events, ensuring the global spotlight will fall on Kazan and the Republic of Tatarstan.

In 2013, the XXVII World Student Games – [The Universiade 2013](#) – comes to Kazan.

Major investment in the city's sports infrastructure means the city boasts an array of impressive stadiums, swimming pools, and large sports complexes.

FC Rubin put Kazan on the football map when they marked their Champions League debut with victory over Barcelona in 2009. As a host city for [FIFA World Cup Russia™](#) in 2018, its footballing reputation is set to go worldwide.

As you would expect, the people of Kazan share the same passion for sports as they do for their local teams. Visitors to the city can take advantage of excellent facilities and a range of sports on offer.

Taking their pick from golf, tennis, skiing, rafting, diving, bowling and billiards, visitors can choose to be as

Countdown to Kazan 2013

DAYS

7 0 4

HOURS

1 5

MINUTES

2 4

» Visit the official site



Close



Discover Tatarstan
WHERE EAST MEETS WEST



Visit our Website for more »

At the heart of the world is a story waiting to be told...

Of East and West

Ancient and Modern

Culture and Technology

Business and Leisure



Discover Tatarstan
WHERE EAST MEETS WEST

Tell me more »

Sign in to Yahoo!



Are you protected? 
Create your sign-in seal.

Yahoo! ID

(e.g. free2rhyme@yahoo.com)

Password

☒ Keep me signed in
(Uncheck if on a shared computer)

Sign In

[I can't access my account](#) | [Help](#)

Don't have a Yahoo! ID?

Create New Account

Thank You!

Dennis

George Adamovich

Представитель компании Yahoo! в России

dga@abrillc.com

Tel: +7 495 796 1995

YAHOO!