



# Android Strategy for Mobile Contents

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## Introduction

- Google Activities in Mobile

## Android

- Why Android?
- Android Deployment Overview

## Android Market

- App Store, Is it new?
- Android Market Vision
- Future and Beyond





# Google Activities in Mobile

... focus on the user and bring innovation

# The World of Google Mobile



## Mobile Browser

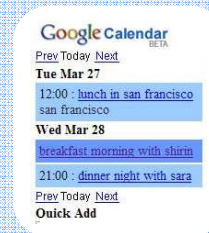
### YouTube



### Personalized Home



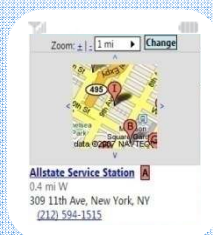
### Calendar



### Blogger



### Local Search



### Alerts

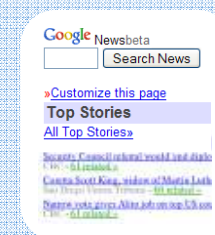


## SMS & SMTP

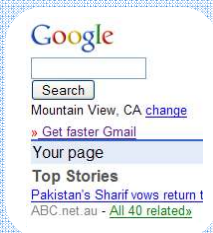
### Blogger Mobile



### News Search



### Web Search

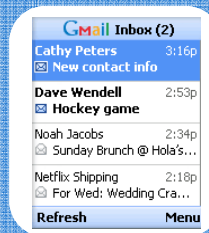


### Email Search



## Mobile Applications

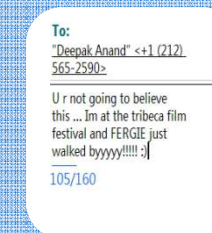
### Gmail



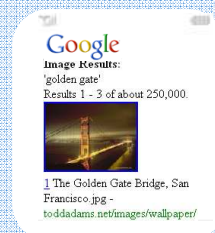
### Google Maps



### SMS



### Image Search



# What's Missing?

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Powerful hardware but not enough software capability

- Continued promise of a mobile Internet service not delivered
- Difficult to deliver online innovation to mobile

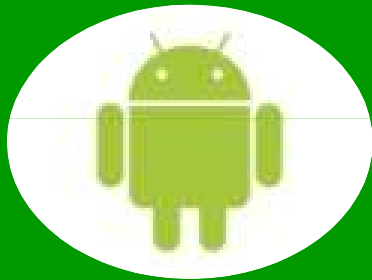
The Mobile ecosystem is broken

- Closed platforms mean limited power and freedom for developers
- Lack of enablers such as location, billing, etc.
- Locked down devices and network access

Lack of Scalability

- Support for various devices and carrier requirement is difficult.
- Reaching users through different operators or carriers





# Why Android?

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... powerful, open, ecosystem

# What is Android?

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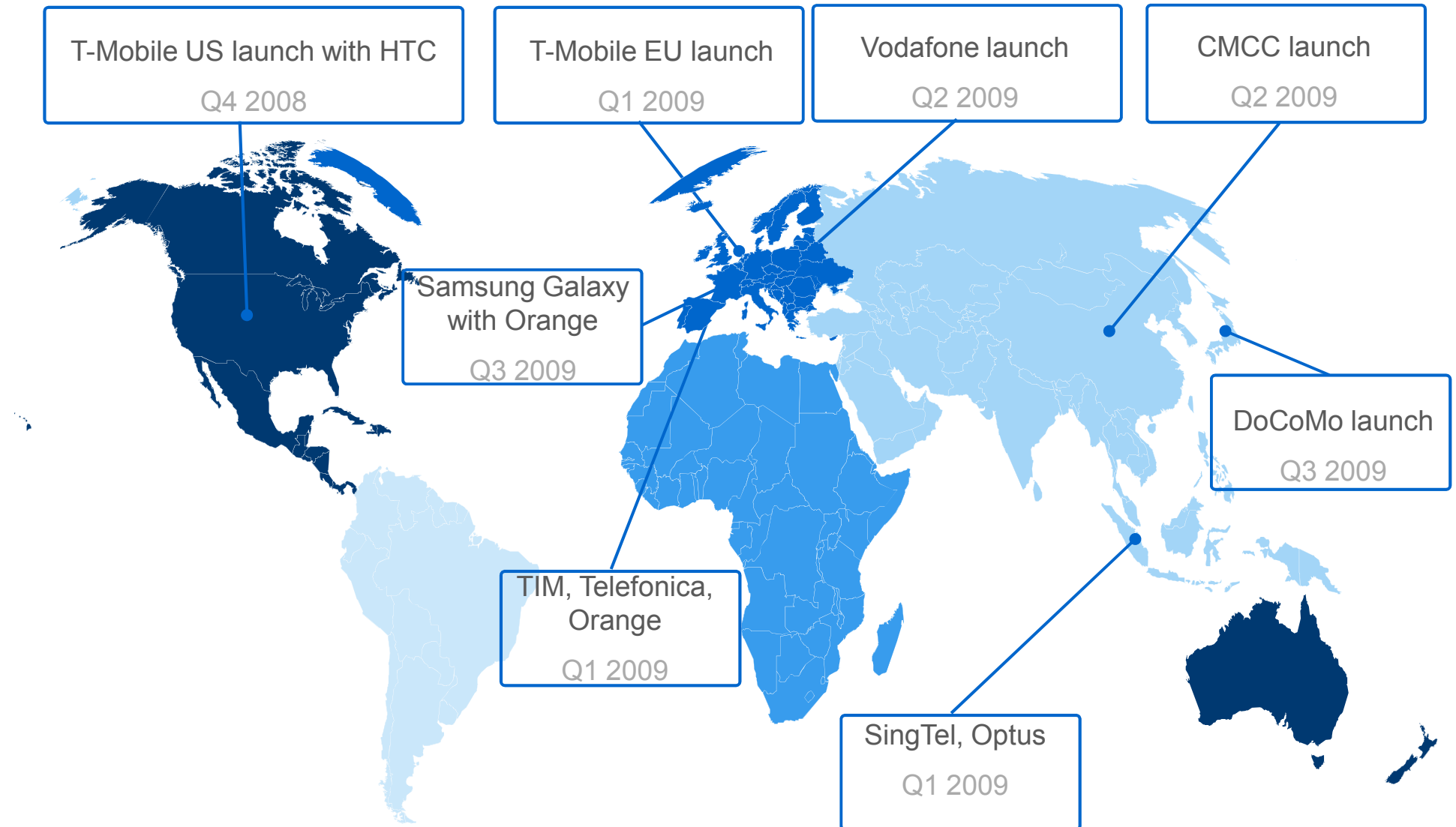
# Android Value Proposition

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# Android Operator Launches



# OHA Members



4 out of top 5 handset manufacturers are OHA members and announced to launch Android device in 2009



# Android Search Trends



Google 검색 통계

| 내 계정 | 도움말 | 로그인 | CSV로 다운로드 | 한국어 ▼

비교 기준	검색어	필터
<input checked="" type="radio"/> 검색어 <input type="radio"/> 지역 <input type="radio"/> 기간	도움말: 비교 항목을 추가하려면 샘플을 이용하십시오. (예: 테니스, 스텝시) <input type="text" value="안드로이드"/> <a href="#">+ 검색어 추가</a>	웹 검색 한국 2004 - 현재 모든 카테고리

[모든 하위 지역](#) [검색](#)

웹 검색 관심 대상: 안드로이드

한국, 2004 - 현재

총계

안드로이드 13

시간 흐름에 따른 관심도 변화

☐ 예측 ☒ 뉴스 제목



New! New! [이 차트 퍼가기](#)

💡 검색어를 삭제하여 한국의 인기 급상승 검색어 보기

- A 한컴 '씽크프리 모바일-안드로이드' 인도 하이얼텔레콤에 공급 계약
- B 사이베이스, 안드로이드 지원
- C 한컴, 안드로이드 기반 오피스 '씽크프리' 선택
- D 삼성전자, 안드로이드폰 6월 유럽 출시
- E 안드로이드, 유료 어플리케이션 판매 시작
- F 스카이프, 안드로이드폰 버전 발표
- G 구글 안드로이드 플랫폼 완전 개방

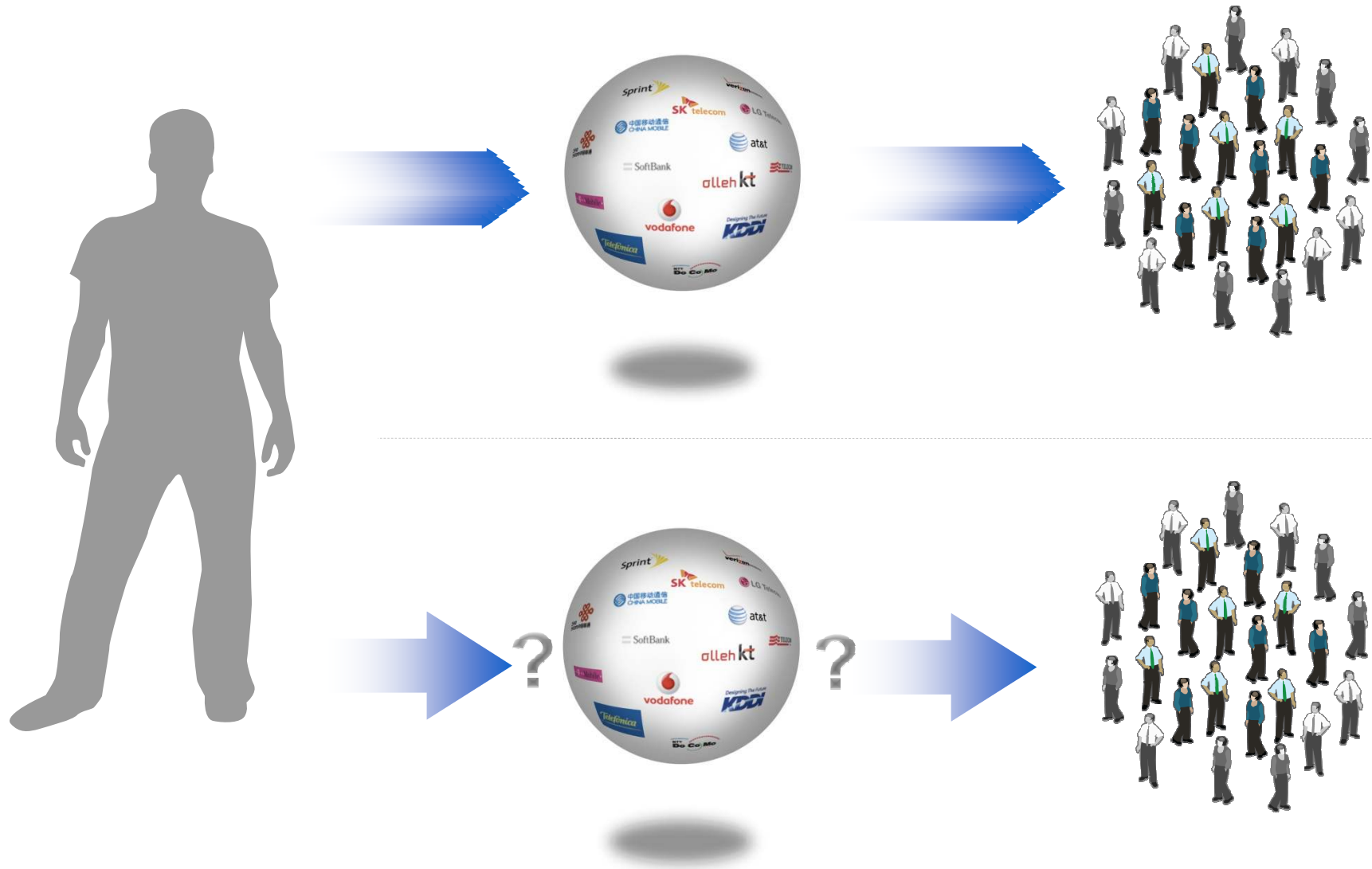




## App Store, Is it new?

... open, scalable, accessible, innovative

# Mobile Application Market



# What are Differentiators



## Openness

Access application  
without limitation

## Scalability

One application to  
different devices

## Accessibility

Able to reach  
global users

## Innovation

Build applications  
without restriction





# Android Market Vision

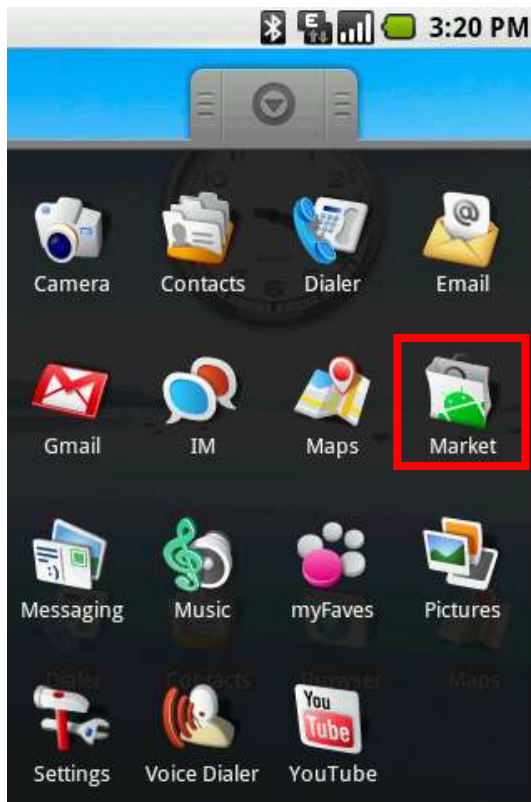
Solving the mobile software distribution problem

Create a **global applications market** that simplifies content distribution and maximizes value to content providers and operators





# Product Overview 1



## Developer has control

- Developer decides which apps to publish, when, where they'll be available, and how much to charge
- Direct relationship with user
- Android Market acts as a listing and hosting service such as Craigslist

## Anyone can register to be a developer

## Uploaded apps available immediately

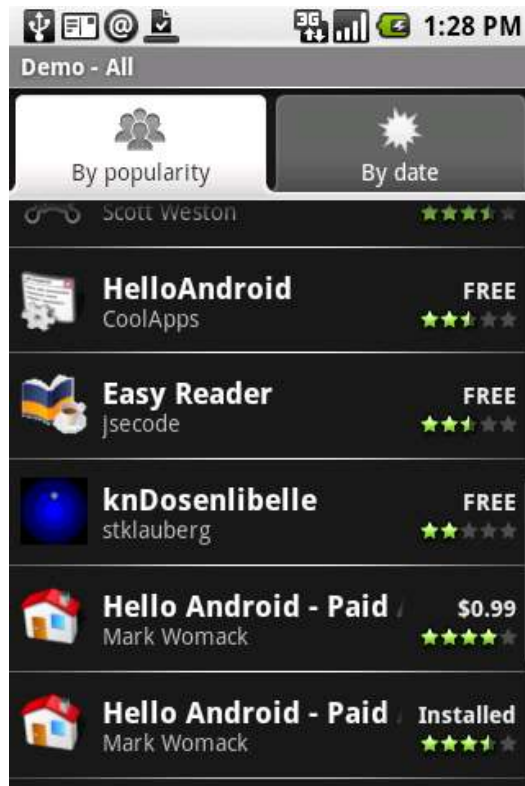
- No certification

## No distribution exclusivity

- Developers can distribute apps through other channels



## Product Overview 2



User-driven community model

Popularity drives app placement

Ratings and comments help users evaluate apps

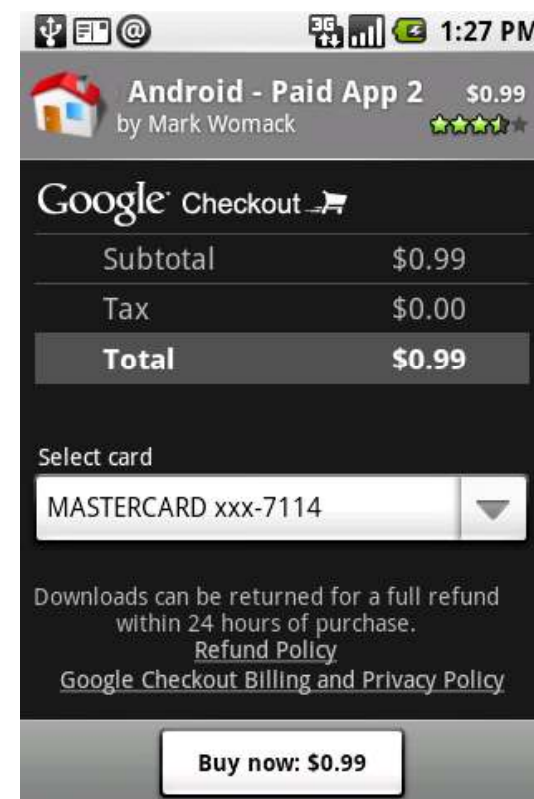
Flagging identifies apps that violate Android Market content policy



# Product Overview 3



- Developers will receive 70% of gross revenues from sales of priced applications
  - Rest goes to operator partners and settlement fees
  - Google does not take a cut
- Google Checkout provides payment/billing support
  - All transactions in Android Market occur through Google Checkout
- Priced apps roadmap for developers
  - Launch with support for US and UK developers
  - Add support for developers from Germany, Austria, Netherlands, France, and Spain
- Priced apps roadmap for users
  - Begin with US users
  - Additional markets to be announced



# AdSense for Mobile Applications

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## Beta Test Requirements

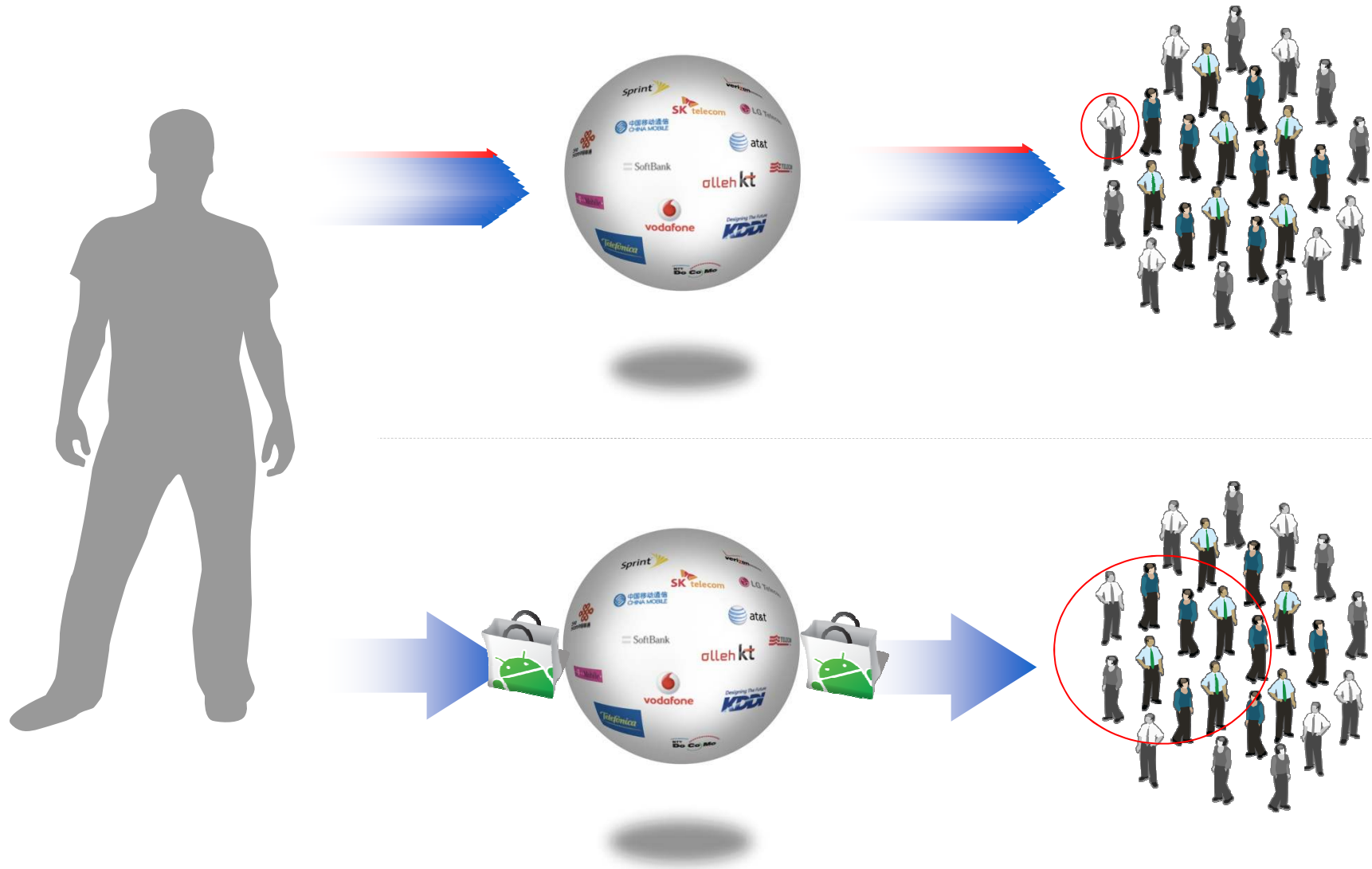
- Min 100K daily pageviews
- Free apps only
- Android or iPhone app
- Ready to implement now, live within 4 weeks
- Participation for at least 3 months
- AdSense for mobile apps SDK will be sent to the selected developers
- <http://www.google.com/ads/mobileapps/developerform.html>

## Marketer Benefit

- Reach customers on the go to maximize ROI
- Send traffic where you want



# Mobile Application Market



# Android Market Opportunity

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Android Market deployed in over 20 countries

6000+ Apps on the Market and counting

45+ apps download per users

New API's available in Donut such as TTS(Text-to-Speech)

New Android development Challenge in October(Registration begins in August)

- Categories
  - Education, Games(Casual/Arcade), Social Networking, Lifestyle, Productivity/Tools, Media, Entertainment, Travel, Misc
- Prize
  - Overall 1<sup>st</sup> Prize: \$150,000
  - 1<sup>st</sup> Prize within 10 category: \$100,000





# Future and Beyond

Opportunities for developers

Next programming model is going to be web

Browser will be a cross platform solution for future

- Canvas
- Video
- GeoLocation
- App Cache and Data Storage

All major device has a browser that supports HTML5

- iPhone, Android, PalmPre, Opera

Truly cross platform solution





# Thank You!

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