Empreendedorismo e Inovação no mercado de smartphones
we provide platforms for distribution and monetization of MOBILE SERVICES
OUR BUSINESS TODAY

- #1 Mobile VAS company in Latin America (2011)
- Services for mobile: Games, Alerts, Music, Messaging.
- CAGR of 80% over last 4 years
- 17 MM active users/month

GROSS REVENUE 2007-2011
our OFFICES and TEAM
Naspers Group

Print
- Editora Abril
- Media24
- Paarl Media
- Via Afrika
- Titan
- Hong Kong Print
- Newsprint

Technology
- Irdeto

Pay TV
- M-Net
- MultiChoice
- SuperSport
- MultiChoice

Internet
- Movile
- Buscapé
- ibibo
- Nimbuzz
- MDG
- Allegro
- Tencent
- 24.com
- Mail.ru
- Gadu-Gadu
- ACL
- Bizcuit
- LeLong
- Sulit
- MWeb
- Korbitec
Evolução do mercado de tecnologia no mundo


IBM Microsoft Google Apple Facebook ?

O Futuro
Você está preparado para o mercado?

Qual idioma você domina?
<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>Main markets (100% ownership unless stated otherwise)</th>
<th>Technology</th>
<th>Proportionate subscribers (in millions)</th>
<th>Total subscribers (in millions)</th>
<th>Ownership</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>China Mobile</td>
<td>China</td>
<td>GSM,</td>
<td>649.56[^1] (January 2012)</td>
<td>649.56[^1] (January 2012)</td>
<td>Government of the PRC (74.25%) Free Float (25.75%)</td>
</tr>
<tr>
<td>3</td>
<td>América Móvil</td>
<td>Mexico</td>
<td>GSM,</td>
<td>236 (June 2011)^[^3]</td>
<td>236 (June 2011)^[^3]</td>
<td></td>
</tr>
</tbody>
</table>
LEAN START-UP!!!
O mercado on-carrier:

- onDeck
- Simcard
- URA
- Pre-load (embarcado)
O mercado off-carrier:

- Facebook Credits
- App Store Apple
- Android Market
<table>
<thead>
<tr>
<th></th>
<th>Distribution</th>
<th>Payments</th>
<th>Revenue Share</th>
<th>Ease to entry</th>
<th>Payment Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distribution</td>
<td>Yes, local</td>
<td>Yes, Global</td>
<td>Yes, Global</td>
<td>Yes, Global</td>
<td>SMS and WAP: one click. Bad experience for smartphones – No MSISDN recognition.</td>
</tr>
<tr>
<td>Payments</td>
<td>User carrier bill</td>
<td>Several Mechanics</td>
<td>Credit Card</td>
<td>Credit Card</td>
<td>Long checkout process</td>
</tr>
<tr>
<td>Revenue Share</td>
<td>15%-50%</td>
<td>70%</td>
<td>70%</td>
<td>Medium</td>
<td>One click for registered credit card users.</td>
</tr>
<tr>
<td>Ease to entry</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>One click for registered credit card users.</td>
</tr>
<tr>
<td>Payment Experience</td>
<td></td>
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</table>
Apple’s developer payouts top US$4B

25 Jan 2012

Apple said that by the end of this month developers will have earned “over US$4 billion cumulatively” from sales via its App Store, including more than US$700 million in the quarter to the end of December 2011 alone.

Taking into account the company’s 30 percent share of sales, this would indicate that total App Store revenue has passed US$5.7 billion – with Apple keeping US$1.7 billion of this. The company said in July 2011 it had paid out more than US$2.5 billion to developers.

Numerous metrics companies have noted that sales of apps for Apple products were boosted by the introduction of the iPhone 4S in the last quarter of 2011. Prior to this, numbers had been on the slide.

In the company’s results conference call this week, Peter Oppenheimer, Apple’s CFO (pictured), said that the App Store now has more than 550,000 apps available, including 170,000 specifically for the iPad.
Facebook Buys Instagram For $1 Billion, Turns Budding Rival Into Its Standalone Photo App

Facebook has just finished a deal to acquire mobile photo sharing app Instagram for approximately $1 billion in cash and stock. Instagram will remain an independently branded standalone app from Facebook, but the services will have increasing ties to each other. The transaction should go through this quarter pending some standard closing procedures.

Last year, documents for a standalone Facebook mobile photo sharing app were attained by TechCrunch. Now it seems Facebook would rather buy Instagram which comes with a built-in community of photographers and photo lovers, while simultaneously squashing a threat to its dominance in photo sharing. → Read More
**Not relevant for low income markets**

**$80 Android Phone Sells Like Hotcakes in Kenya, the World Next?**

Cheaper Android phones is key to making Android the absolute most popular smartphone platform of the future, bringing the mobile Internet and apps to potentially billions of people around the world. Mediatek is showing their new ARM11 based SoC platform for sub-$80 Android smartphones at Mobile World Congress, this is one of the areas that I find to be the most fascinating.
“Olhe para mercados mais maduros que o seu...

...eles te darão a visão do futuro.”
USA

Web & Mobile Penetration

Internet users
245 million (78.2%)

Facebook US users
157 million

Mobile users
327.6 million (103.9 %)

iOS
40 million

Android
50 million
Monthly Mobile Gamers
45 million

Monthly transacting users (5%)
2.25 million

Monthly Users spends (average)
US$13

Annual spend
US$350 million (2011)
US$500 million (2012 estimate)
Casos de sucesso
Monthly Subscription, freemium model
Claro estuda serviço para concorrer com Netflix
Atualmente, operadora de celular reformulou o seu serviço de streaming de vídeo, chamado de "Ideias TV"
Movile Apps

Zeewe Reader
Precisamos de empreendedores!!!

eMeety → HTML5
GOAL: Main SmartContent distribution platform for LATAM !!!! Partners, WhiteLabel, Our Brand
Eduardo Lins Henrique
Head of US Business
Smartphones & Internet
@edulh
http://br.linkedin.com/in/edulh
eduardo.henrique@movile.com