San José State University

SmartPhone SUMMIT

Smartphone Interactivity:

Social Media and Mobile Phones

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San José State University

Buzzword Check

"Mobile"+

- Web 2.0
- Social Media
- Social Networking

- Does it replace or supplement
  - old media, content, mobile business models?
- Clear trend: driven by mobile browser

Popular Areas

- Social networks
  - ❖Cross-platform (e.g. MySpace)
  - ❖With video (e.g. Loopt)
  - ❖With location (e.g. Meetro)
- User-generated content
  - ❖Microblogging (e.g. Twitter)
  - ❖Reverse content sale (e.g. SpyMedia)

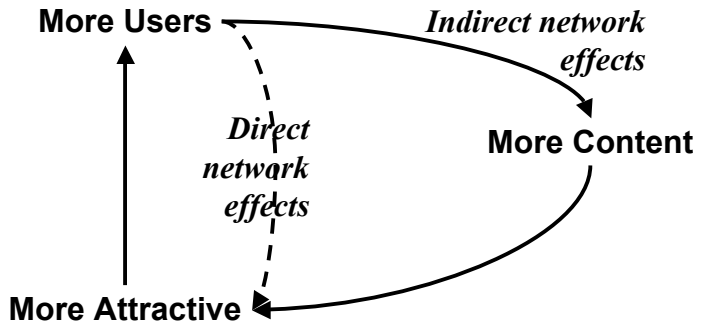
Design Choices

- Mobile only or mobile+PC
  - ❖Content delivery and/or creation
- Content delivery
  - ❖Web
  - ❖SMS, MMS
  - ❖Photos, streaming media
- Degree of carrier integration
- Native client, Java applet, web-based

Business Model

- Value creation through combinations of
  - User generated content
  - Social networking
  - Ubiquitous access
  - Location-sensitive
- Revenue model
  - Ad-based
  - Wholesale
  - Everything else: subscription fees, transaction fees, rev share

Network Effects



SJSU Study

Graduate study currently underway:

- What drives social media business models?
- 50+ firm-level attributes
- Study of 100+ companies
  - ❖Ca. 25% in Silicon Valley
  - ❖Ca. 40% pure play mobile media
- Projected completion: December 2007

For more info, contact info at www.JoelWest.org

Speakers

- MySpace: Jason Ling
  - ❖Head of Mobile Products and Technology
- PixSense: Faraz Hoodbhoy
  - ❖Founder, EVP, & CTO
- Bluefire Security Technologies: Mark Komisky
  - ❖CEO and Co-Founder