Mobile Search in a Touch-Centred World

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EU IPTS Expert Workshop
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CEO, Taptu

touch web

touch apps

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Mobile touch screen devices installed base – historical and forecast
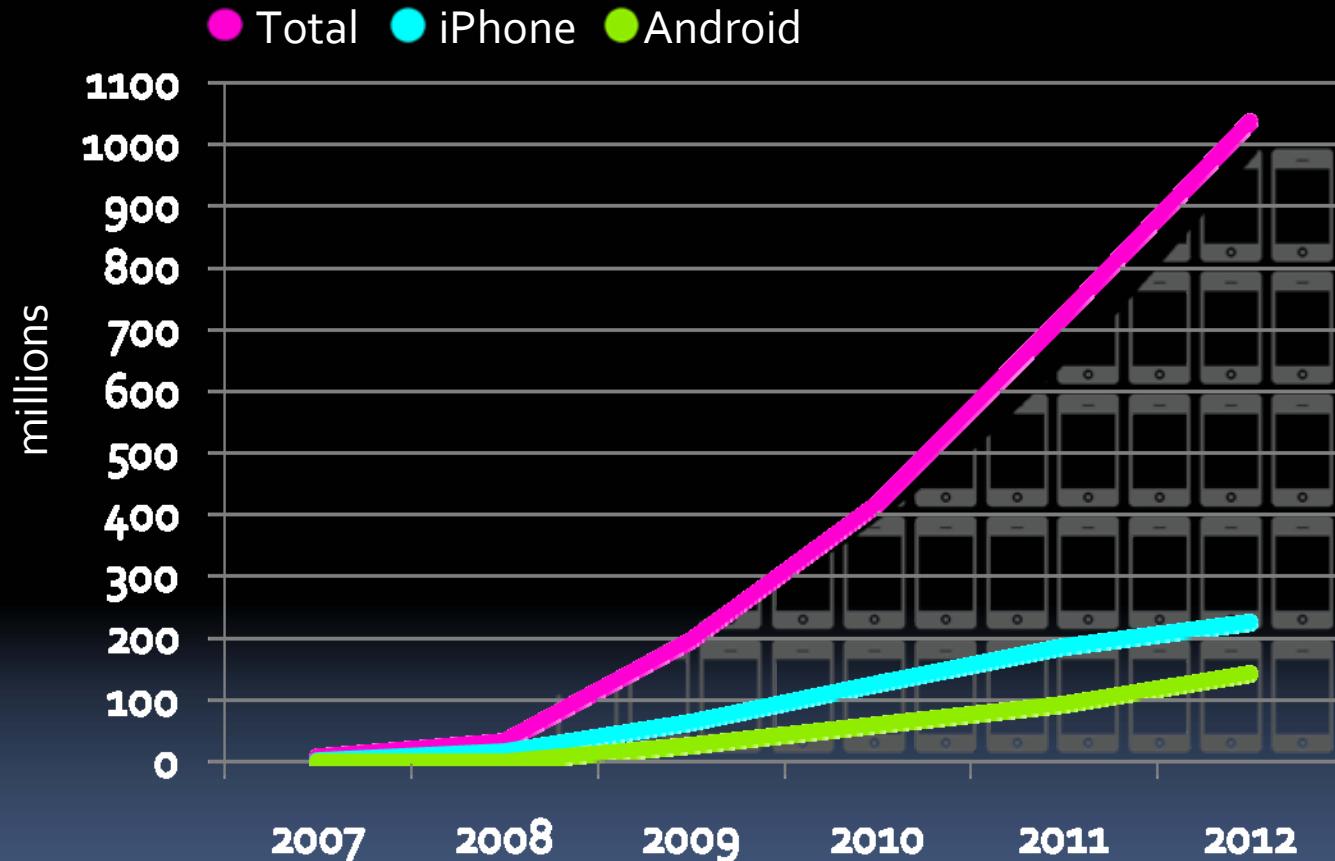
Relentless rise of the mobile touch screens

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Mobile touch content growth – historical
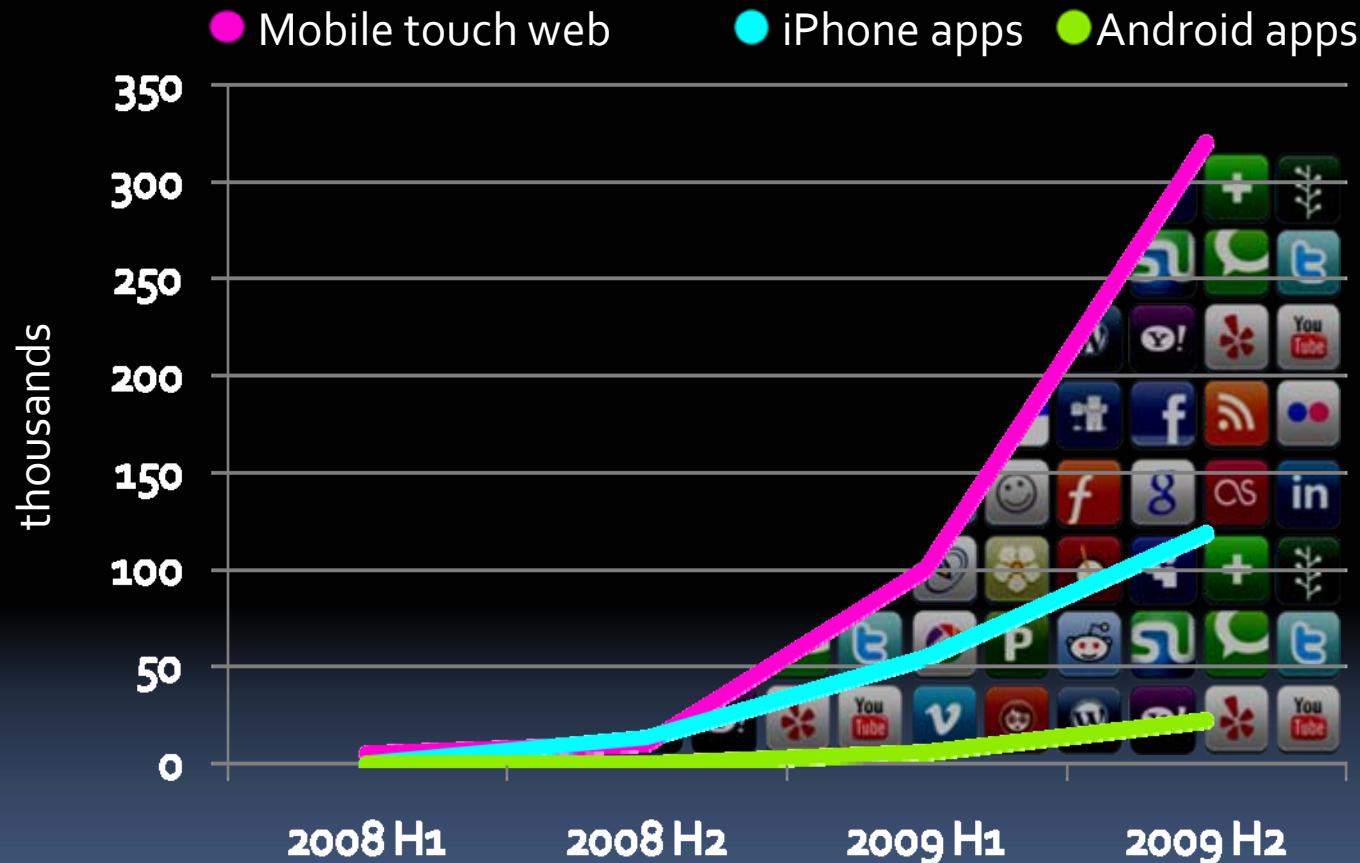
Growth of made-for-touch-screen content

![taptu]

touch web
326k sites &WebApps

touch apps
188k apps

Touch media content - 2 waves

Page download size: 50 KB   500 KB   20 KB

TapTap Revenge   ESPN Mobile   BBC News   Eurosport Mobile
(Touch App)   (Touch Site)   (PC Site)   (Old Mobile Web)

✓   ✓   ✗   ✗

# Examples of made-for-touch content

Taptu 1.8

Taptu 2.0

Front end – Taptu iPhone app
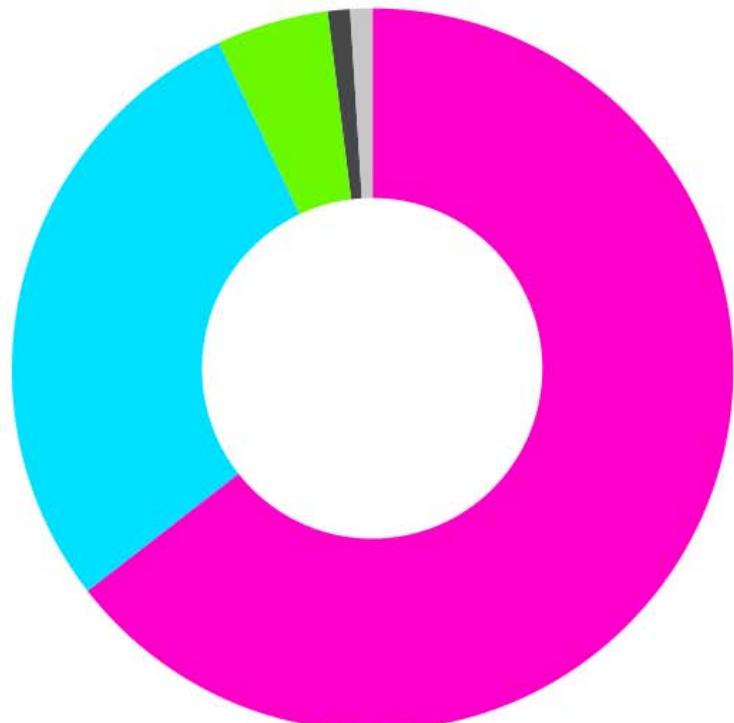
figure 2
analysis of the mobile
touch content ecosystem

🟣	Touchscreen sites	326600
🔵	iPhone apps	148000*
🟢	Android apps	24000**
⚫	Blackberry apps	4000
⚪	Nokia apps	2500

Sources: *iPhone App Store stats: Mobclix, at www.mobclix.com
**Android Market stats: Androlib, at www.androlib.com/appstats.aspx

What we found

What we found (2)

comparison of app store and mobile touch web

% of total	App Store	Mobile Touch Web
Games	18.0	0.9
Entertainment	14.4	2.2
Sport	3.7	1.2
Shopping & services***	3.6	20.3
Music	3.3	1.5
Social	1.7	11.6

Sources: *App Store data taken from Mobclix, Jan 17th 2010
*** Data calculated from Business and Finance categories in App Store

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| Low grade traffic | → | Search engine + search ad platform | → | High grade intentional traffic |

Low grade traffic
(e.g. banner ads on off-portal mobile destination sites)

Search engine + search ad platform

High grade intentional traffic
(PPC mobile ads)
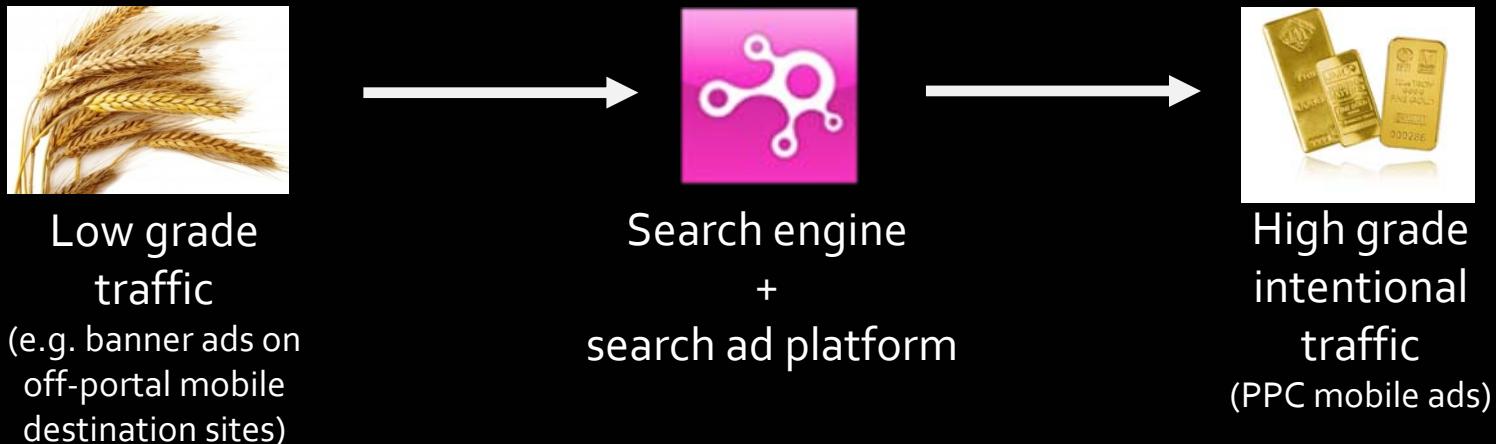
John Battelle, The Search, Nicholas Brealey Publishing, 2005, p95 – 123

The positive business model of PC search will eventually be fulfilled in mobile ….

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- State of the Mobile Touch Web reports
  - January: the ecosystem
  - February: Shopping & Services update
  - March: Government and Non-Profit update
  - April: State of the Mobile Touch Web quarterly update
  - Go to www.taptu.com/metrics
- Our apps
  - Find "Taptu" in the iPhone app store
  - Wapedia on iPhone and Android
- Steve.ives@taptu.com, Twitter.com/sives

Resources + Q&A