



IDPF 2012

INTERNET TRENDS

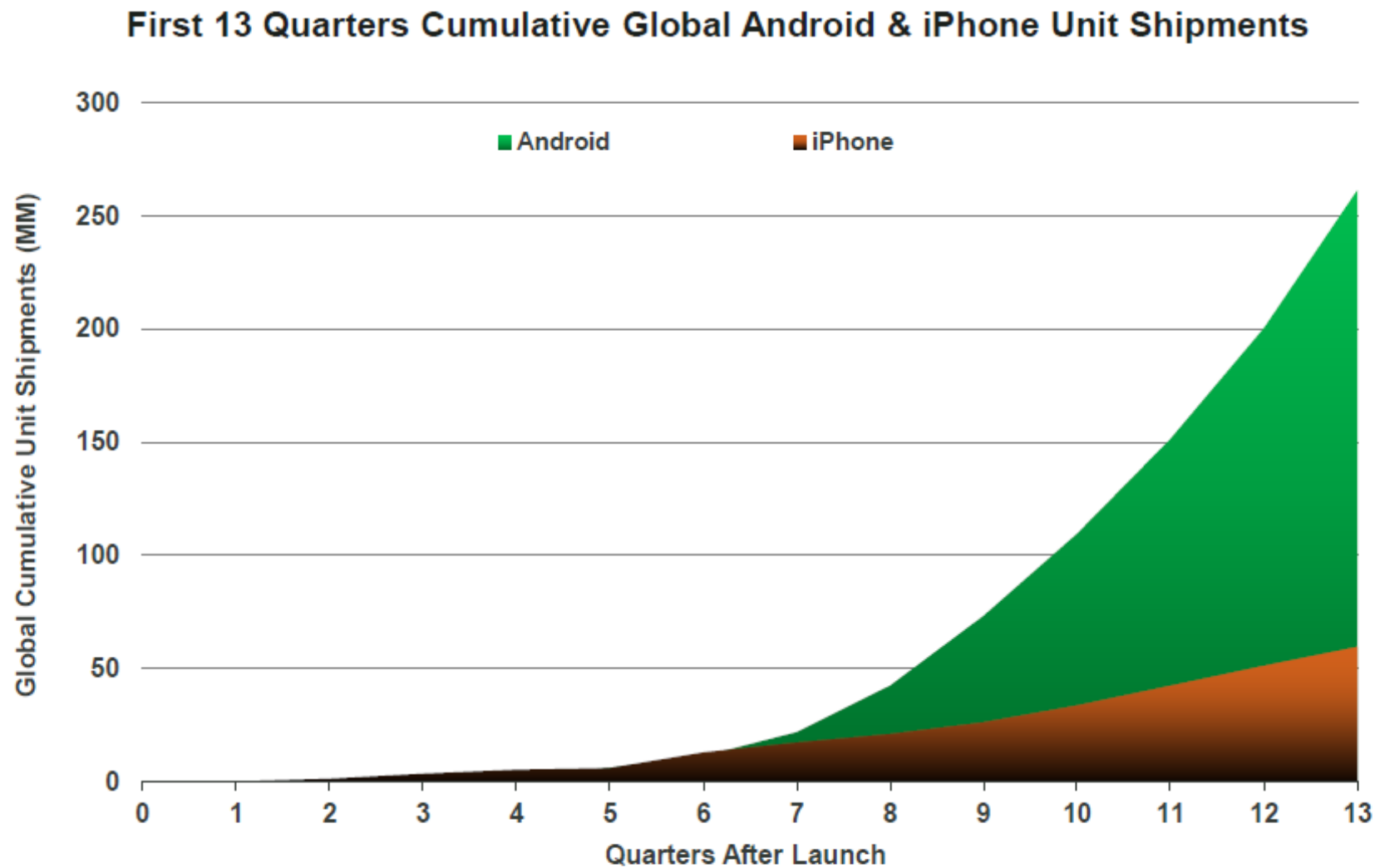
D10 CONFERENCE
5/30/2012

Mary Meeker

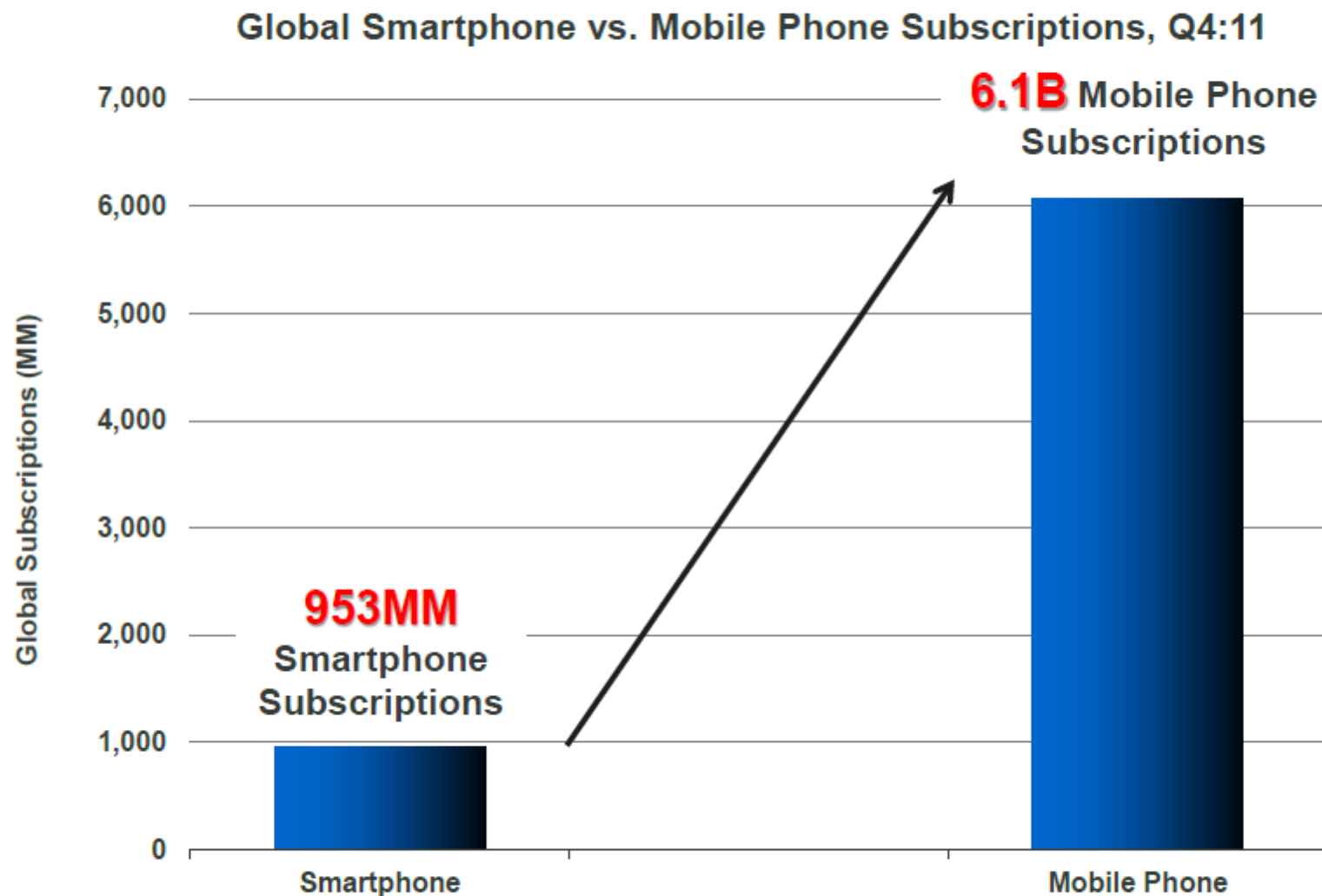
KPCB

KLEINER
PERKINS
CAUFIELD
BYERS

Android 'Phone' Adoption Has Ramped Even Faster – 4x iPhone



Despite Tremendous Ramp So Far, Smartphone User Adoption Has Huge Upside

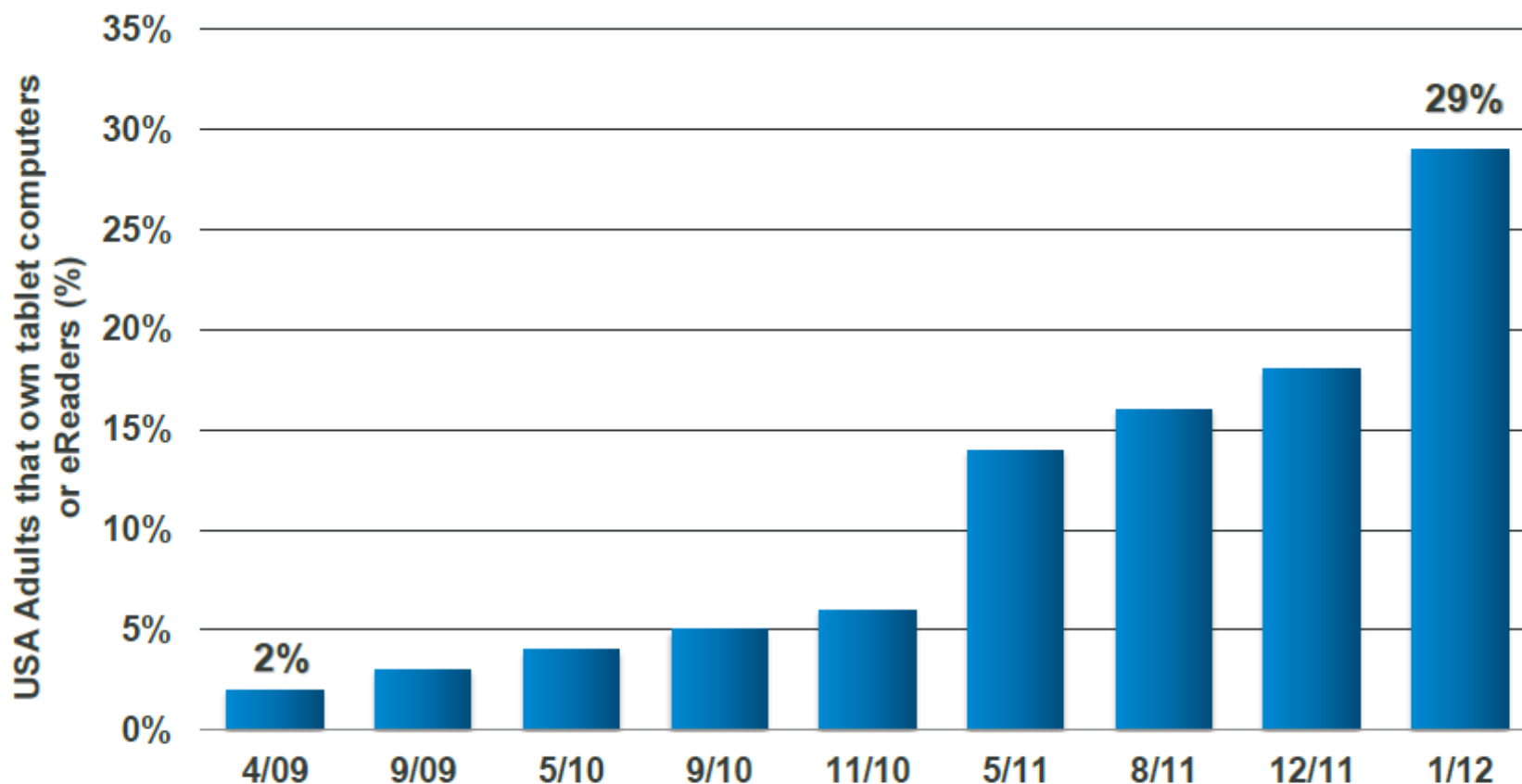


Source: Mobile phone subscriptions per Informa (as of Q4:11), Smartphone subscriptions estimate based on Morgan Stanley Research's estimated smartphone user as % of total mobile user at the end of 2011 (16%).

Note: While there are 1B global 3G subscribers as of Q4:11, not all of them were smartphone users. One user may have multiple mobile subscriptions, therefore actual user #s may be lower than subscriber #s.

Impressive 29% of USA Adults Own Tablet / eReader, Up from 2% Less Than Three Years Ago

% of USA Adults Who Own Tablet Computers or eReaders, 4/09 – 1/12



Re-Imagination of Computing Devices...

THEN...
(Desktops / Notebooks)



NOW...
(Tablets / Smartphones)



Re-Imagination of Navigation + Live Traffic Info...

THEN...

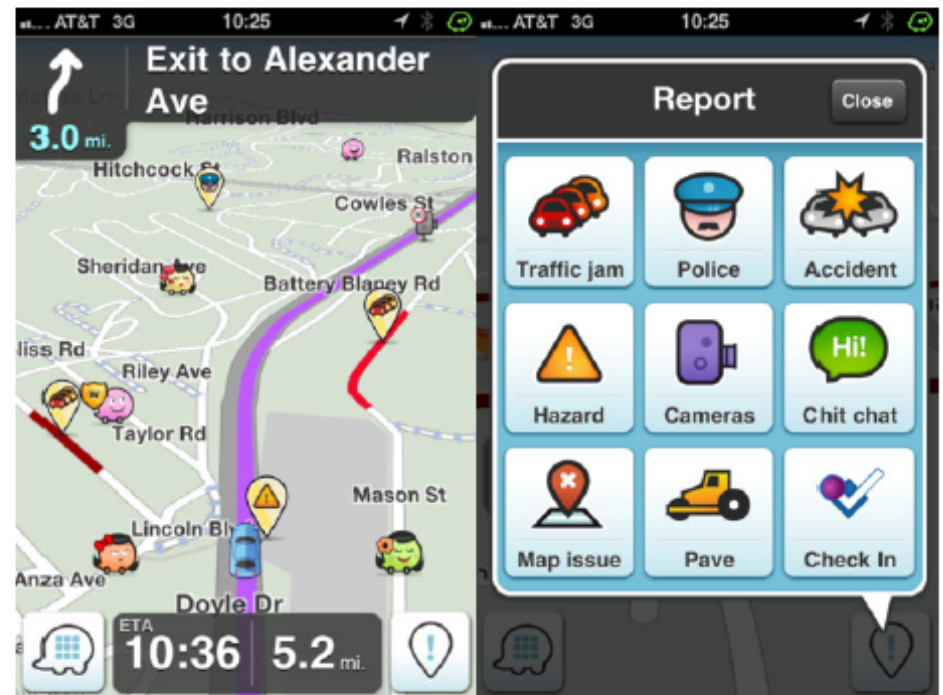
Physical Copies of Map in Car /
TV, Radio Reporting of Traffic Info



NOW...

(Waze)

User-Generated Digital Map /
Live Crowd-Sourced Traffic Data



Mary Meeker Reimagining

Examples...

- Computing Devices
- Phones & Connectivity
- Life Stories/Museums
- News & Information Flow
- Note Taking
- Drawing
- Photography
- Diaries
- Scrapbooking
- Magazines
- Books
- Music
- Sound
- Video
- Artists/Concerts
- Video production/discovery
- Home Entertainment
- TV
- Communication
- Navigation / Live Traffic
- Sports Info
- Home Improvement
- Calling a cab
- Cars
- Yellow Pages
- Coupons
- Fast Food
- Cash Registers
- Window Shopping
- Marketplaces
- Manufacturing
- Idea Building/Funding
- Personal Borrowing/Lending
- Business Collaboration
- Recruiting & Hiring
- Focus Groups
- Education
- Rewards
- Home Improvement
- Government

Up to 40% of high street shops 'could close over next five years'

Deloitte report paints picture of future high street lined with coffee shops and internet kiosks as boundaries between physical and virtual space become blurred

Julia Kollewe

guardian.co.uk, Tuesday 20 March 2012 15.21 EDT

The Shatzkin Files

Extending the life of bookstores is critical, but devilishly difficult

Posted by Mike Shatzkin on March 25, 2012 at 8:03 pm · Under [eBooks](#), [General Trade Publishing](#), [New Models](#), [Publishers Launch Conferences](#), [Publishing History](#), [Supply-Chain](#)

BOOKS MON JAN 30 2012

The Death of the Bookstore as Destination?

By Megan E. Doherty

Barbara's Bookstore, a long-standing institution in the Chicago literary landscape, recently **shut down** another store — this time, it lost its UIC location on Sunday, Jan. 8. This comes on the heels, most recently, of closing their store in Oak Park, and previously the location in Old Town. If you want to visit a Barbara's now, you'd better head for the airport - or a hospital or department store. All this seems to have led Chicago writer **Robert Duffer** to **reluctantly note** that "it seems like the bookstore as a destination in Chicago is becoming an endangered species."



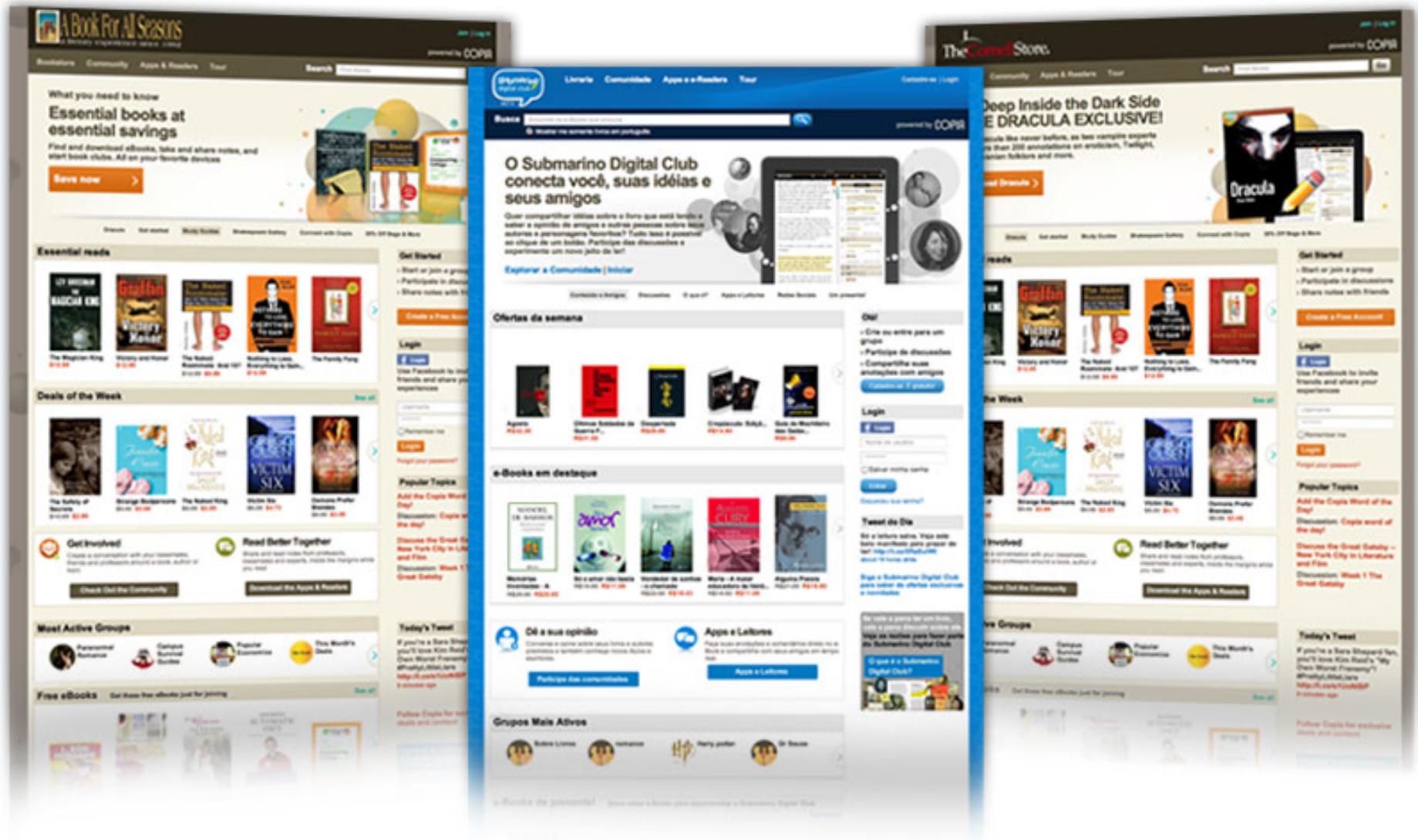
A SINGLE EXPERIENCE uniting your content with your community.

A DEPTH OF GENRES: books, music, news, magazines, games and more.



A COMMUNITY CONNECTED with groups, discussions, blogs, annotations and notebook sharing, from inside the margins.





WHITE LABEL solutions – Cópia your way.

900+ Universities

The image shows two overlapping screenshots of the KU Student Bookstore website. The top screenshot is for Kutztown University, and the bottom screenshot is for Kansas University. Both pages feature a dark header with the bookstore logo, university name, and navigation links. A search bar is present in both. The main content area for both sites is titled 'The Copia Store' with the tagline 'Millions of eBooks to be shared, annotated and enjoyed'. The Kansas University screenshot features a prominent promotional banner for 'Embrace the Madness! Free Guide to Picking the Final Four' by Andrew Clark, with 'Download Now' and 'Learn More' buttons. Below this banner is a horizontal menu with categories like 'Humor Sale', 'March Madness', 'Quick Study Guides', 'Oscar', 'The Perfect Book Club', 'eGift Card', and 'Best of 2011'. A section titled 'Últimas Novedades y recomendados' displays five book covers with 5% off tags and their prices. A 'COPIA Gift Card' promotion is also visible on the right side of the Kansas University page. At the bottom, there is a 'Quick Study Guides' section with links to various subjects like Accounting and Spanish.

Kutztown University
Join Log In
Store Community Bulletin Apps & Readers Tour
Search for Books by Title, Author or ISBN

The Copia Store
Millions of eBooks to be shared, annotated and enjoyed

Kansas University
Join Log In
Store Community Bulletin Apps & Readers Tour
Search for Books by Title, Author or ISBN

The Copia Store
Millions of eBooks to be shared, annotated and enjoyed

BRACKETEERING
The Layman's Guide to Picking the Madness in March
Andrew Clark

Embrace the Madness!
Free Guide to Picking the Final Four
Get Bracketeering, the leading strategy guide to the big dance, and talk hoops with author Andrew Clark in the margins of the book or in our Bracketeering discussion.

[Download Now](#) [Learn More](#)

Humor Sale **March Madness** Quick Study Guides Oscar The Perfect Book Club eGift Card Best of 2011

Últimas Novedades y recomendados

 - 5% Las Cartas 46.90 \$15.10	 - 5% Los Invitados... 46.90 \$18.10	 - 5% En El Combate Por La Historia... \$33.00	 - 5% La Familia Fang 46.00 \$17.10	 - 5% Pervezion 24.90 \$22.80
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COPIA Gift Card
Need a Perfect Present?
Send an eGift Card in seconds
[Gift Cards >](#)

Categories
Textbooks ^{New}
Arts & Entertainment
Biography
Business
Cookbooks
eGift Cards

Quick Study Guides [see more](#)

ACCOUNTING 2 Spanish Verbs ACCOUNTING 1 ACCOUNTING 2 BIOLOGY

Largest Brazil eCommerce Company

The screenshot shows the Submarino Digital Club website. At the top, there is a navigation bar with the Submarino logo (labeled 'BETA'), and links for 'Livraria', 'Comunidade', 'Apps e e-Readers', and 'Tour'. On the right side of the navigation bar, there are links for 'Cadastre-se' and 'Login'. Below the navigation bar is a search bar with the text 'Busca' and 'Encontre os e-Books que procura'. A checkbox below the search bar is labeled 'Mostrar somente livros em português'. To the right of the search bar, it says 'powered by COPIA'. The main content area features a large banner for the book '1822' by Laurentino Gomes. The banner includes the book cover, the title 'A Independência feita no grito! Mais um best-seller de Laurentino Gomes', a quote: '"Foi como um simples tropeiro, ás voltas com as dificuldades naturais do corpo e de seu tempo que D. Pedro proclamou a Independência"', and a 'Compre agora!' button. Below the banner, there are tags for '1822', 'Um presente!', and 'Apps e Leitores'. To the left of the banner is a section titled 'Últimas Novedades y recomendados' which displays five book covers with a '-5%' discount tag. The books are: 'Las Cartas' (46.90 R\$16,10), 'Los Invitados...' (49.90 R\$18,10), 'En El Combate Por La Historia' (R\$33,00), 'La Familia Fang' (48.00 R\$17,10), and 'Perverzion' (24.900 R\$22,80). To the right of the banner is a 'Categorias' section with a list of categories: Biografia, Negócios, Culinária, Ficção, Saúde & Bem-Estar, História, Infantil, Mistério, Política & Atualidades, Religião & Espiritualismo, Romance, Ficção Científica, Jovens, and Viagem. At the bottom of the page, there is a section titled 'e-Books em destaque' which shows several book covers, including 'DEXTER' and 'A BATALHA DO APOCALIPSE'. On the far right, there is a 'Tweet do Dia' section with the text: 'Aproveite o primeiro dia útil de 2012 e comece hoje mesmo "12 dias...'.

Australian Indie Bookstores

Australian INDEPENDENT Bookseller

My Copia **Store** Community Apps & Readers Tour

Settings Log out

3 Items

Books Search for books by Title, Author or ISBN powered by COPIA

Australian Independent Bookseller Bookstore

Favorites from your independent bookstore, shared, annotated and enjoyed.



The Hare with Amber Eyes

In this stunningly original memoir, Edmund de Waal travels the world to stand in the great buildings his forebears once inhabited. He traces the network of a remarkable family against the backdrop of a tumultuous century and tells the story of a unique collection.

[View Edmund de Waal's Comments As You Read >](#)

The Hare with Amber Eyes Top Tens Award Winners

Shop by Category

- Books
- eBooks
- eReader Devices
- Device Accessories
- See More

Últimas Novedades y recomendados

 <p>Las Cartas 46.00 \$15.10</p>	 <p>Los Invitados... 49.00 \$18.10</p>	 <p>En El Combate Por La Histo... \$33.00</p>	 <p>La Familia Fang 48.00 \$17.10</p>	 <p>Perverzion 24.900 \$22.80</p>
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Recommended for You

 <p>Mateship With Birds \$14.99</p>	 <p>The Sense Of An Ending 00.00</p>
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Best Selling eReader Devices



Re-Imagination of Distribution + Monetization for 'Talent'...

THEN...

(Glenn Beck on Fox News)



NOW...

(GBTV - Digital)

With 300K Subscribers + Lower Production Costs,
GB Making Materially More Money

A screenshot of the GBTV website homepage. The top navigation bar includes the GBTV logo with the tagline 'The truth lives here.', a search bar, and links for SHOWS, SCHEDULE, VIDEO, BLOG, ABOUT, and HOW TO. The main content area features a 'WELCOME TO GBTV' banner with a play button icon and a video thumbnail of Glenn Beck. Below the banner are two red buttons for subscription offers: 'GBTV PLUS MONTHLY \$9.95/MONTH' and 'GBTV PLUS ANNUAL \$99.95/YEAR', both with a 'Start your 14 day free trial now!' link. The text 'or' is centered between the two buttons. At the bottom, it says 'GBTV Plus Features'.

Glen Beck: The Blaze

THEBLAZE
BOOKS
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Welcome to The Blaze Book Experience



Get ready to experience a whole new way of reading with *The Blaze Bookstore* powered by Copia. Explore the links below to see what interactive reading is really like.

Share your ideas with others, right in the margins of your eBooks. Now, getting across your point of view is easier than ever with The Blaze Bookstore!

[Sign up](#) [Login](#)

Get started. Create a free account.

By clicking Sign up you agree to the [Terms & Conditions](#)

[Sign up](#)

Meet Buck Sexton



OCCUPY: AMERICAN SPRING THE MAKING OF A REVOLUTION
\$4.99

If you want to understand what Occupy is really all about then stop listening to the mainstream media and start listening to Buck Sexton. After embedding himself into the group and applying his CIA counterintelligence training to get everything he saw and heard, Buck wrote *Occupy: American Spring*, a tremendously enlightening account of the past, present and future of a group that is executing on President Obama's promise to "fundamentally change America."

Reel Thoughts



Join the conversation

Start your own group or join an existing one to get in on the discussions and debates happening on Copia with Blaze fans, contributors, authors and more.

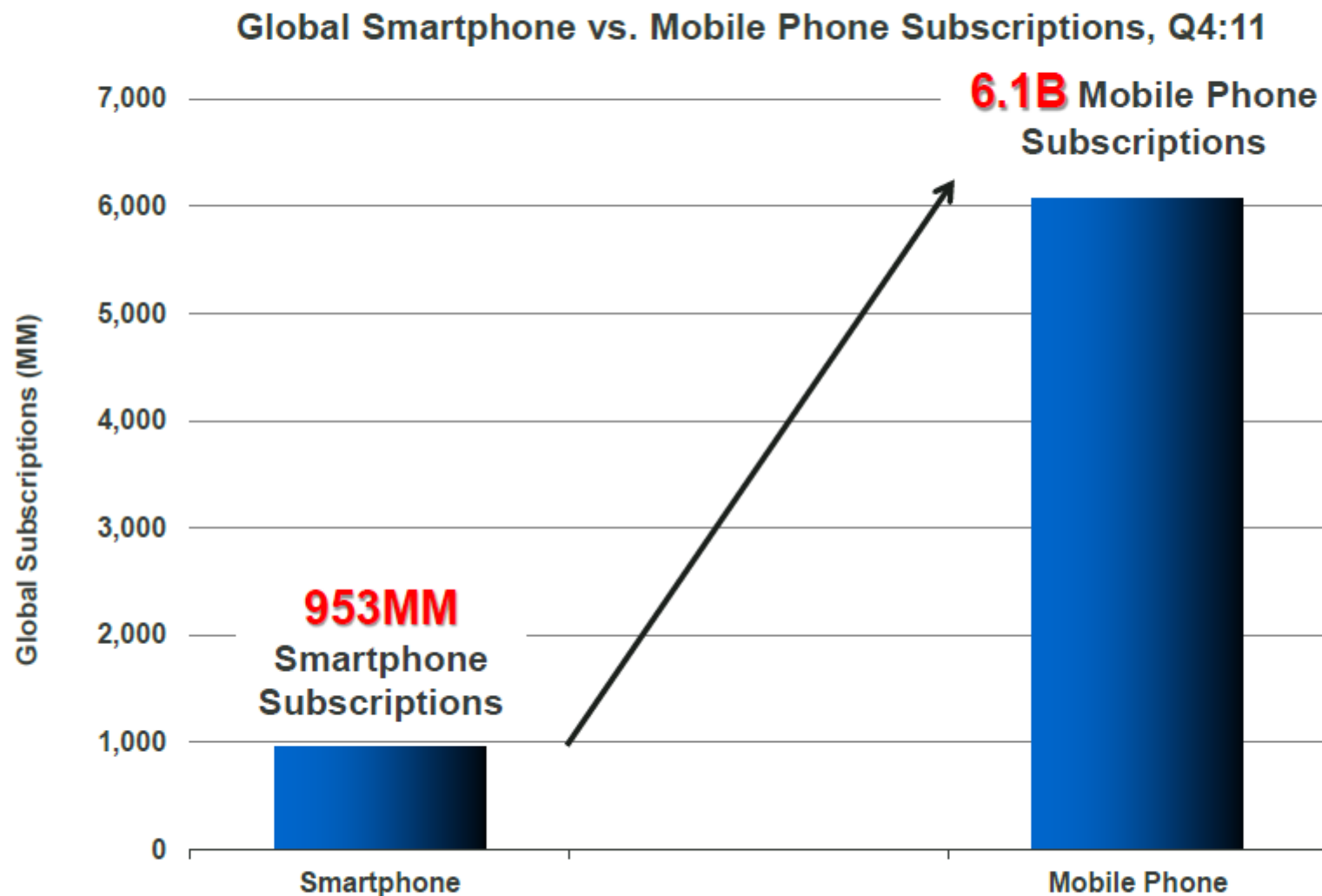
[START A GROUP](#)

What does Glenn Beck have in common with Indie Booksellers?



Your Voice

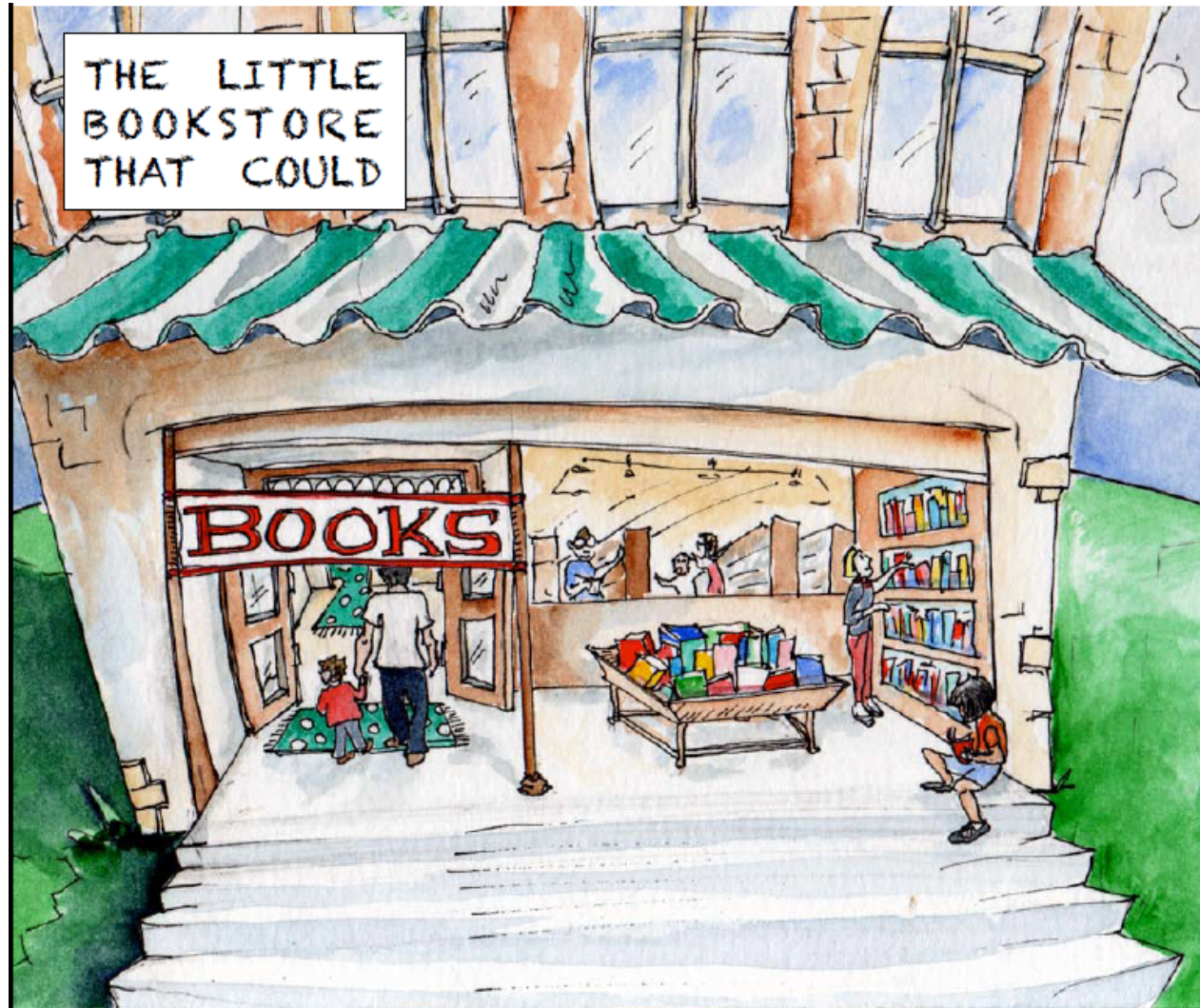
Despite Tremendous Ramp So Far, Smartphone User Adoption Has Huge Upside

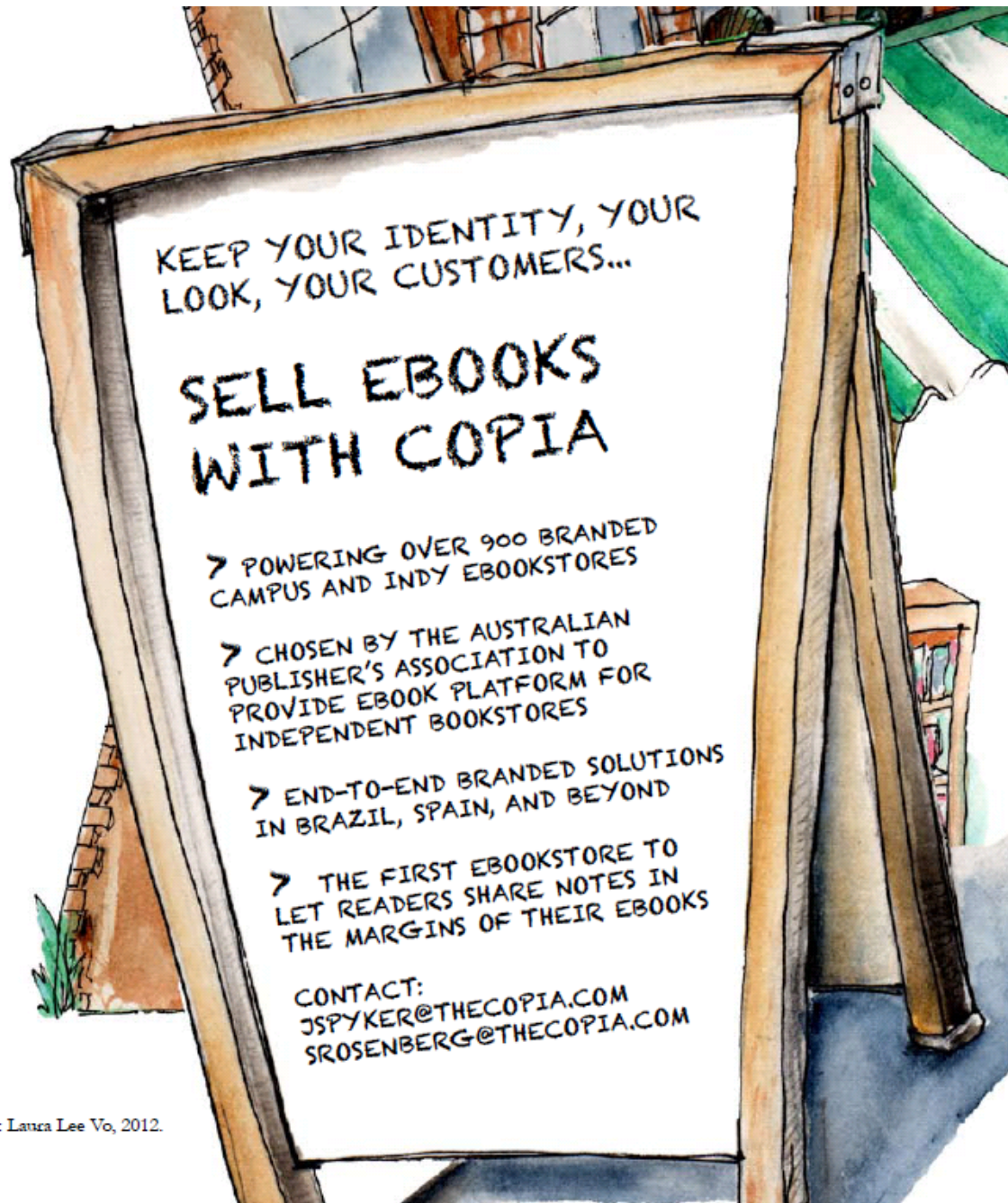


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Note: While there are 1B global 3G subscribers as of Q4:11, not all of them were smartphone users. One user may have multiple mobile subscriptions, therefore actual user #s may be lower than subscriber #s.

Summary: It's about Re-Imagining, Partnering, and YOUR Voice!





KEEP YOUR IDENTITY, YOUR
LOOK, YOUR CUSTOMERS...

SELL EBOOKS WITH COPIA

- > POWERING OVER 900 BRANDED
CAMPUS AND INDY EBOOKSTORES
- > CHOSEN BY THE AUSTRALIAN
PUBLISHER'S ASSOCIATION TO
PROVIDE EBOOK PLATFORM FOR
INDEPENDENT BOOKSTORES
- > END-TO-END BRANDED SOLUTIONS
IN BRAZIL, SPAIN, AND BEYOND
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LET READERS SHARE NOTES IN
THE MARGINS OF THEIR EBOOKS

CONTACT:
JSPYKER@THECOPIA.COM
SROSENBERG@THECOPIA.COM



JAN BROWN

THE CATCH
IN THE RY

DEARLY
MINE