

Branded Applications

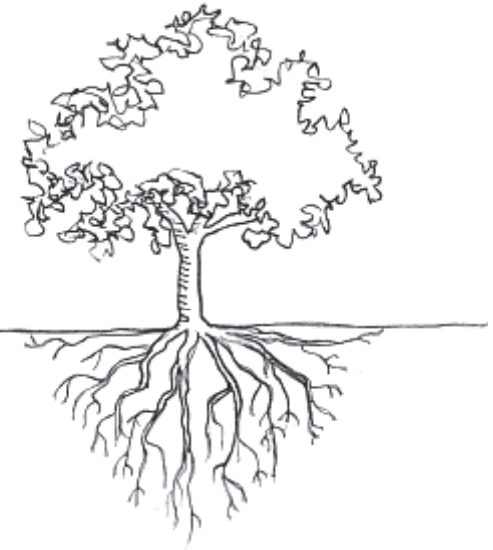
New Media Summit 2010

TIGERSPIKE

CREATIVE CUTTING EDGE

What we do

Personal Media company with a
specialization in mobile
technology



Technical innovation
Digital marketing

Overview

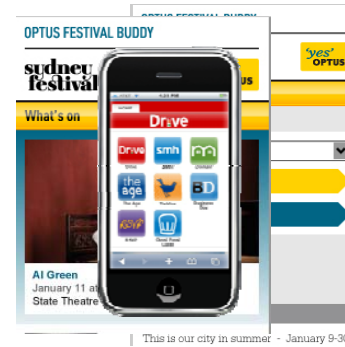
Mobile Campaigns



Mobile Applications



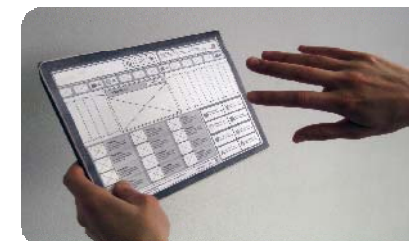
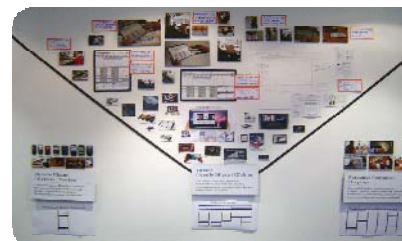
Mobile Sites



Mobile Enterprise



Mobile Strategy



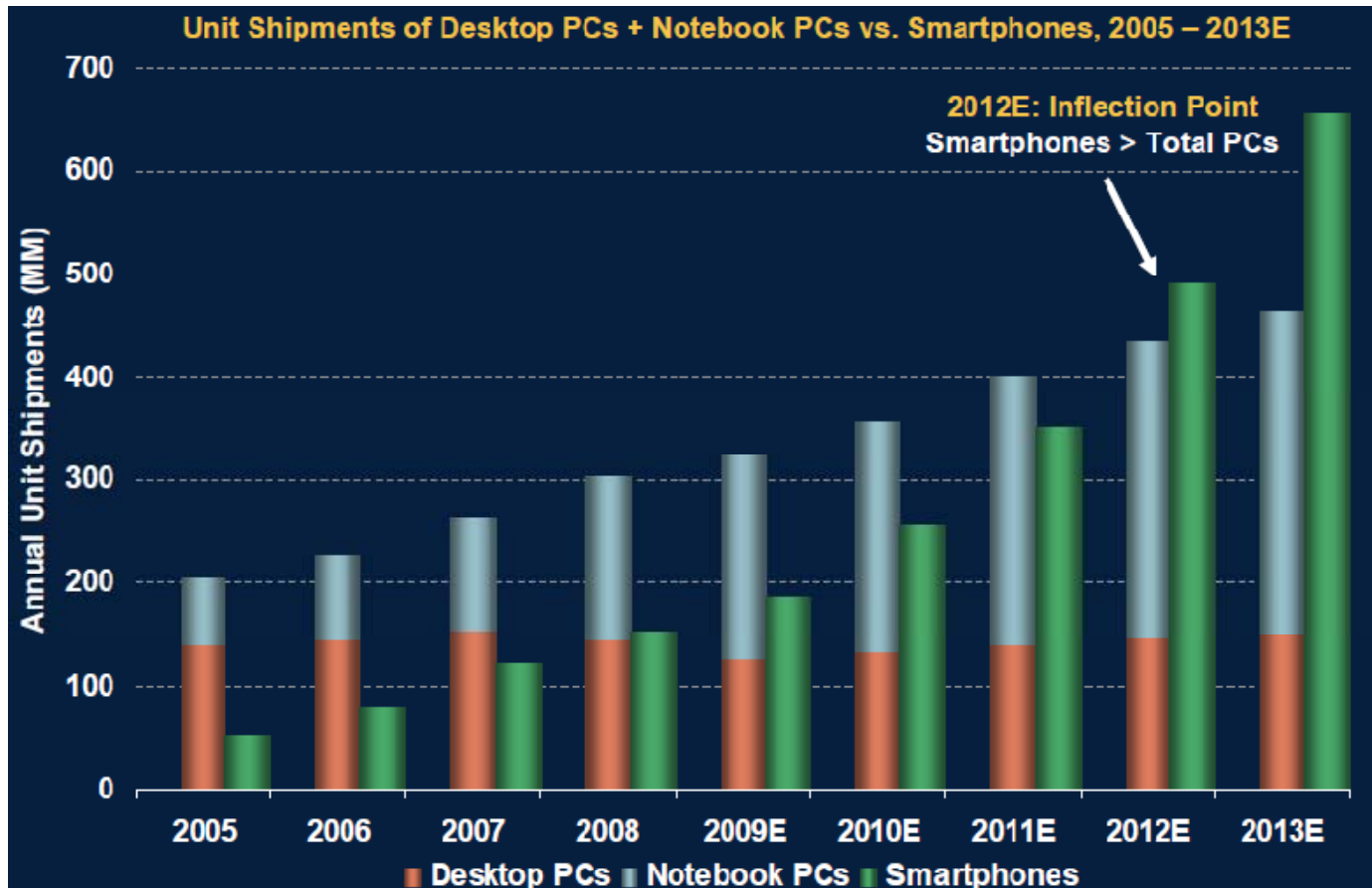
Phoenix Platform

TIGERSPIKE

CREATIVE CUTTING EDGE

Device Trends

- Smartphone shipments are expected to overtake PC (desktop & laptop) shipments in 2012



Source: Morgan & Stanley

Commercial & in Confidence



2010

The year of the
mobile application...

TIGERSPIKE

Common Calligraphy

The Mobile Apps Landscape in Australia

- 1.4 million iPhones in Australia, 350,000 iPod touch devices
- 4.6 million Smartphones

THE APP STORE
CONTAINS
133,979
APPS



AVAILABLE FOR 



TOP 50 PAID APP PRICES



Samples of what Applications can offer...

- Applications allow developers to take advantage of all the handset features, whilst delivering real time information
- Applications include the following features:
 - Utility and Social Media
 - Location Based Services (LBS)
 - Augmented Reality
 - Data and Reporting



Case Study – Optus Sydney Festival

Despite greater handset penetration and equal ATL marketing exposure, the Sydney Festival iPhone Application outperformed the equivalent browser based service (in unique user terms) by over 10:1

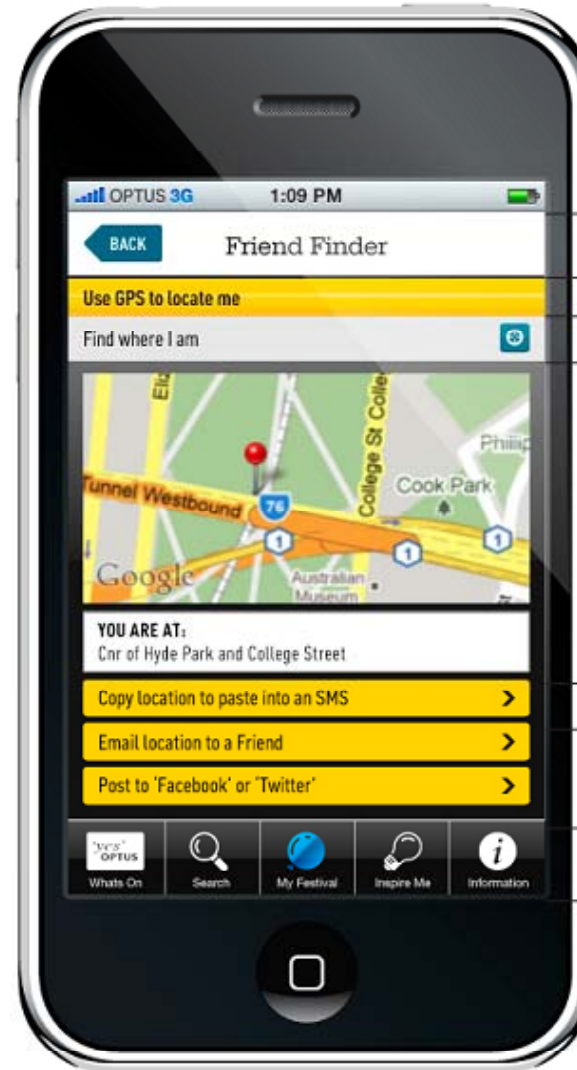
Applications are now outperforming equivalent browser based services



Features and Functionality

Geolocation Aware

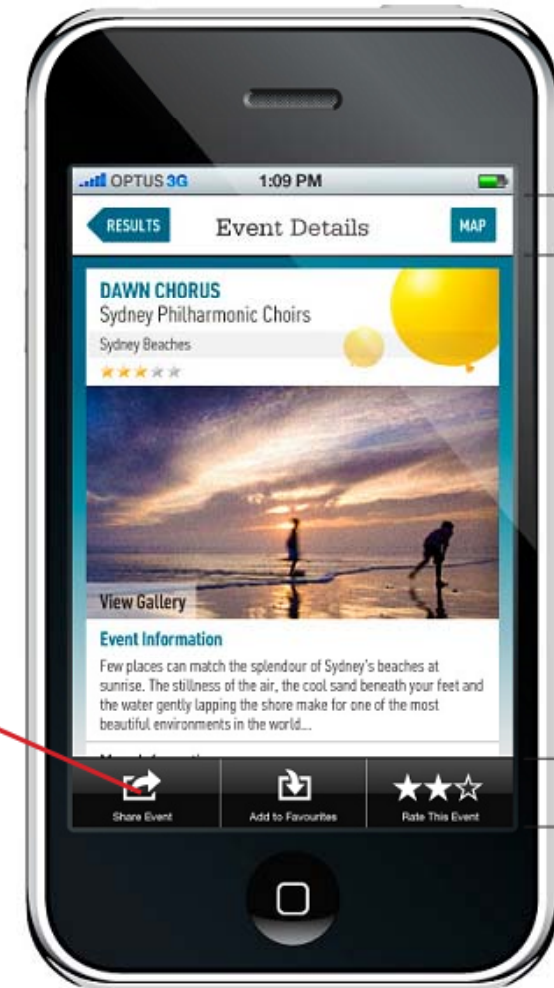
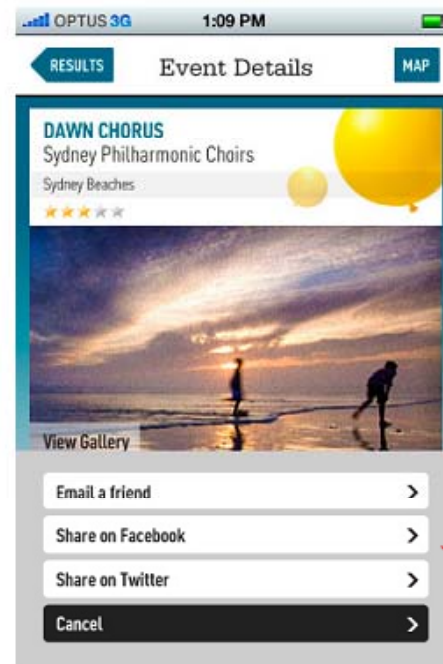
- Friend finder functionality
- Google Maps integration
- WhereIs integration
- Track user location
- Get directions to a location



Features and Functionality

Sharing, Rating and Social Media Integration

- Rating
- Tag searching with Twitter
- Post to Facebook and Twitter
- Facebook Connect Integration
- Share by email and SMS



TIGERSPIKE

CREATIVE CUTTING EDGE

Utility Applications



Leveraging Existing Users

Pre-Registration Micro-Site

- Consumers can register and then receive an SMS and or email when the application is ready.


This is our city in summer - January 9-30 ABOUT US | PLAN YOUR FESTIVAL | VISITING SYDNEY | PARTNERSHIPS | MEDIA

sydney festival 2010

ANZ
Principal Sponsor

[festival first night](#) [free](#) [theatre](#) [music](#) [dance](#) [family](#) [visual arts](#) [talks](#) [hubs](#)

[BUY TICKETS NOW](#)



SIGN UP FOR ENEWS

 [GO](#)

[REQUEST BROCHURE](#)

Search by keyword [GO](#)


Search by venue [v](#)

From [v](#) To [v](#) [GO](#)

[HOME](#) | [PLAN YOUR FESTIVAL](#) | [OPTUS FESTIVAL BUDDY](#)

Optus Festival Buddy

your festival planner for iPhone and mobile.



Optus Festival Buddy

OPTUS Festival Buddy: Plan your festival on the go – SMS 'FESTIVAL' to 1977 7779.

SMS costs 55c. Available on compatible handsets. Data charges from your network operator may apply to access the iPhone application or the mobile site. Call 1300762902 (toll free) for help.

[ABOUT US](#)


[PLAN YOUR FESTIVAL](#)

[SUBSCRIBE TO ENEWS](#)

[INTERACTIVE BROCHURE](#)

[FESTIVAL PLANNER](#)

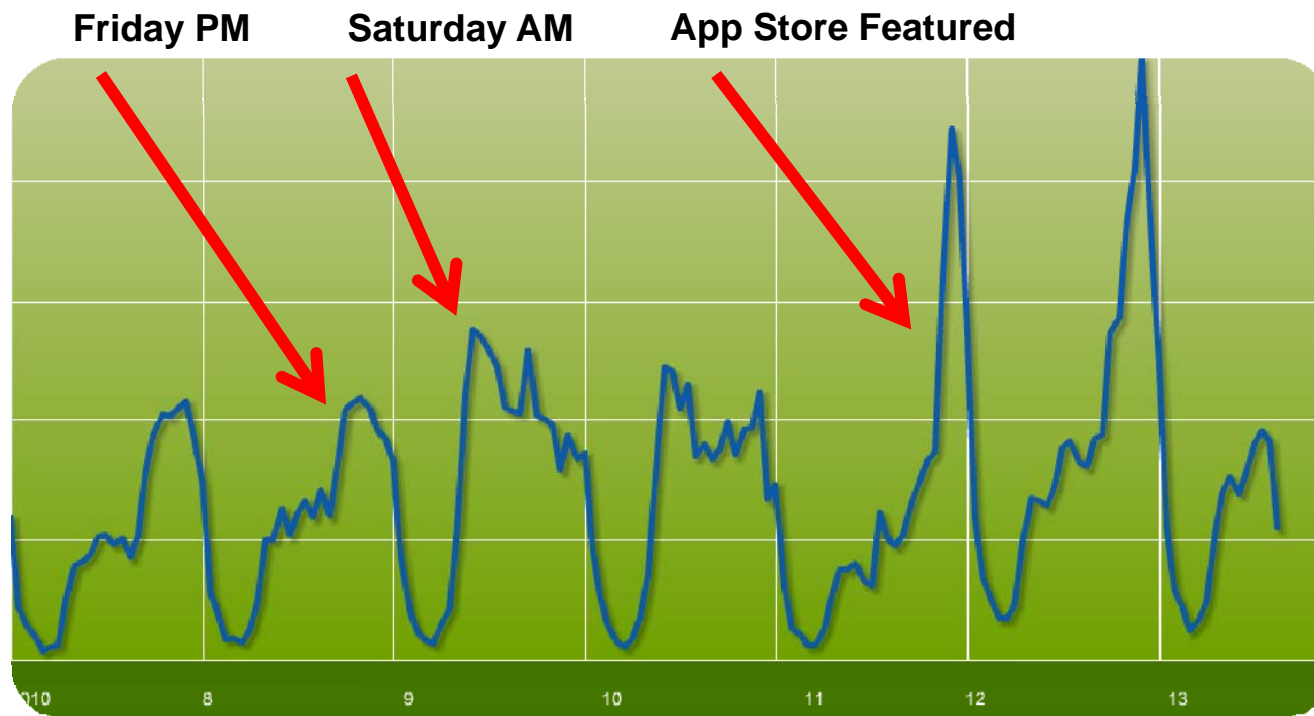
[BE OUR FRIEND](#)



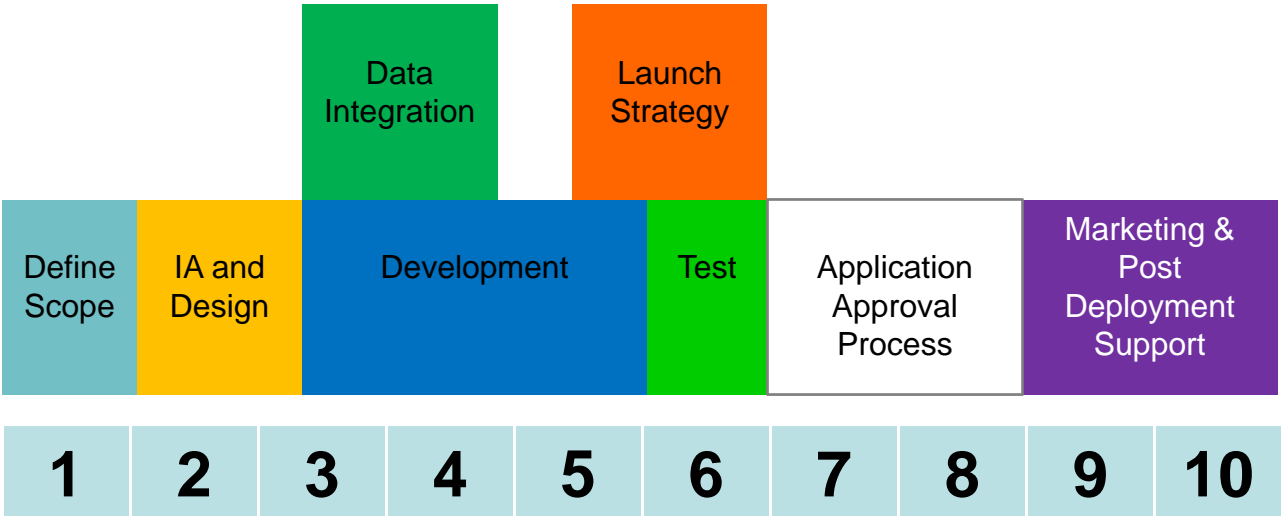
Application Promotion

- Strategic promotion extends the lifecycle of the application by maintaining a position in the 'Top', 'What's Hot' and 'Apple Favourites' categories

A Strategic relationship with Apple extends the application lifecycle




Development Lifecycle



Other things to consider....

- Data and Reporting
- Analytics and real time access to reports



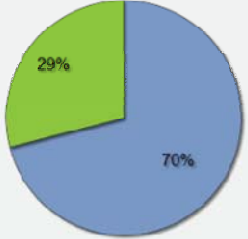
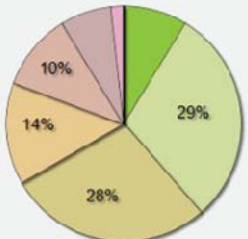
Analytics Dashboard

Lifetime [\(Change date range\)](#)

Total unique users	8,368	Total sessions	21,072
Total jailbroken users	490 (5.86%)	Total jailbroken sessions	1,330 (6.31%)
Total cracked users	0 (0.00%)	Total cracked sessions	0 (0.00%)
Total time spent		106 days 1 hour 7 minutes 49 seconds	

Demographic Reporting

Lifetime [\(Change date range\)](#)


Gender	Count
Female	27
Unknown	3,275

Age	Unique Users
0-12	0
13-17	5
18-24	17
25-29	16
30-34	8
35-39	6
40-49	4
50-64	1
65+	0
Unknown	8,311

Unique Users By Country

January 1, 2010 - January 31, 2010 [\(Change date range\)](#)

[Download CSV for selected date range](#) [Download CSV for lifetime](#)



* Country stats are aggregated from ips if geo data is r

Country	Count
Australia (view regions) (view cities)	7,995
New Zealand (view regions) (view cities)	19
United States (view states) (view cities)	14
China (view regions) (view cities)	13

Thank You

Oliver Palmer, Head of Innovation

Oliver.palmer@tigerspike.com

Ph: + 61 (0) 2 9361 5132