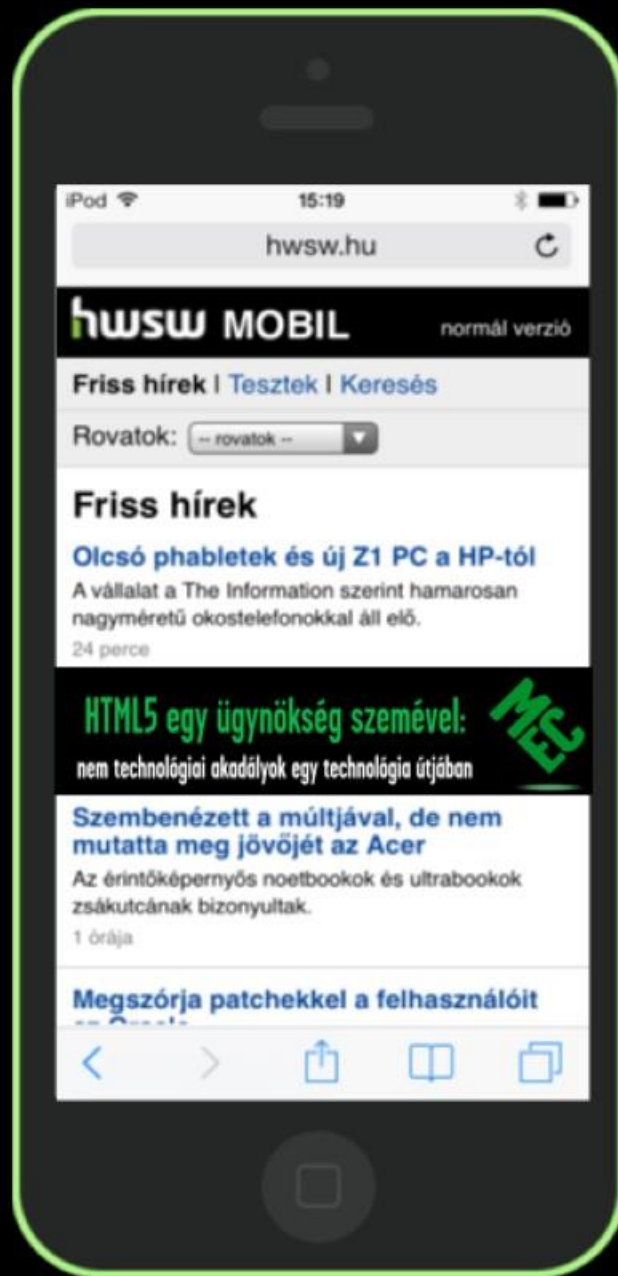


HTML5 egy ügynökség szemével:
nem technológiai akadályok egy technológia útjában





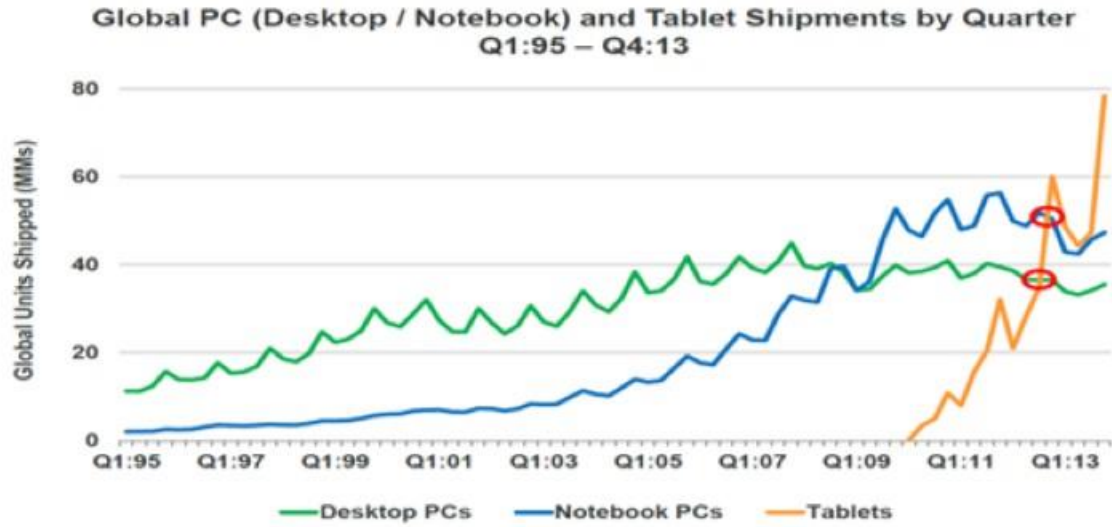


Agenda

- Trendek
- Tervezés folyamata
- 4 nem technológiai akadály
- Mikor következhetne be változás?

Ön tudta-e?

Tablet Units = Growing Faster Than PCs Ever Did +52%, 2013

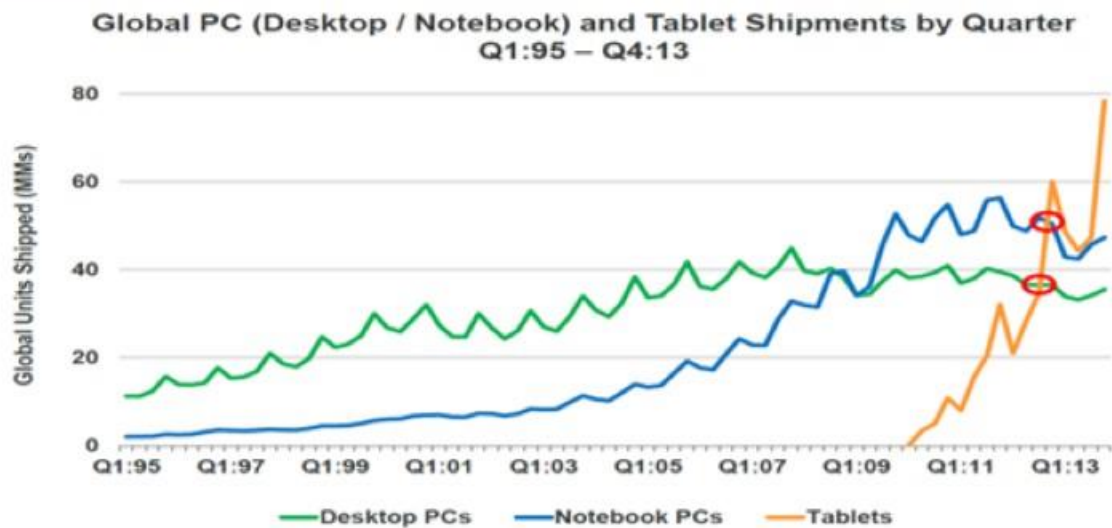


@KPCB

Source: Morgan Stanley Research. Note: Notebook PCs include Netbooks.

7

Tablet Units = Growing Faster Than PCs Ever Did +52%, 2013

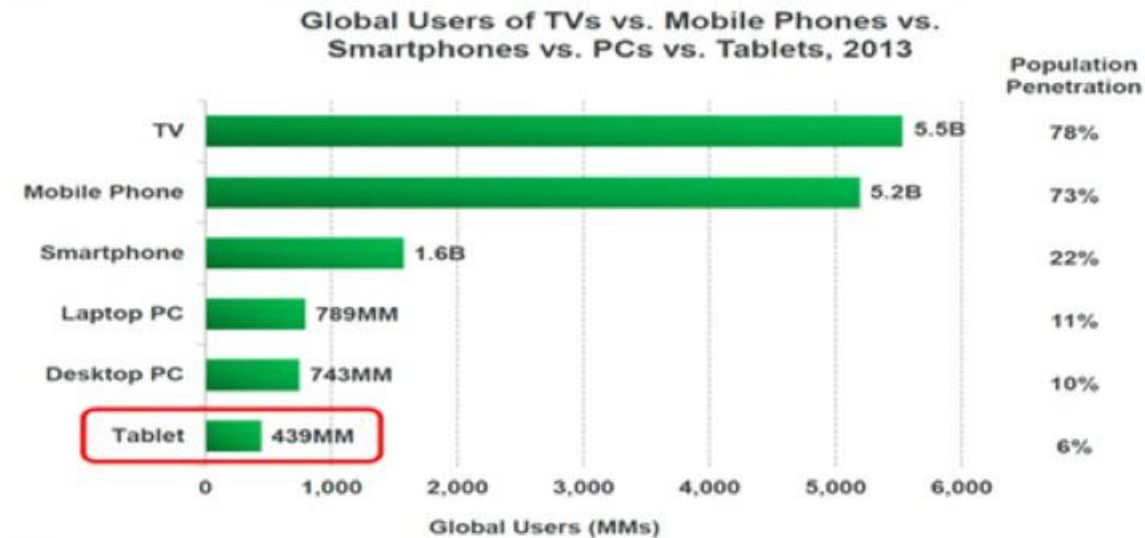


@KPCB

Source: Morgan Stanley Research. Note: Notebook PCs include Netbooks.

7

Tablet Users = Loads of Growth Ahead @ 56% of Laptops / 28% of Smartphones / 8% of TVs

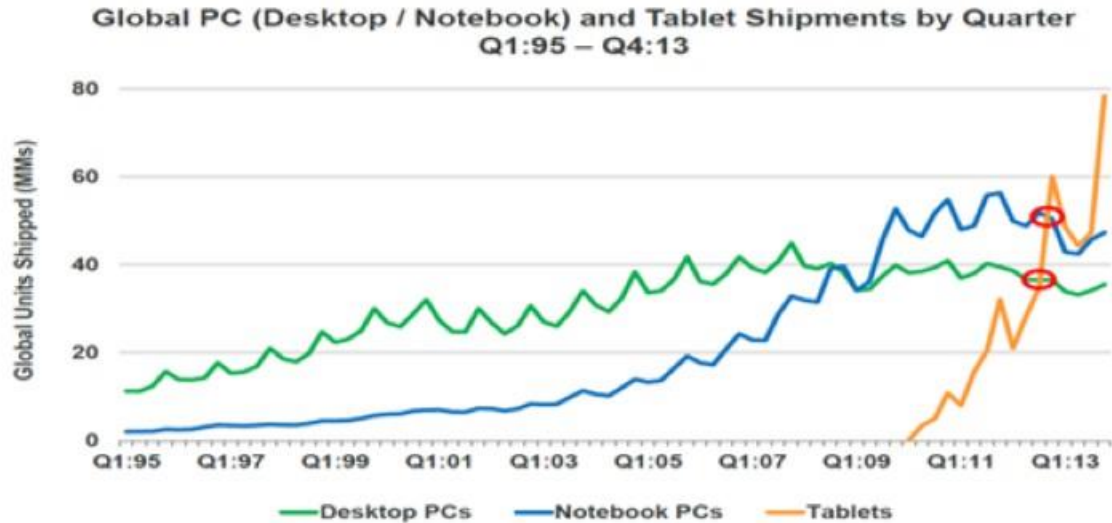


@KPCB

Source: KPCB estimates based on Morgan Stanley Research and ITU data. TV Users is estimate for users with TVs in household, given 1.4B households with TVs in world.

8

Tablet Units = Growing Faster Than PCs Ever Did +52%, 2013

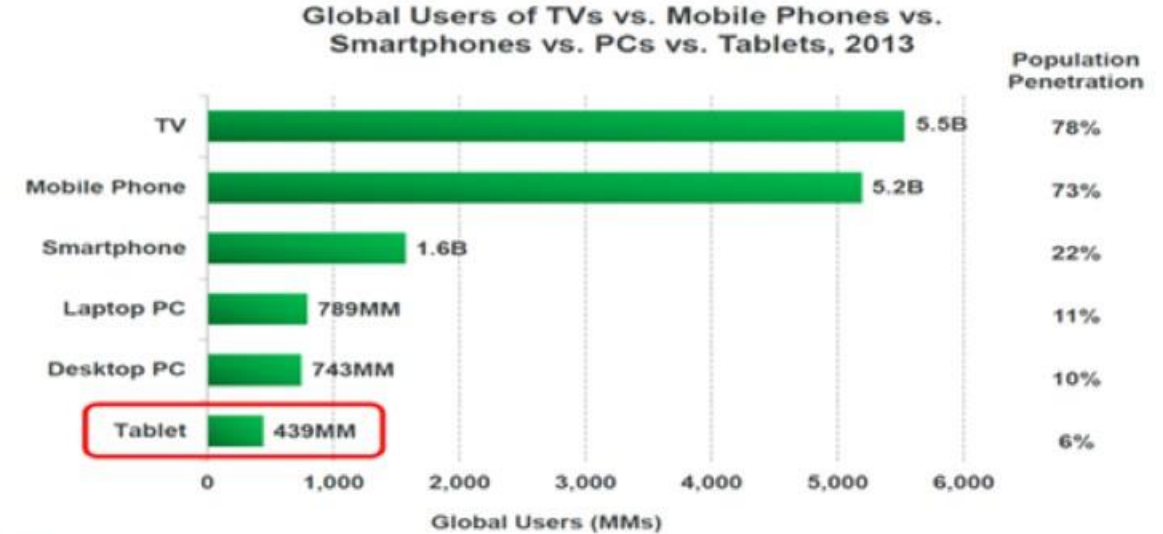


@KPCB

Source: Morgan Stanley Research. Note: Notebook PCs include Netbooks.

7

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@KPCB

Source: KPCB estimates based on Morgan Stanley Research and ITU data. TV Users is estimate for users with TVs in household, given 1.4B households with TVs in world.

8

Smartphone Users = Still Lots of Upside @ 30% of 5.2B Mobile Phone User Base



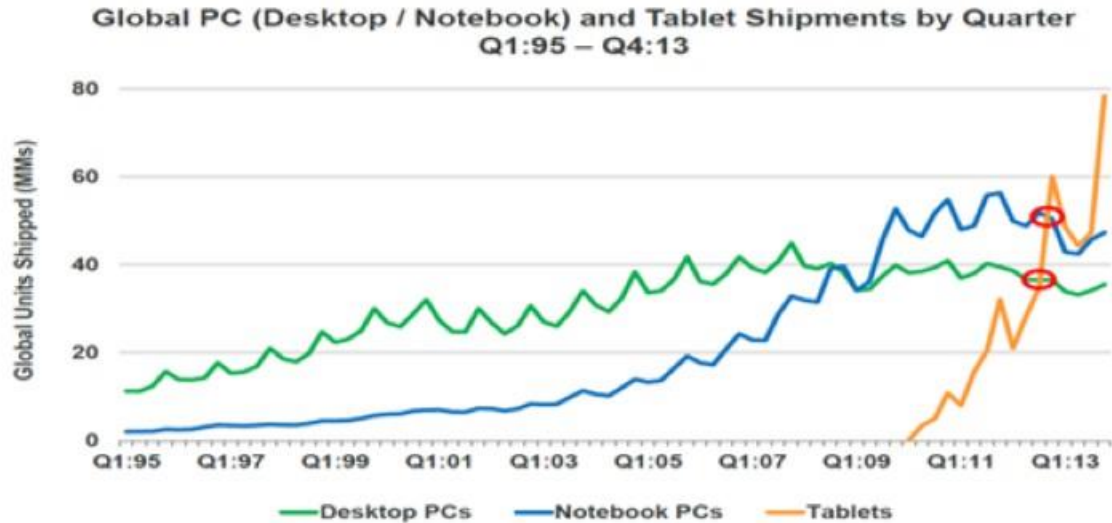
@KPCB

Source: Smartphone shipments per Morgan Stanley Research. User base per KPCB estimates based on Morgan Stanley Research and ITU data. Smartphone users & mobile phone users represent unique individuals owning mobile devices, as noted on slide 6. Mobile Subscribers based on number of connections & may therefore overstate number of mobile users.

6

MES

Tablet Units = Growing Faster Than PCs Ever Did +52%, 2013

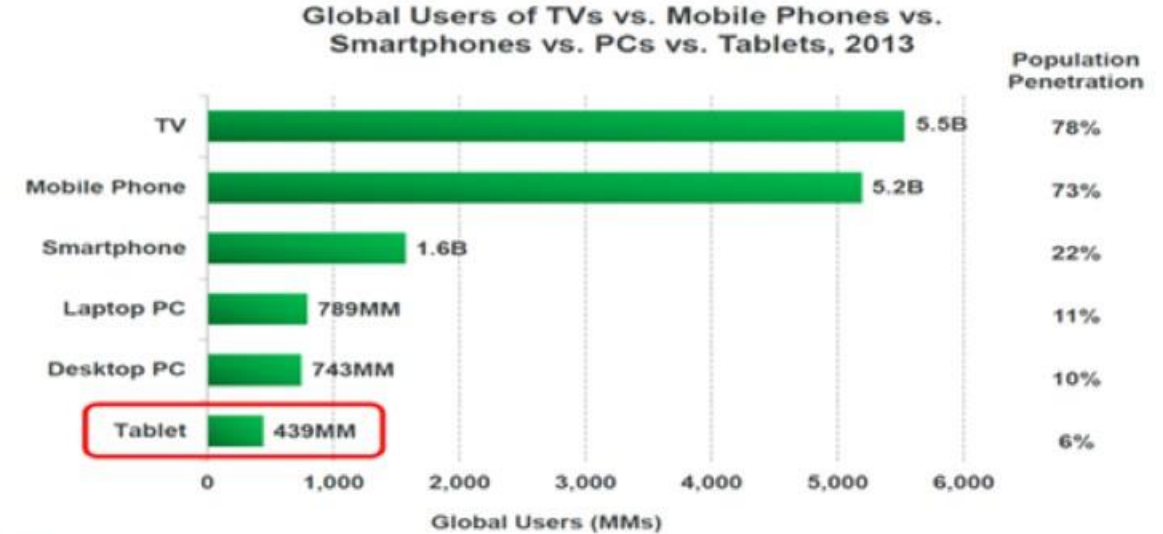


@KPCB

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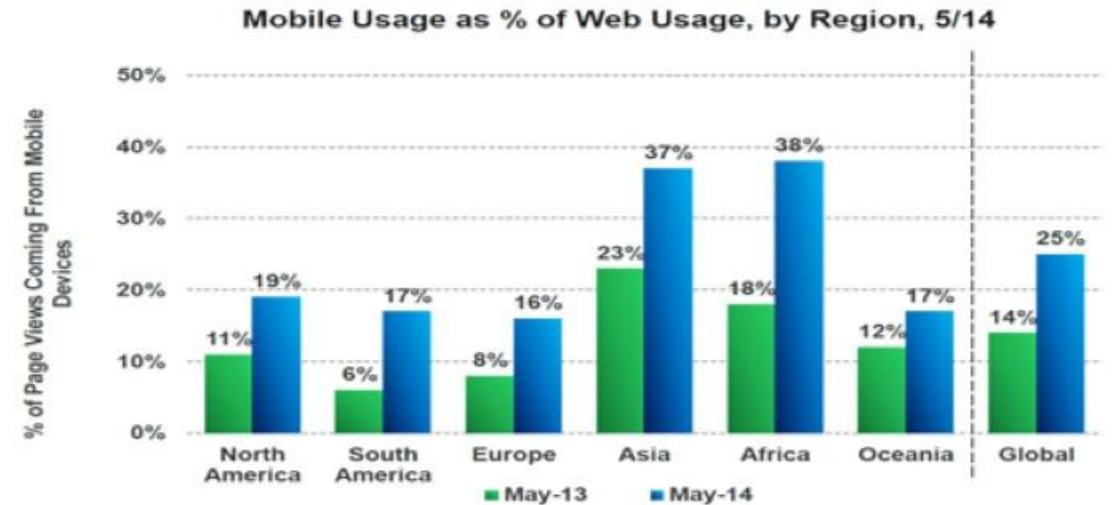


@KPCB

Source: Smartphone shipments per Morgan Stanley Research. User base per KPCB estimates based on Morgan Stanley Research and ITU data. Smartphone users & mobile phone users represent unique individuals owning mobile devices, as noted on slide 6. Mobile Subscribers based on number of connections & may therefore overstate number of mobile users.

6

Mobile Usage = Continues to Rise Rapidly @ 25% of Total Web Usage vs. 14% Y/Y



@KPCB

Source: StatCounter, 5/14.

9

Tablet Units = Growing Faster Than PCs Ever Did
+52%, 2013

Tablet Users = Loads of Growth Ahead
@ 56% of Laptops / 28% of Smartphones / 8% of TVs

Global PC (Desktop / Notebook) and Tablet Shipments by Quarter
Q1:95 – Q4:13



Global Users of TVs vs. Mobile Phones vs. Smartphones vs. PCs vs. Tablets, 2013



Mobil hirdetési

Mobil

költségek

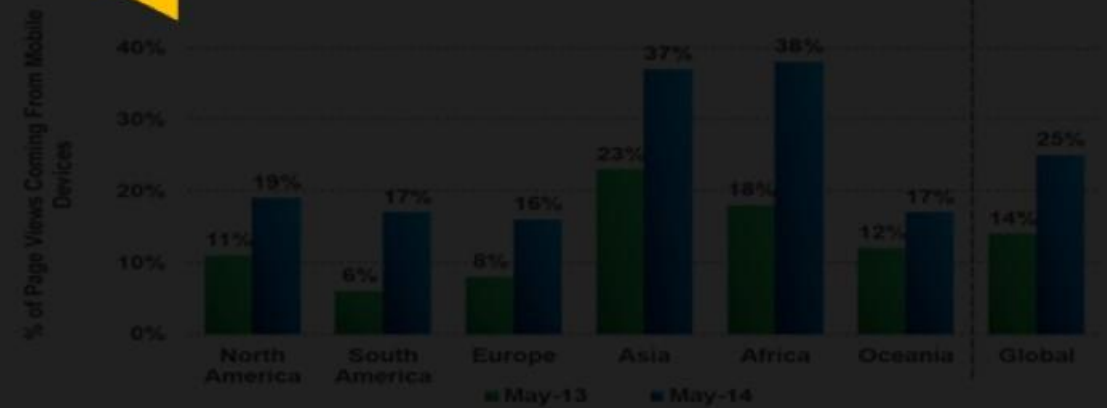
oldalletöltések

Global Smartphone Quarterly Unit Shipments & Smartphone Users as % of Mobile Phone Users, 2009 – 2013



Mobile Usage = Continues to Rise Rapidly

@ 25% of Total Page Views Coming From Mobile Devices



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The demand for HTML5-formatted ads has increased as the promise for seamless operation across desktop computers and mobile devices is propagated in the marketplace. While HTML5 offers a rich rendering experience across devices, the scarcity of design tools requires additional expertise.

The operational costs of shifting from visual design to code-based design are magnified when publishers and ad developers lack a common framework for HTML5 ad optimization. This document arms ad designers, creative technologists and ad operation professionals with a common operational framework for creating and delivering seamless ad experiences.

Ultimately, wide adoption of HTML5 as an ad development standard may improve and reduce operational costs, but the digital advertising industry will struggle with HTML5 until much needed guidelines are put in place to help companies package and serve these ads as efficiently as possible.

As a framework for HTML5 ad optimization, this document addresses some of the common hurdles that have stifled HTML5 ad implementation. Until guidance for more complex issues in HTML5 adoption is available, adhering to the practices outlined in this document will help companies begin to build HTML5 ad development workflows that are more scalable and consistent, improving ad performance and user experience across all platforms.

This document has been developed by the IAB Ad Operations Council and the Mobile Marketing Center of Excellence. Contributors include representatives of

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Tervezési folyamat



Stratégiai tervezés



Taktikai tervezés



1

2

3

4





1 Pénz

2

3

4



1 Pénz

2 Idő

3

4



1 Pénz

2 Idő

3 Tapasztalat hiánya

4

1 Pénz

2 Idő

3 Tapasztalat hiánya

4 Adserver



Mi hozhat változást?



Edukáció, edukáció, edukáció...

Lovas Tamás

tamas.lovas@mecglobal.com

