

# MOBILHIRDETÉS ITTHON: TECHNOLÓGIA ÉS PIACI ÚTKERESÉS

HWSW App!

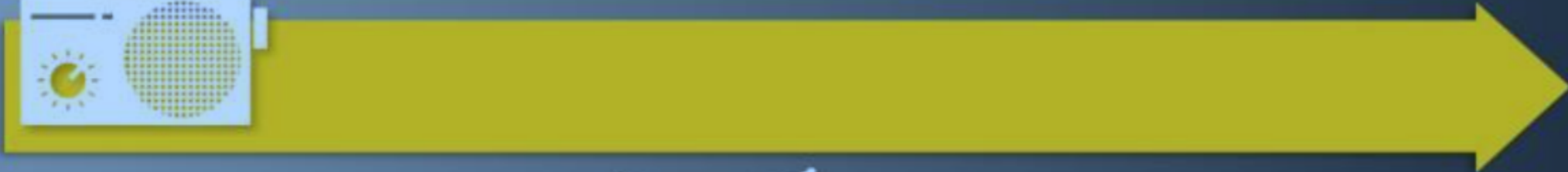




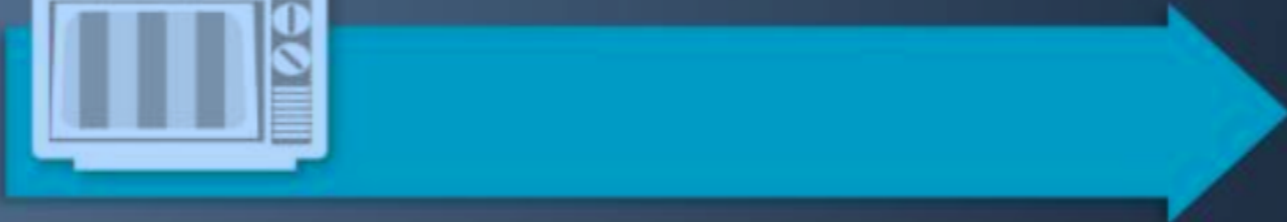
# HOL ÉS MERRE TART A MOBIL VILÁG?



**38**  
YEARS



**13**  
YEARS



**4**  
YEARS



**2**  
YEARS



**50**  
MILLION  
CONSUMERS



# HIT STRO

hospital's staff suffered from PVS. Those of w  
re  
results suggest that billions of cell phone  
users regularly experience tactile halluci-  
nations and thus have something vaguely in  
common with meth addicts who feel insect  
crawling beneath their flesh.  
Why do cell phones give us a small t



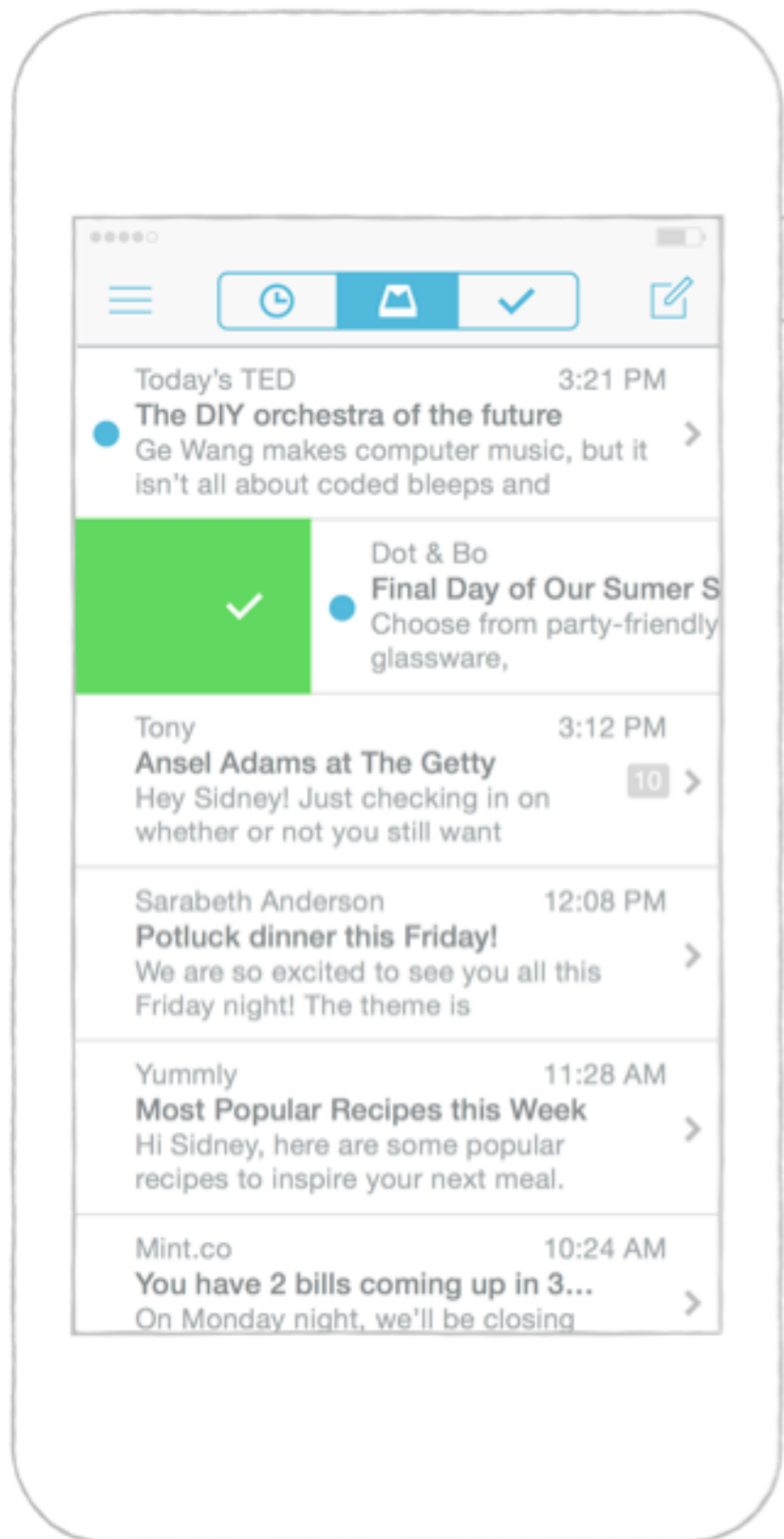
2 RVP100

465 3 RVP100



13 EMBER  
1 MILLIÁRD DOLLÁR





100 MILLIÓ DOLLÁR  
4 HÓNAP





**"Coders are today's  
rock stars."**



Fetch  +

**dentsu**  
**ΛEGIS**  
network

ETÉS?

The Yahoo! logo is displayed in white, bold, sans-serif capital letters with an exclamation point, centered on a solid purple square background.

**“430 MILLION MONTHLY USERS”**

...more than half of the company’s total monthly audience coming from mobile



**“399 MILLION MOBILE ONLY USERS”**

- 1.35 billion monthly active users
- **1.12 billion mobile** monthly active users

IT MAKES 62 PERCENT OF ITS  
ADVERTISING REVENUE ON MOBILE



£ 707.1m  
Total mobile  
market H1 2014

£ 429.2m  
Total mobile market H1 2013

68.4%



Total mobile market  
H1 2013 vs H1 2014  
on a like-for-like basis

The logo for ORIGO, featuring the word "ORIGO" in white, bold, uppercase letters on a blue rectangular background.

**“NAPI 215,000 FELHASZNÁLÓ**

...ez a napi webes látogatottság  
(582,459) egy jelentős százaléka

The logo for hws, featuring the lowercase letters "hws" in white on a black rectangular background. The letter "h" has a small green vertical bar on its left side.

**“27%-A A LÁTOGATÓKNAK ÉRKEZIK  
MOBILRÓL”**

The logo for index, featuring the word "index" in a bold, dark blue, lowercase sans-serif font on a light blue rectangular background.

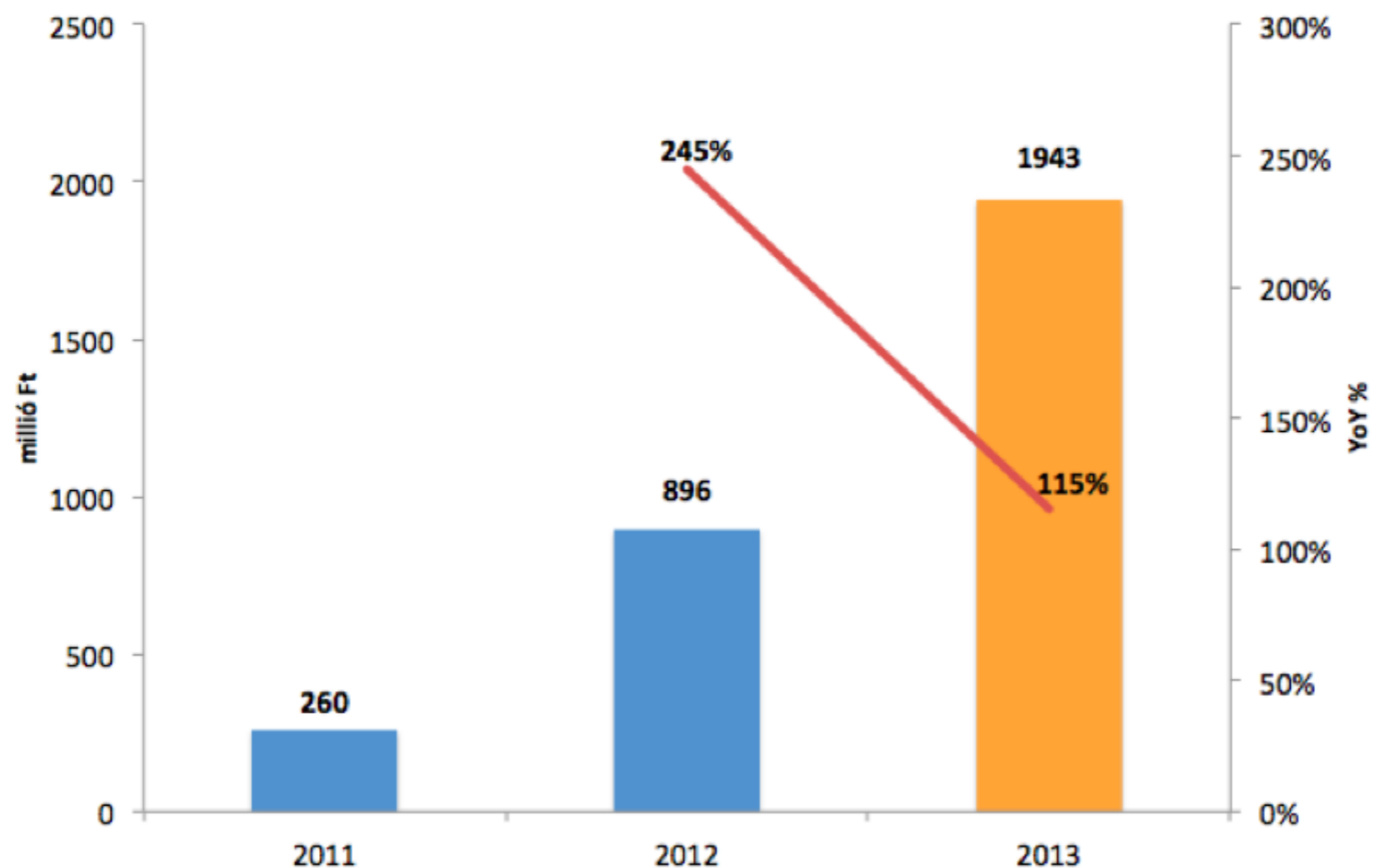
**“A LÁTOGATÓK HARMADA MÁR  
MOBILRÓL JÖN”**

...ez a teljes látogatottság 33%-a (:



# Erős növekedésben a mobilreklám

A mobilreklám szegmens változása



Net adatok



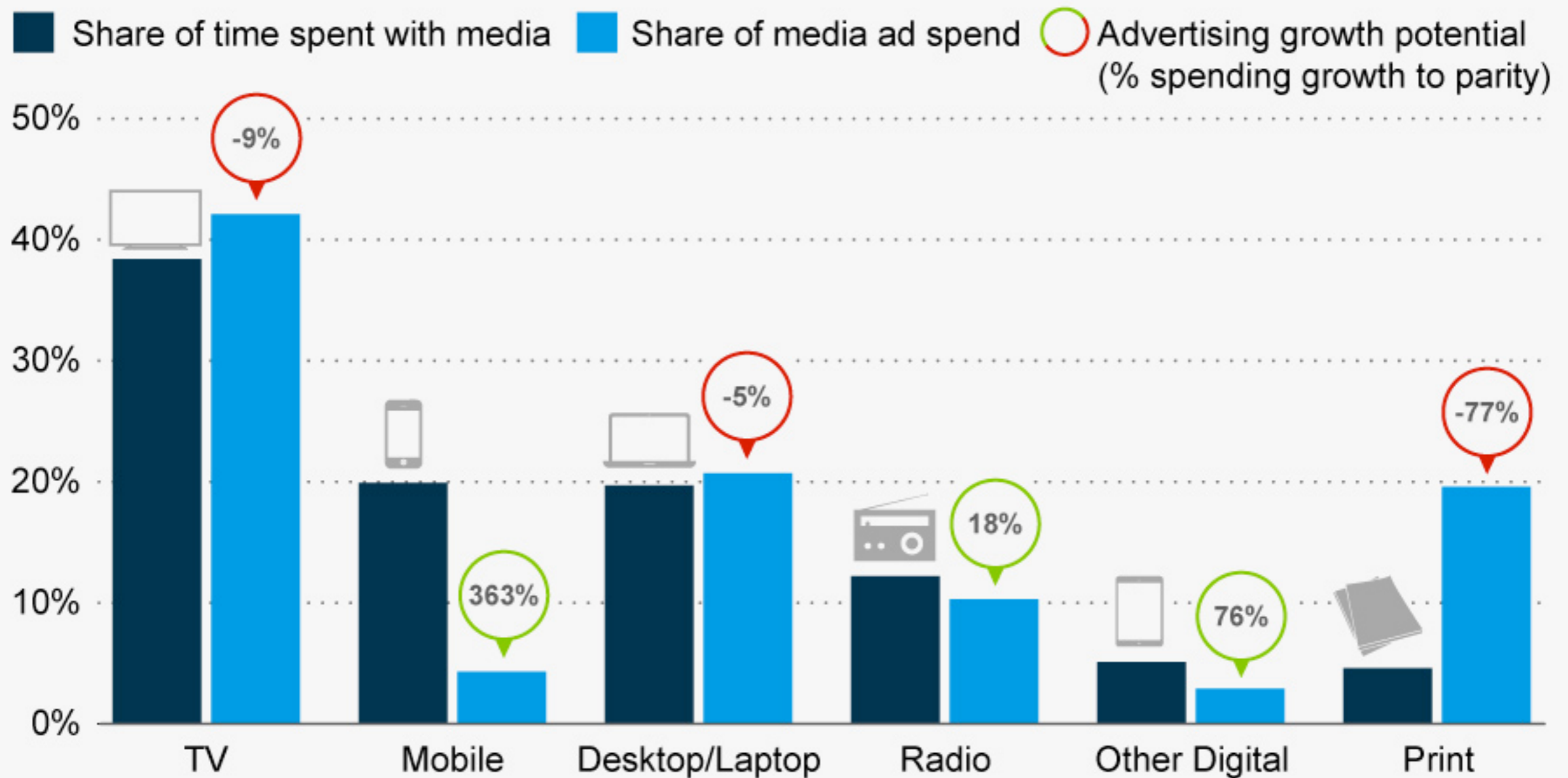
2014. március 4.



5% A MOBIL SHARE

# Things Could Get Worse For Print Publishers

Share of time spent with media vs. share of media ad spending (United States, 2013)





# A FEJLŐDÉS GÁTJAI



**CELL  
PHONE  
PROHIBITED**

lofon

I THINK WE  
MAY NEED  
A MOBILE  
STRATEGY

SORRY,  
DID YOU  
SAY  
SOMETHING?



MIA MOBILHIRDETES?



MAYBE WE NEED A MOBILE APP  
THAT GETS PEOPLE TO USE THE  
MOBILE APP WE ALREADY HAVE.

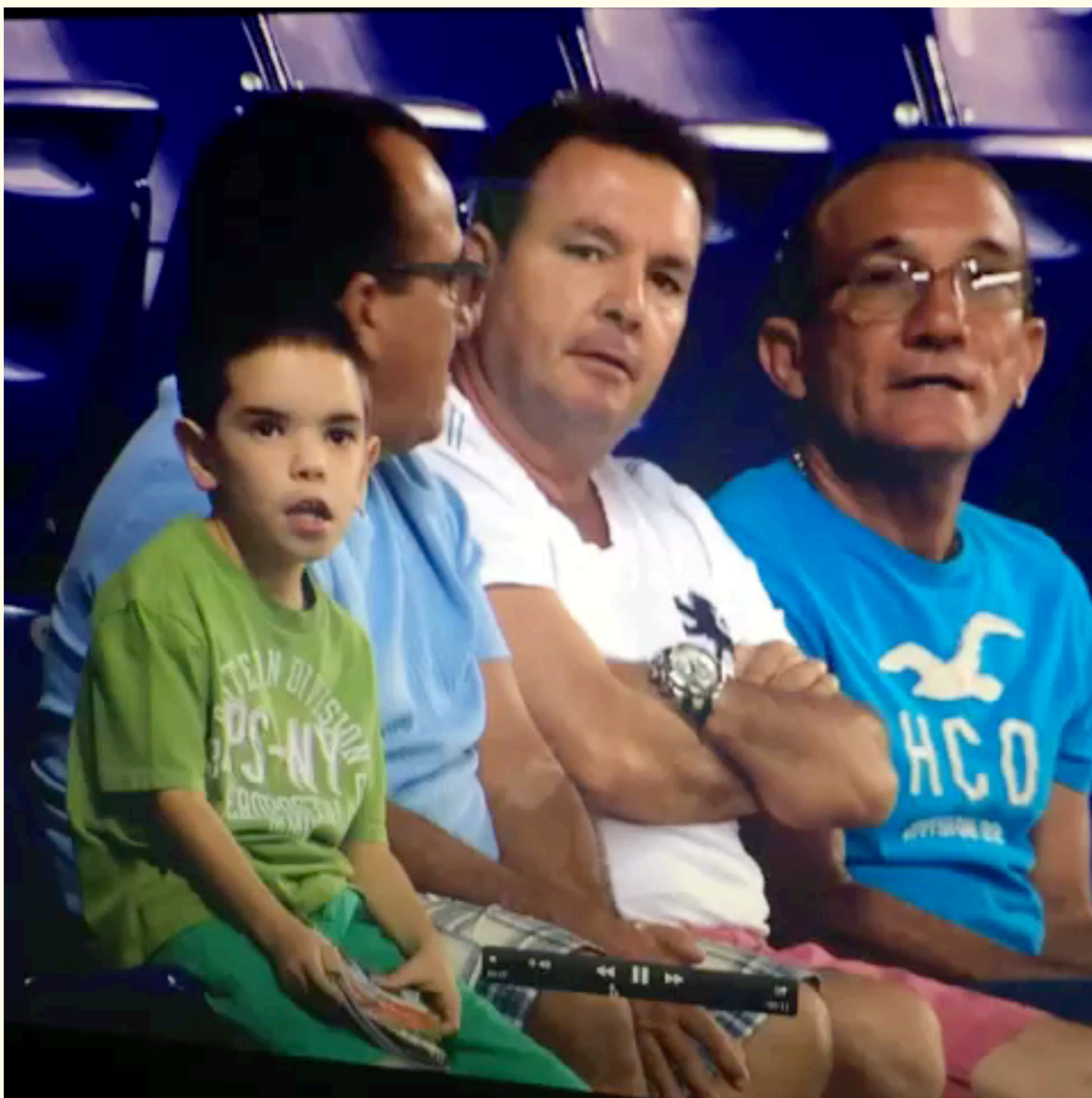


TOM  
FISH  
BURNE



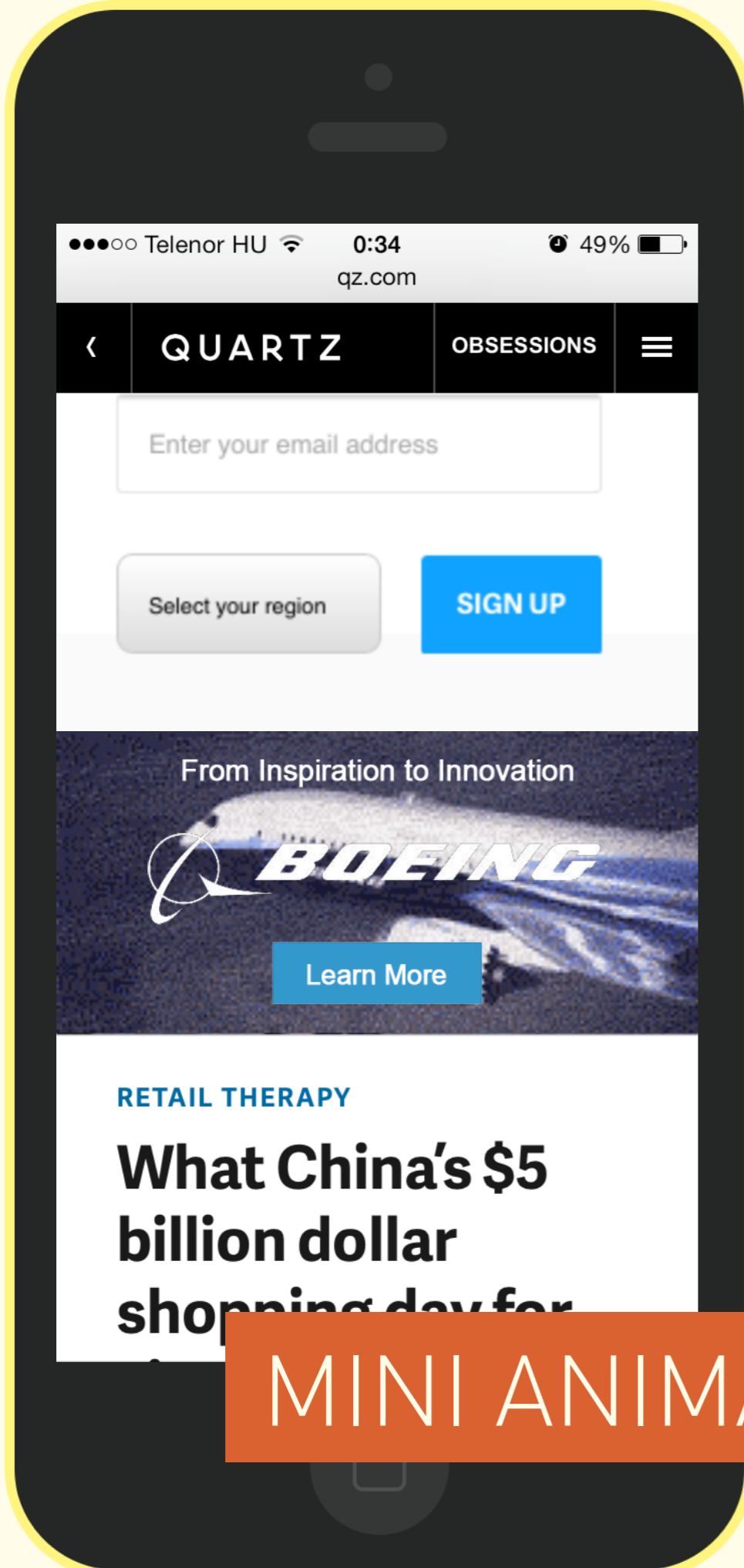


INTEGRÁCIÓ SEM SEGÍT



RÉGI BEIDEGZŐDÉSEK





MINI ANIMÁCIÓ IS ELÉG LEHET

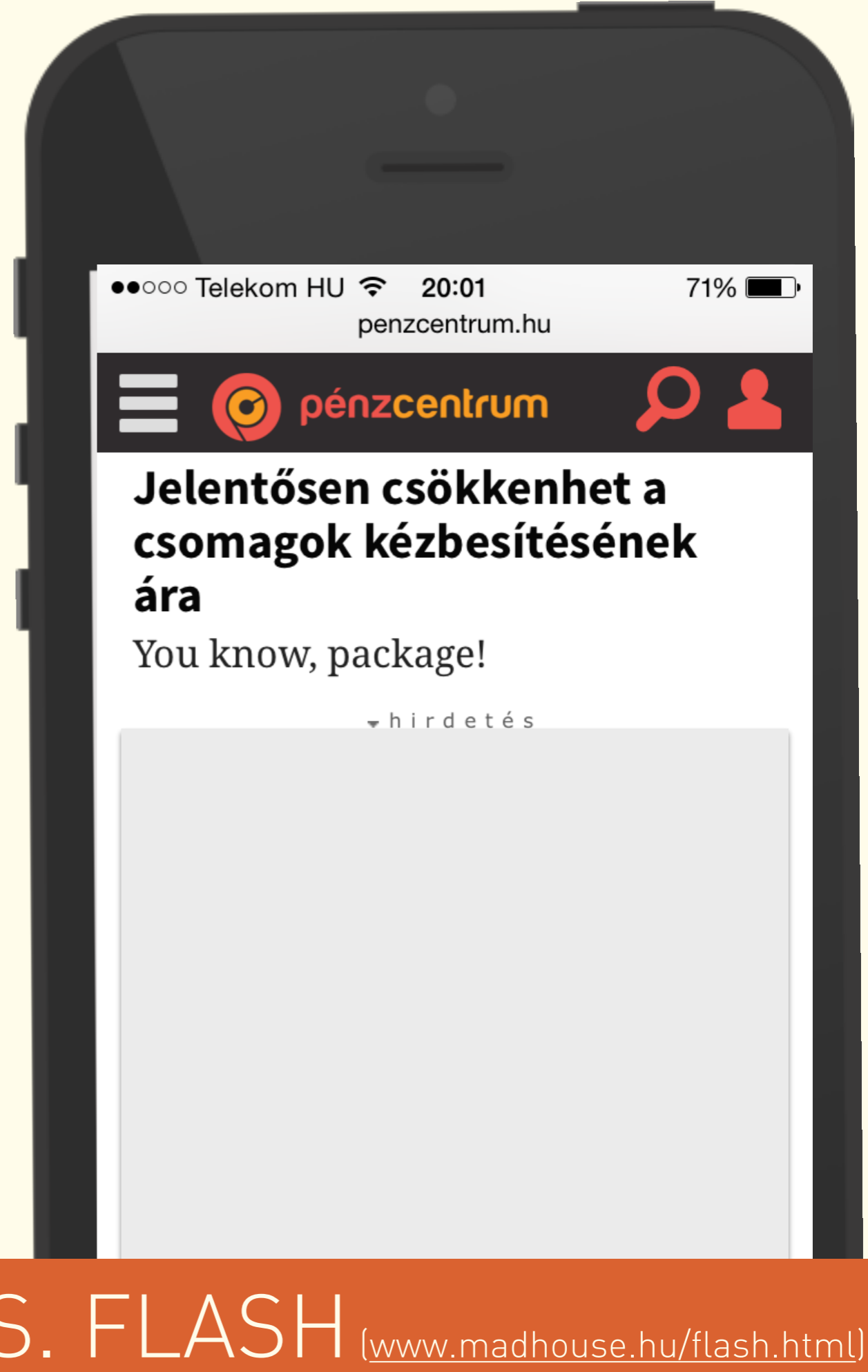
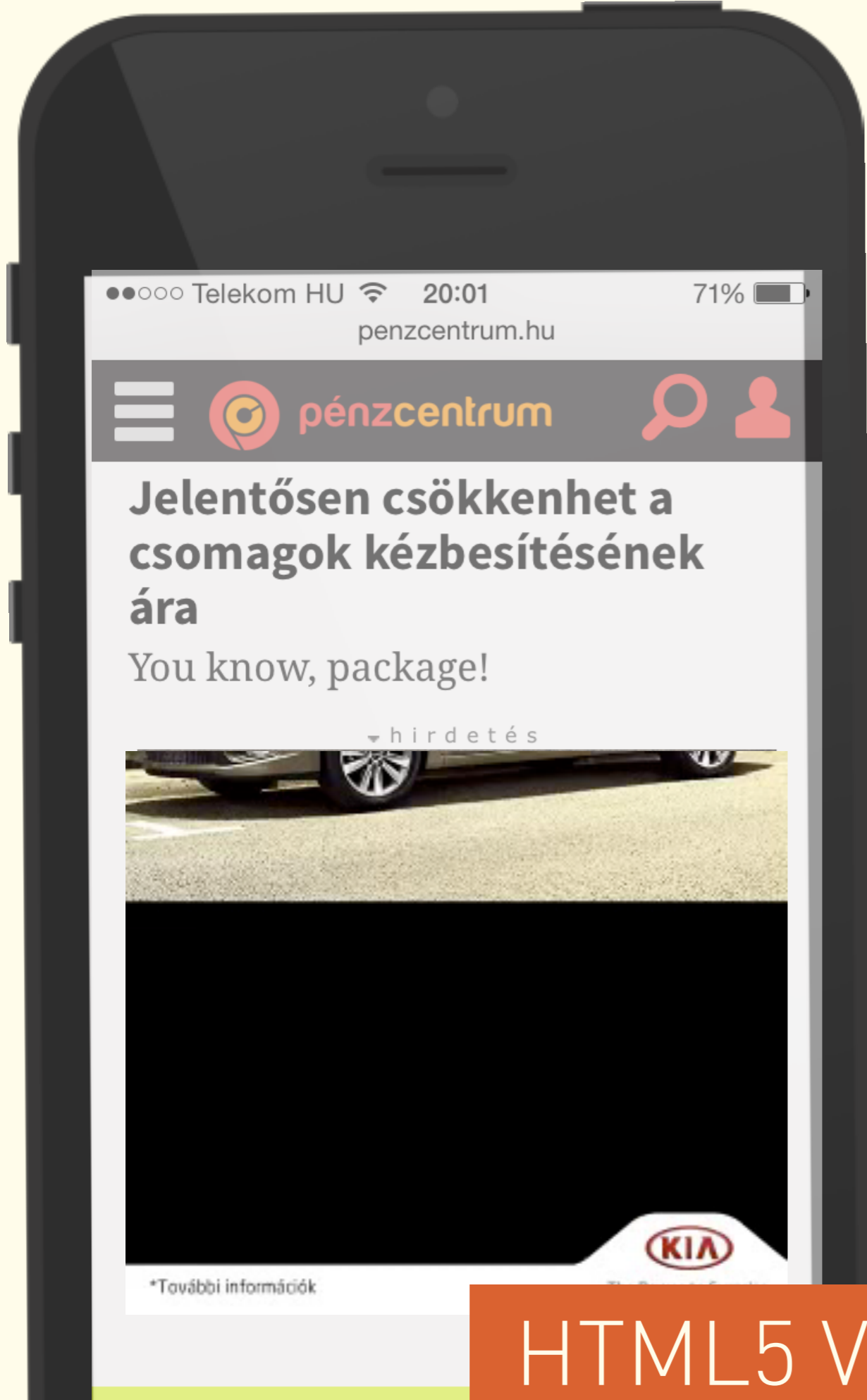


TECHNOLÓGIA: ÁLDÁS  
VAGY ÁTOK?

Jeremy Keith

# HTML5 FOR WEB DESIGNERS

FOREWORD BY Jeffrey Zeldman



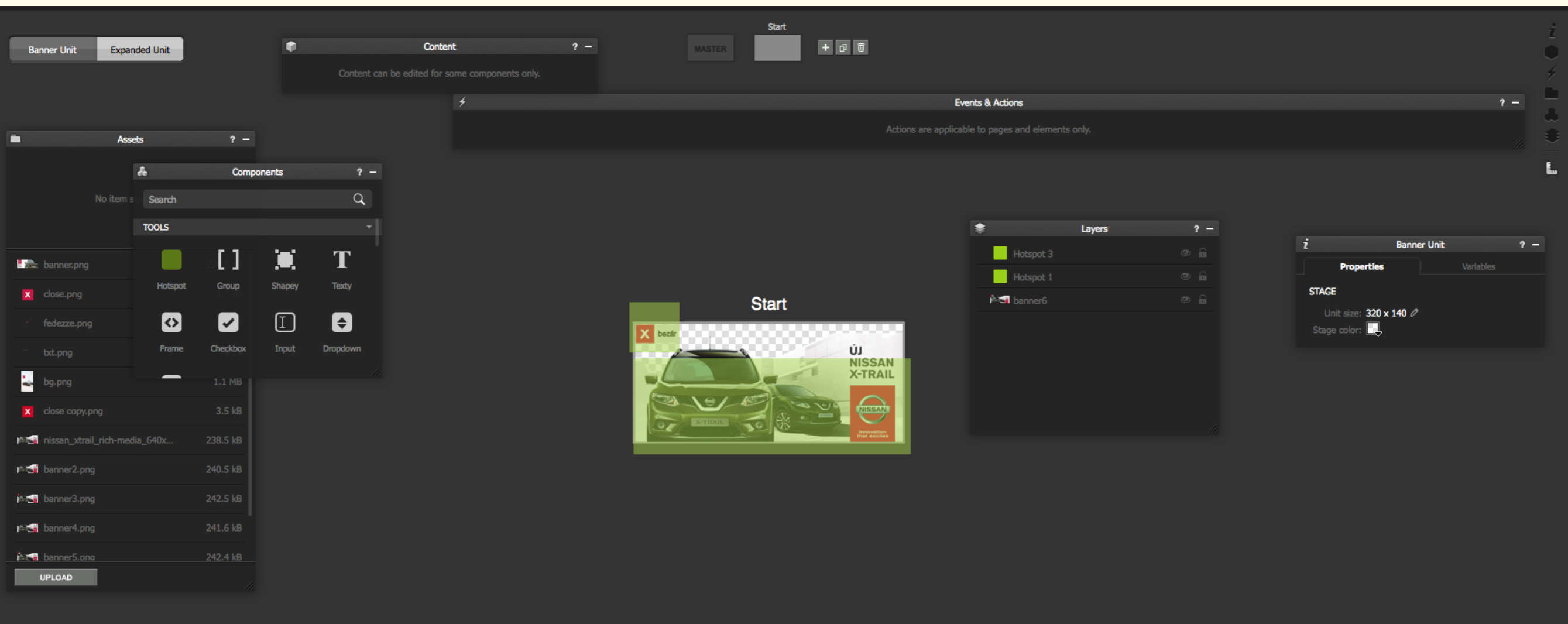
HTML5 VS. FLASH [www.madhouse.hu/flash.html](http://www.madhouse.hu/flash.html)





AZ EGYIK ÚT A BÜTYKÖLÉS





A MÁSIK: EGY TEMPLATE-EK ALAPJÁN MŰKÖDŐ RENDSZER



NINCS SZÜKSÉG LANDING PAGE OLDALRA

“IF IT DOESN'T SELL, IT ISN'T  
CREATIVE.”

DAVID OGILVY MONDTA



KÖSZÖNÖM A FIGYELMET!

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facebook: [facebook.com/madhousehu](https://facebook.com/madhousehu)



**MADHOUSE**  
mobile advertising network