



SPRINGTAB

Data-Driven Paradoxon

HWSW Mobile! '16

Szántó Péter



Minden út Rómába vezet

Wikipedia : Én tudok mindent!

Facebook: Én mindenkit ismerek!

Google : Nekem van mindenem!

Internet : Nélkülem nem értek semmit!

Áram : Tényleg?

44,000,000
MESSAGES PROCESSED
486,000
PHOTOS



26
NEW REVIEWS
POSTED ON YELP

120
NEW ACCOUNTS
OPENED ON
LINKEDIN

MORE THAN
140
SUBMISSIONS
ON REDDIT

MORE THAN
2,315,000
SEARCHES

3,125,000
 243,055



MORE THAN
21,000,000
MESSAGES SENT

70,000
VIDEO MESSAGES
SHARED



Share
MORE THAN
3,000,000
ITEMS ARE
SHARED

MORE THAN
18,000
MATCHES MADE

972,000
DAILY SWIPES
ON TINDER

MORE THAN
195,000
MINUTES OF AUDIO CHATTING
ON WECHAT



MORE THAN
69,500
HOURS OF
VIDEO WATCHED
ON NETFLIX

NETFLIX



MORE THAN
150,000,000
E-MAILS ARE SENT



MORE THAN
48,000
APPS DOWNLOADED
ON IPHONE



MORE THAN
95,000
APPS DOWNLOADED
ON ANDROID



MORE THAN
430,000
TWEETS SENT

YouTube



MORE THAN
39,300
HOURS OF MUSIC
LISTENED

MORE THAN
100
NEW DOMAINS
REGISTERED

14 NEW
SONGS ADDED
ON SPOTIFY



MORE THAN
2,700,000
VIDEO VIEWS AND
139,000 HOURS
OF VIDEO WATCHED

MORE THAN
300 HOURS
OF VIDEO ARE UPLOADED

AROUND
56,000
PHOTOS
UPLOADED

9,800
ARTICLES PINNED
ON PINTEREST

MORE THAN
280,000
SNAPS SENT
ON SNAPCHAT



2M+ Google searches

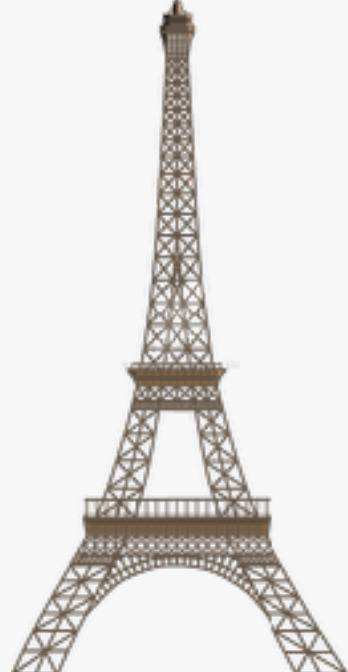
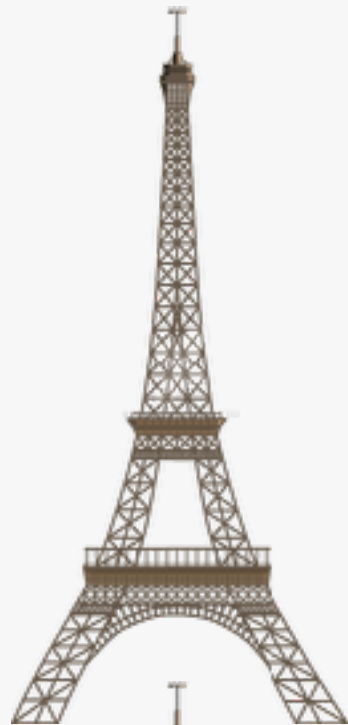
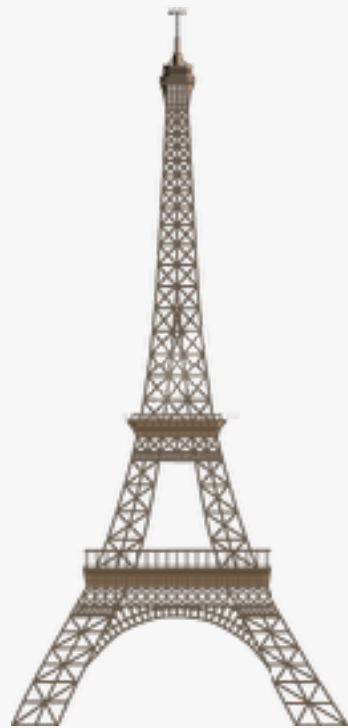
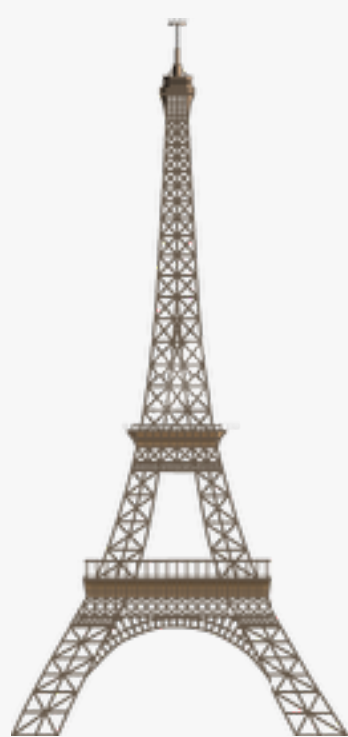
2.7M+ YouTube Video Views

3M+ Likes

430K Tweet

56K Instagram Photo Uploaded

39,300 Hours of Music Listened on Spotify



2,500,000
TERABYTE / NAP

10 millió blu-ray disk
4 Eiffel torony

**Az elérhető összes
adat 90%-a az elmúlt
2 évben keletkezett.**

**De honnan jön az
adat?**

A média 90%-át 6 vállalkozás birtokolja



GE

Comcast

NBC

Universal Pictures

Focus Features



News Corp

Fox

Wall Street Journal

New York Post



Walt Disney

ABC

ESPN

Pixar

Miramax

Marvel Studios



Viacom

MTV

Nickelodeon

BET

CMT

Paramount
Pictures



Time Warner

CNN

HBO

Time

Warner Bros



CBS

Showtime

Smithsonian
Channel

NFL.COM

Jeopardy

60 Minutes

Tartalomsgazdálkodók



Vs.



Mobilsgazdálkodók

**És milyen
adatok?**

EXTRAPOLATION



- 1. Mi a cél?**
- 2. Milyen adat áll rendelkezésünkre?**
- 3. Milyen hatást tudunk elérni?**
- 4. Ez miként támogatja a vízióinkat?**
- 5. Mit gondol a csapat?**
- 6. Milyen benchmarkok vannak?**
- 7. Execute!!!**



 Unroll.Me

The logo for Unroll.Me features a stylized teal icon of a scroll with an envelope symbol integrated into its design. To the right of the icon, the text "Unroll.Me" is written in a matching teal, sans-serif font.

Kinek jó mindez?

A Facebook és Google a sajátja mellett még rengeteg más adatbázisból építkeznek.

Ki kell választani, hogy a célnak mi a megfelelő.

VAN KÉRDÉSED?
20 PERCES INGYENES KONZULTÁCIÓ:
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[@SZANTOPETER](https://twitter.com/szantopeter)



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