

Upcoming Due Dates

- Quiz today
- How-to presentations today
- Lab 6 due Monday
- Alpha Evaluations due Friday
 - Upload to dropbox

Code Reviews

- I see activity still happening on code reviews – great!
 - But you don't have to continue this for a grade

Beta Release

- Polish, usability and defect correction
 - Add expiration if desired
- Register as Google Developer
- Deploy to Android Market
- Project Fair on Friday, March 12
 - <http://users.csc.calpoly.edu/~djanzen/courses/409W10/fair.html>
- Contest: 3/12 to 3/18 midnight

Generating a buzz about your app

- What I am doing
 - Project fair
 - Notify campus and media
 - Portal, Mustang Daily, CSC weekly email, Jon York, local TV and newspaper, bloggers
 - Competition app
 - Judges

Generating a buzz about your app

- What can you do?
 - Update your web ad
 - Poster for project fair
 - Use your network
 - Facebook, LinkedIn, email, blog, co-workers, potential employers, family
 - Talk to potential customers and advertisers

Deployment

- Putting your app in the Android Market
 - <http://market.android.com/publish>
 - \$25 one-time fee (see me by Friday if a problem)
 - Agreement:
 - <http://www.android.com/us/developer-distribution-agreement.html>
 - If you want to charge for your app, you must set up an account with a payment processor (e.g. Google Checkout)

Deployment (cont.)

- Putting your app in the Android Market
 - Upload your app
 - 325 word description
 - Two screen shots
 - Promo text (80 chars) and graphic (optional)
 - Type (Game or Application)
 - Category (Comics, Entertainment, Travel, ...)
 - Prices
 - URL
 - Email
 - Phone (optional)

Alternative Markets

- SlideMe
 - <http://slideme.org/>
- Leaf Open Market
 - <http://www.openmarket.co.za/>

Monetization

- Ad networks
- Sell your own ads
- Paid apps

Mobile Ad Platforms by monthly unique visitors

1. Millennial: 45.6 million
2. Yahoo: 36.1 million
3. Google: 31.9 million
4. AOL/Platform-A's Third Screen Media: 28.6 million
5. AdMob: 25.7 million (Google buying for \$750M)
6. Microsoft's MSN Ad Network: 25.4 million
7. Jumptap: 23.4 million
8. Quattro Wireless: 23 million (Apple buying for \$275M)

- Source: <http://moconews.net/article/419-the-real-list-of-the-largest-mobile-ad-network-sort-of/> Aug 2009

Types of Mobile Advertising

- SMS, Search, Web Display, App Display
 - See <http://www.google.com/press/admob/>

Please Note: In response to client requests, we have updated your reporting to reflect "Net Revenue" instead of Gross Revenue. This change applies to all current and historical data since January 1st, 2009. Any data prior to January 1st, 2009 will reflect Gross Revenue. Questions? Check the [FAQ](#) for more information.

Publisher Reports: Ad Performance Summary

Select a Report:

- ▼ Publisher Reports
 - ▼ Advertising Performance
 - Ad Performance Summary**
 - Ad Performance by Site
 - Ad Performance by Carrier
 - Ad Performance by Country
 - Ad Performance by Ad Model

Dates: Select Date range

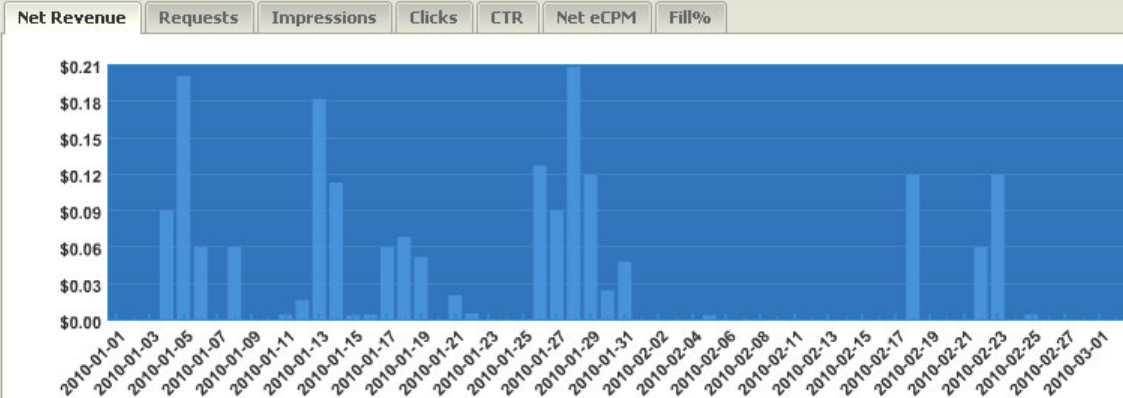
From: 2010-01-01 To: 2010-12-31

Site:

All

Run Report

Daily Report



Filters:

Ad Terminology

- Gross Revenue – money spent by advertiser
- Net Revenue – Gross revenue minus ad network charge (i.e. what the ad publisher gets)
- Impressions – number of times ad is shown
- Clicks – number of times ad is clicked
- CTR – Click Through Rate
 $\text{Clicks/Impressions}$
- CPM - Cost per Mille (thousand) impressions
 $\text{Revenue/Impressions(in thousands)}$

Forming a Company

- Sole Proprietorship
 - Taxed as self-employment
- Partnership
- Corporation (S and C)
- Limited Liability Company
 - Income/loss pass through to owners, but corporation protects owners against liability
 - i.e. personal assets are protected