

# Mobile Innovation + Media

## *2015 Recap & What's Next?*

**mutualmobile**

@mutualmobile



200+ person agency  
Clients: Cox Media, ESPN,  
Economist, Disney

@ntarun



Co-Founder, CEO  
Mutual Mobile

# UnderArmor Healthbox





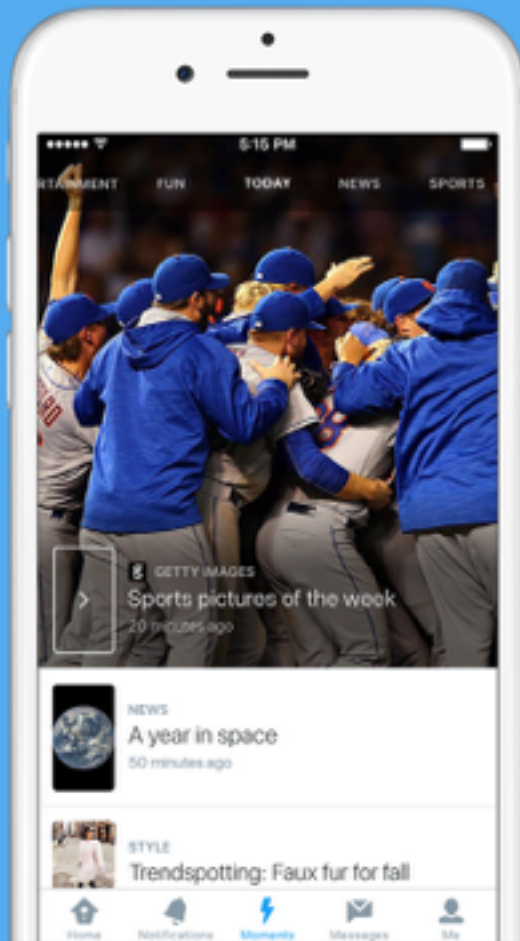
# Google Catalogs



# 01 Notable Apps from 2015

# Twitter Moments

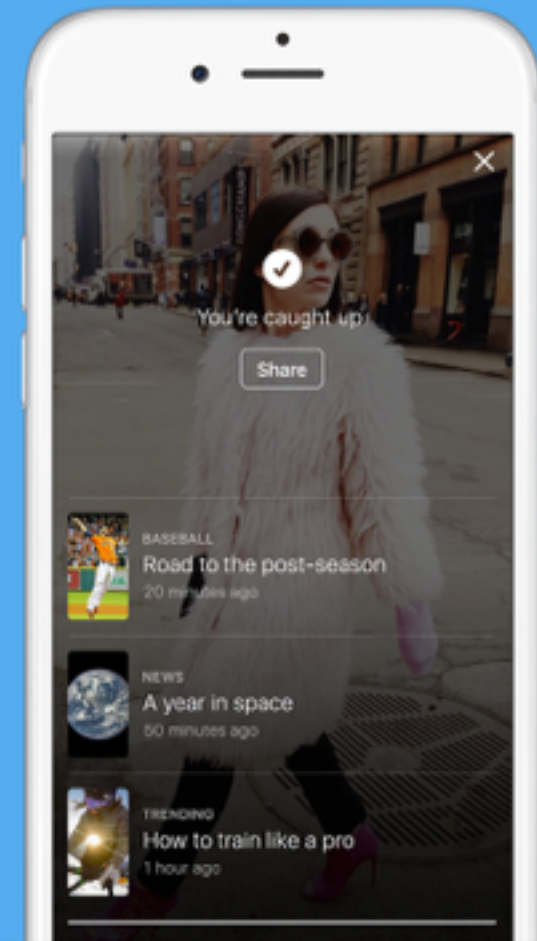
Find the best of Twitter,  
in an instant.



Swipe through stories to  
find out what's happening.

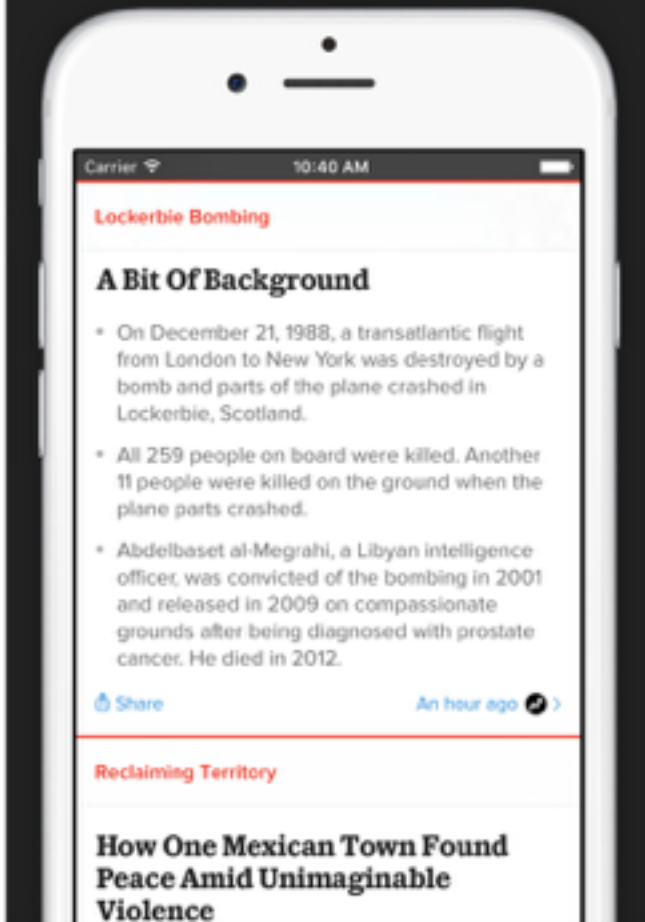


Get exclusive pics, clips,  
and conversations.

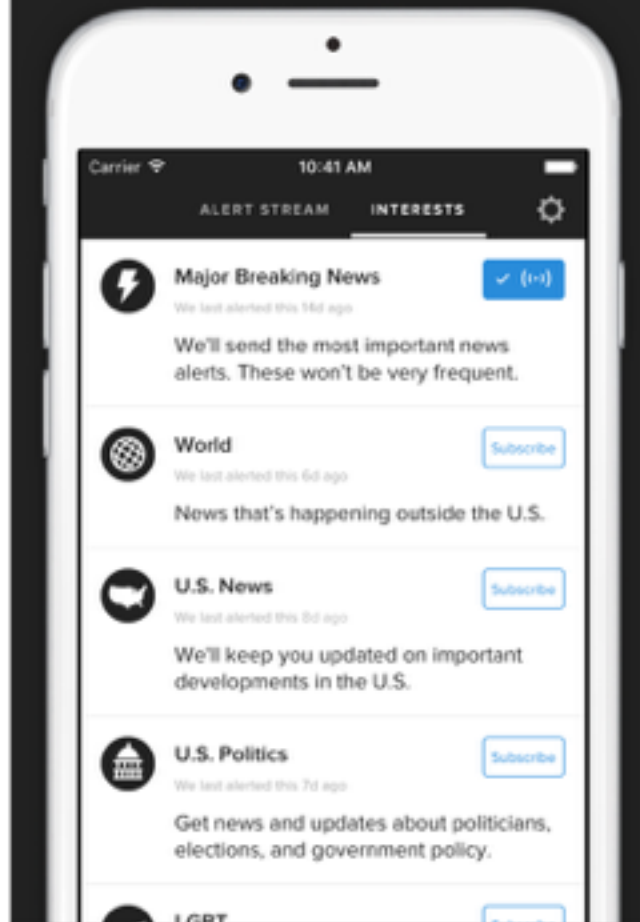


# BuzzFeed News

We make the news  
easy to understand.



We make the news  
easy to manage.



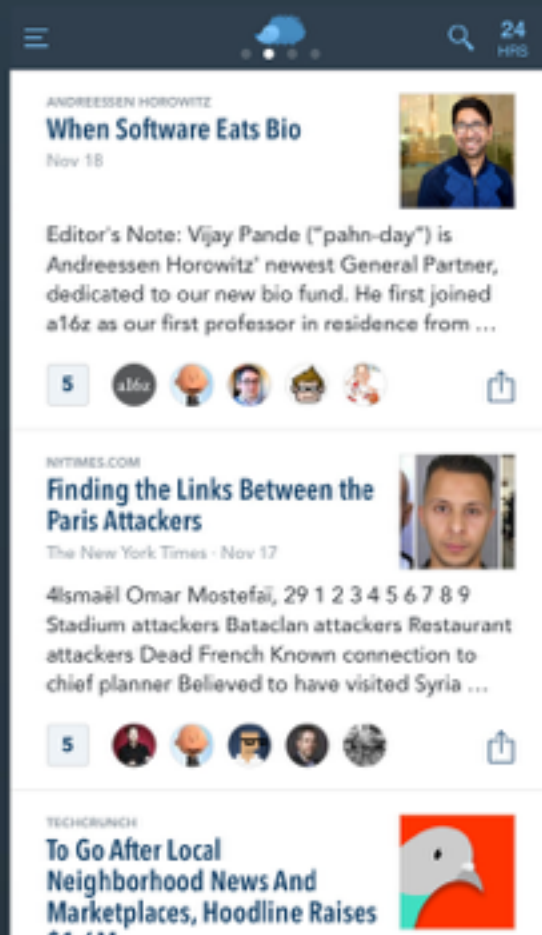
We make the news  
easy to share.



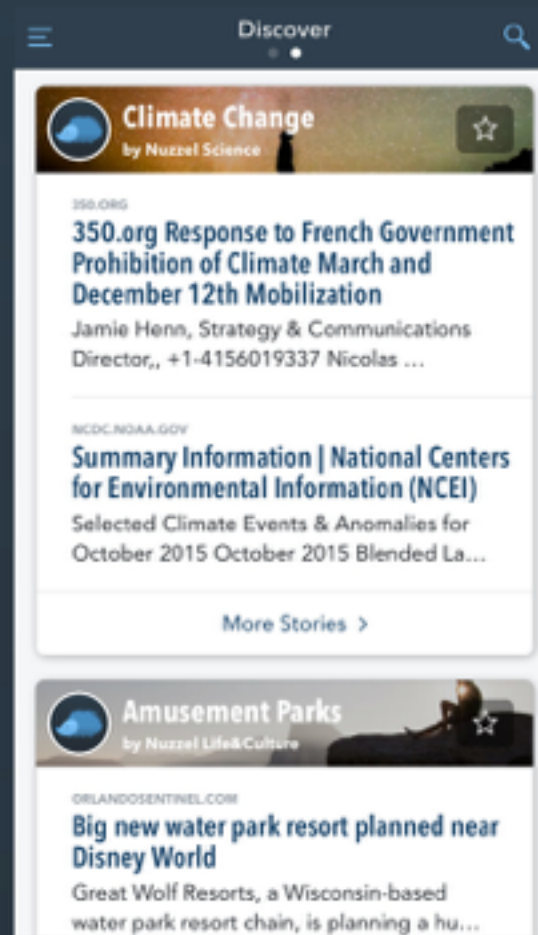


# Nuzzel

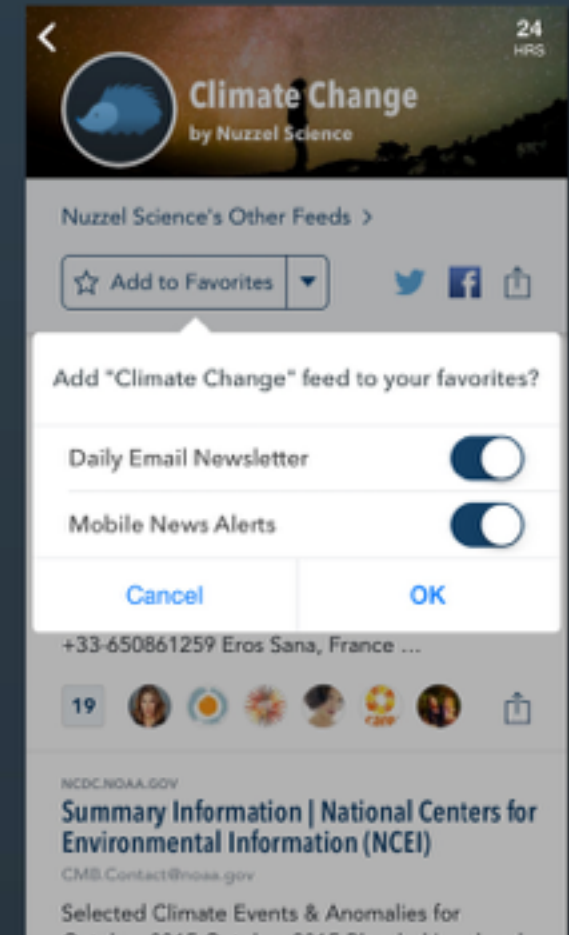
## See Top News Stories From Your Friends



## Browse Thousands of Topics



## Stay Informed Through Alerts and Email





# Apple News



# NewsGif

A news feed  
entirely in GIFs



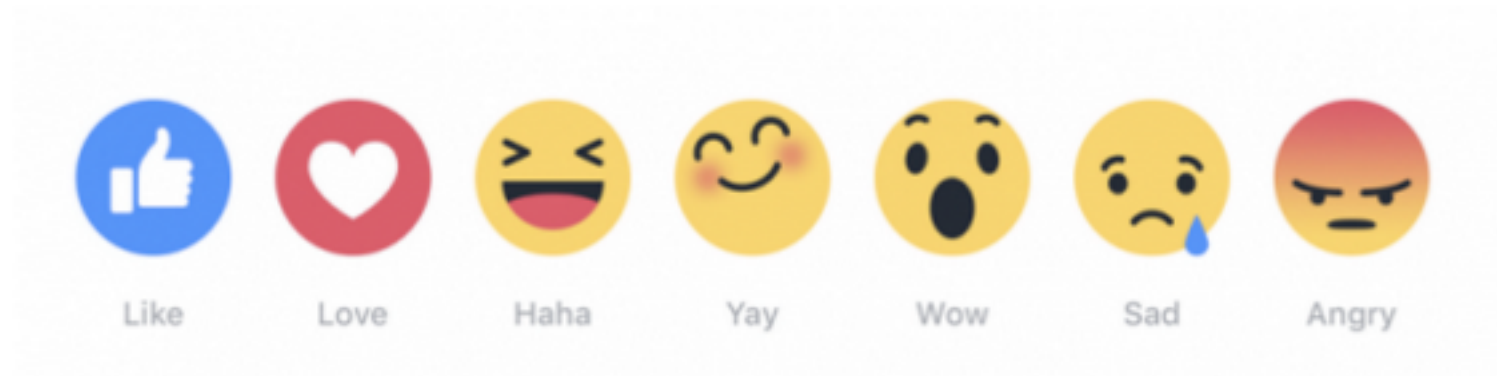
Read big stories in the  
most concise mobile format



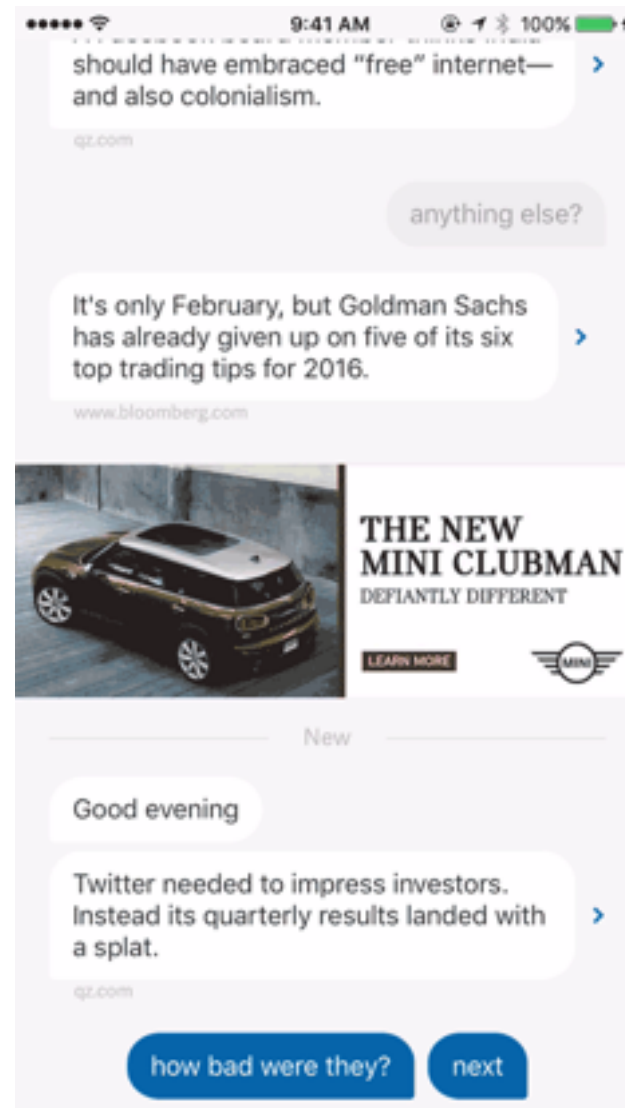
Turn real headlines  
into memes you can share



# Emojis are still very popular too!

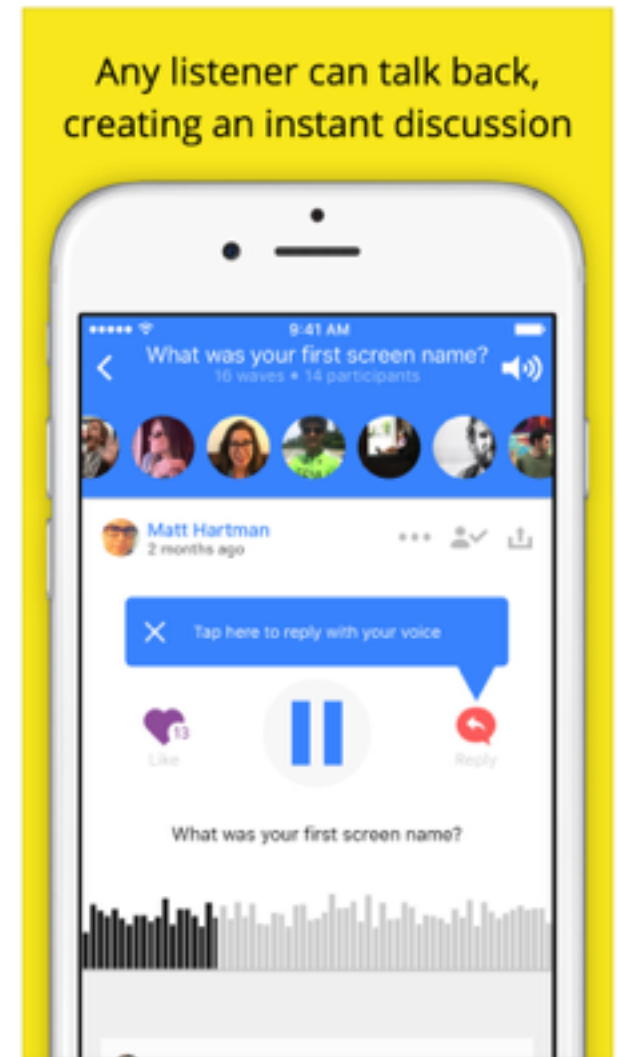
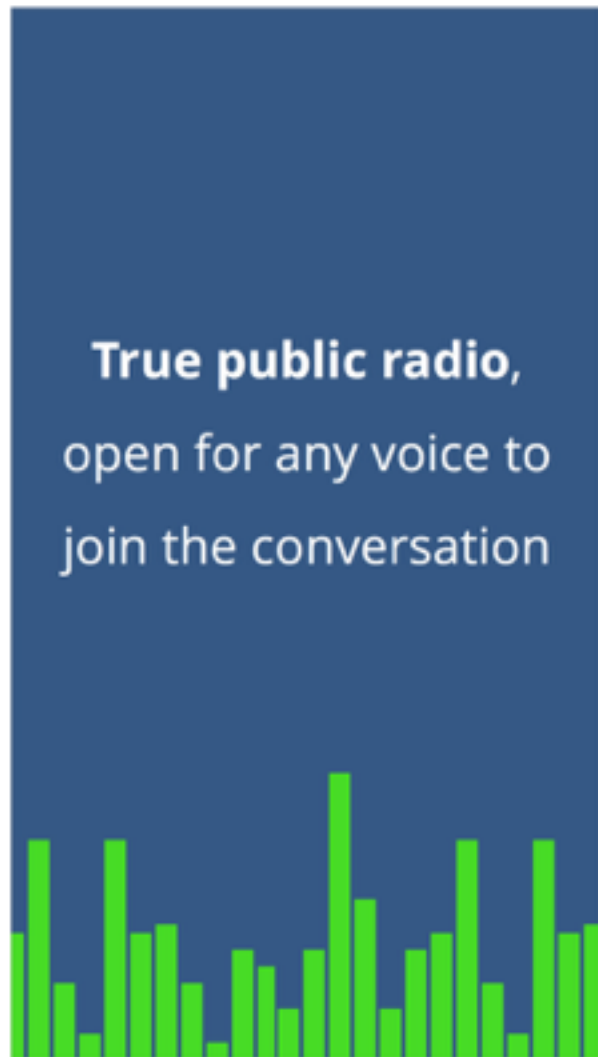


# Quartz News



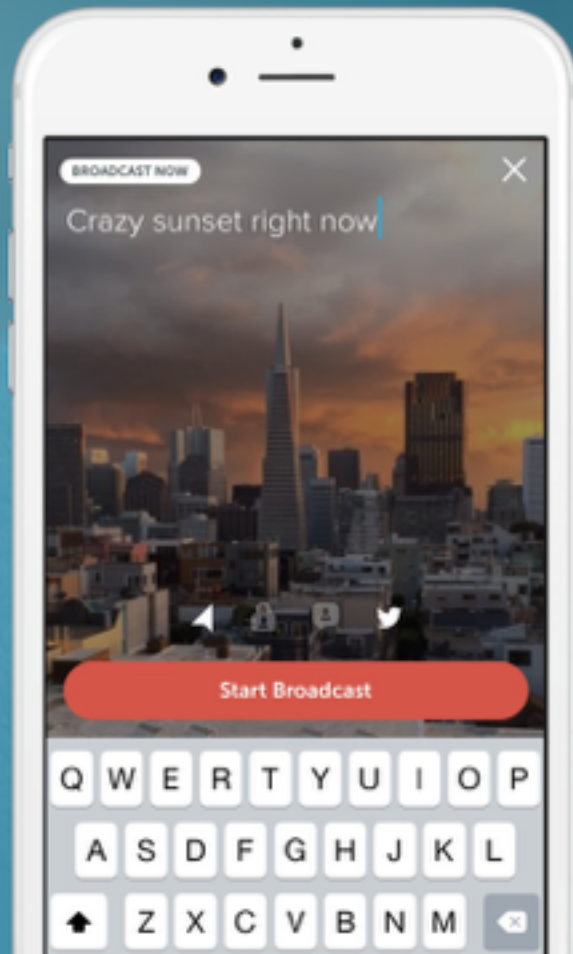


# Anchor



# Periscope

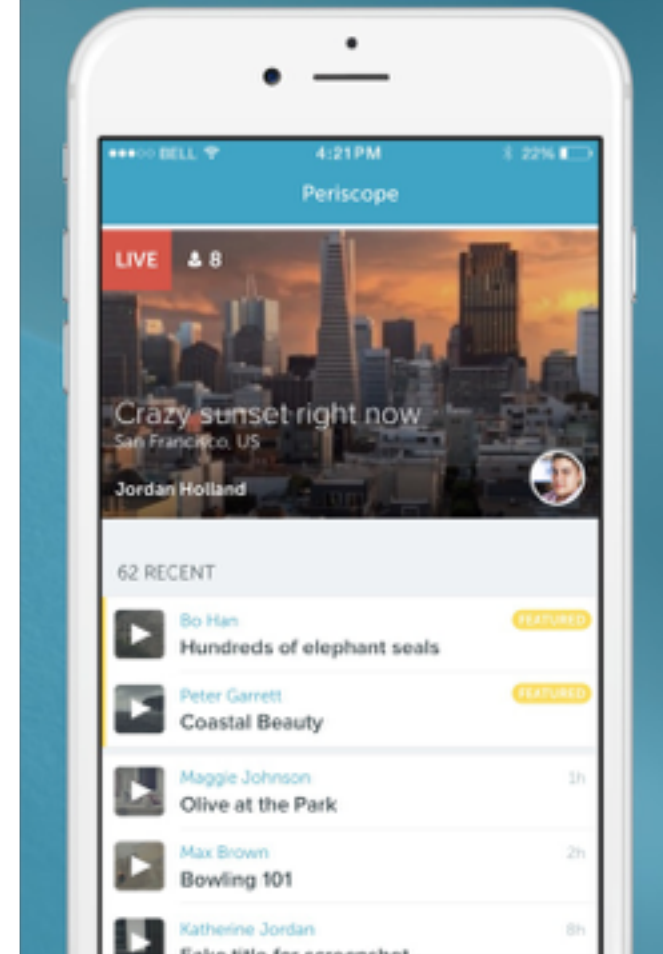
Broadcast Video  
LIVE from Anywhere



Watch and Interact with  
Messages and Hearts

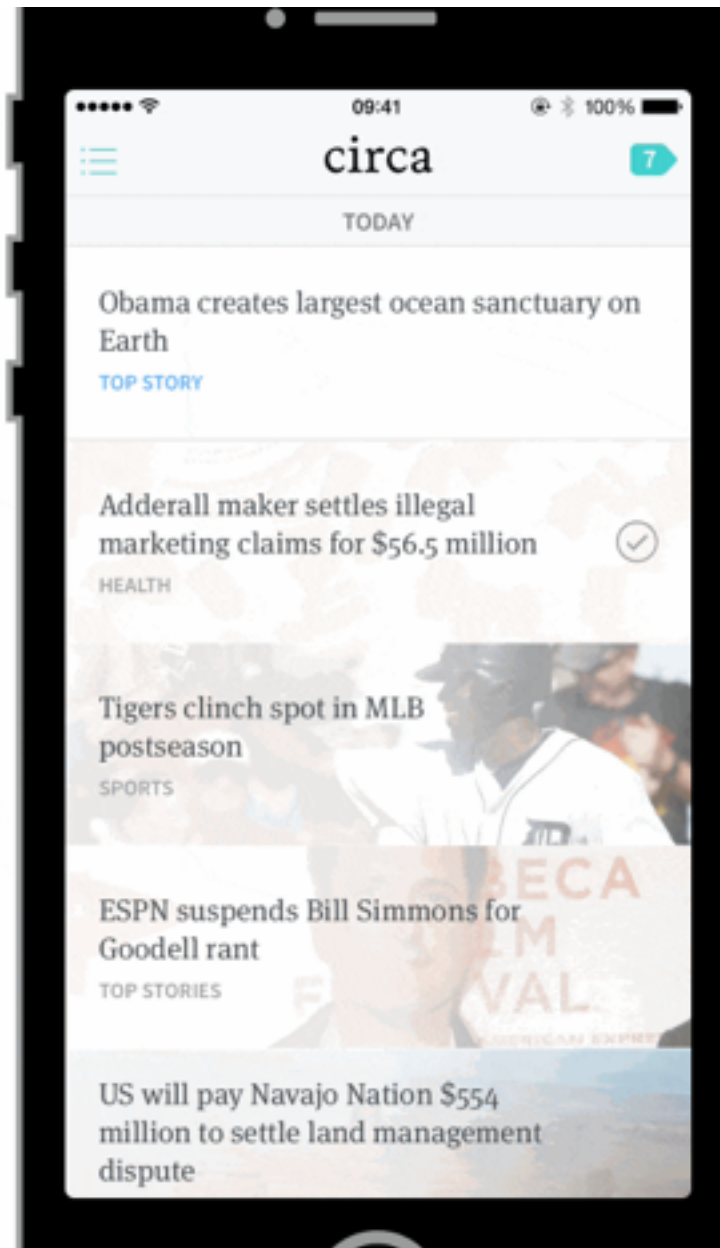


Browse LIVE or  
Recent Broadcasts



## 02 Failures

# Circa





# NYT Opinion



# NYT Now

- ◆ Access about 40 **Top Stories** a day on NYTimes.com. Top Stories are marked with a green diamond.



Plus, our new **NYT Now** app for iPhone

The NYT Now app, for the moments when you only have a moment, is included with your subscription.

Four weeks free, \$2 a week thereafter

[Subscribe Now](#)



## Lessons Learned: Audience then Monetize

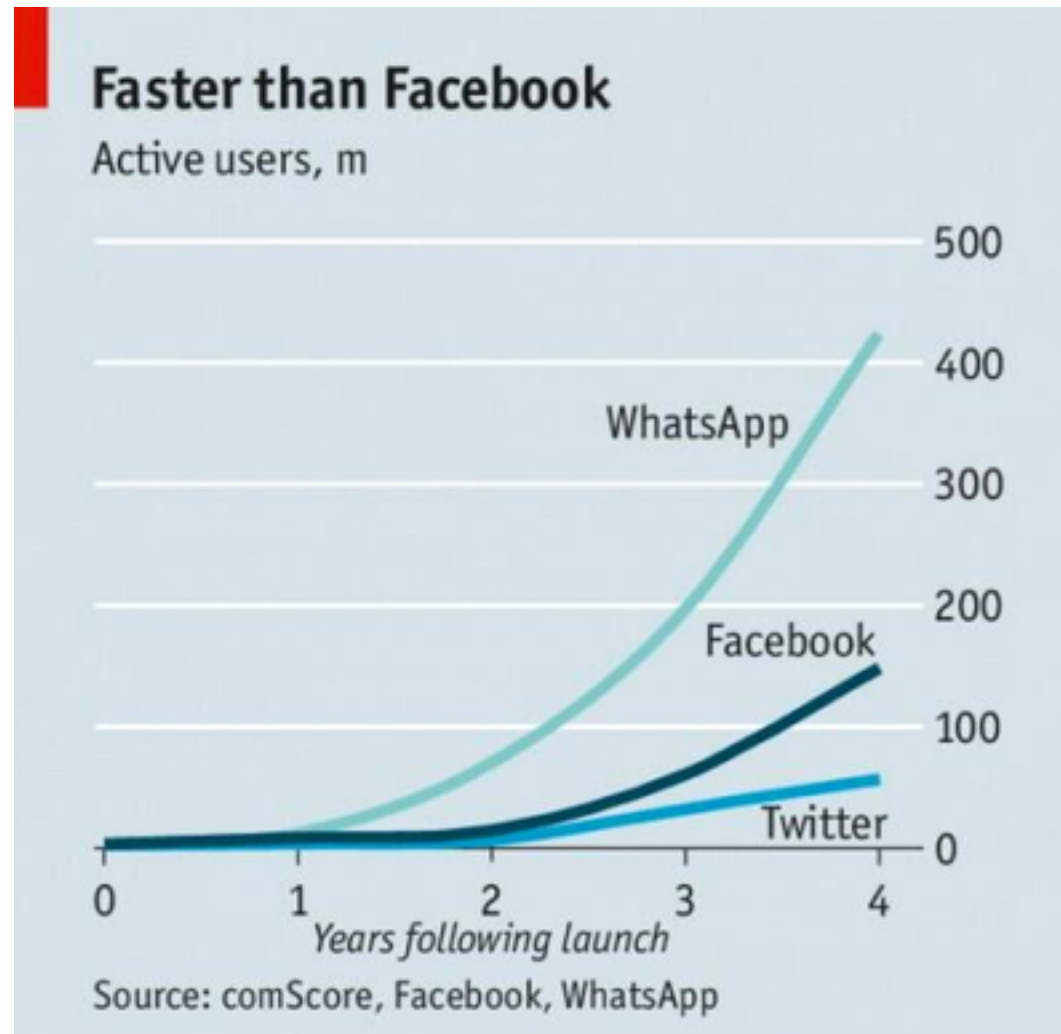
*“NYT Cooking is free because we realized that perhaps we went too fast toward monetizing NYT Now and NYT Opinion. Maybe in the future, a better path is to first do audience development and then do monetization.”*

Clifford Levy, NYT Now Editor

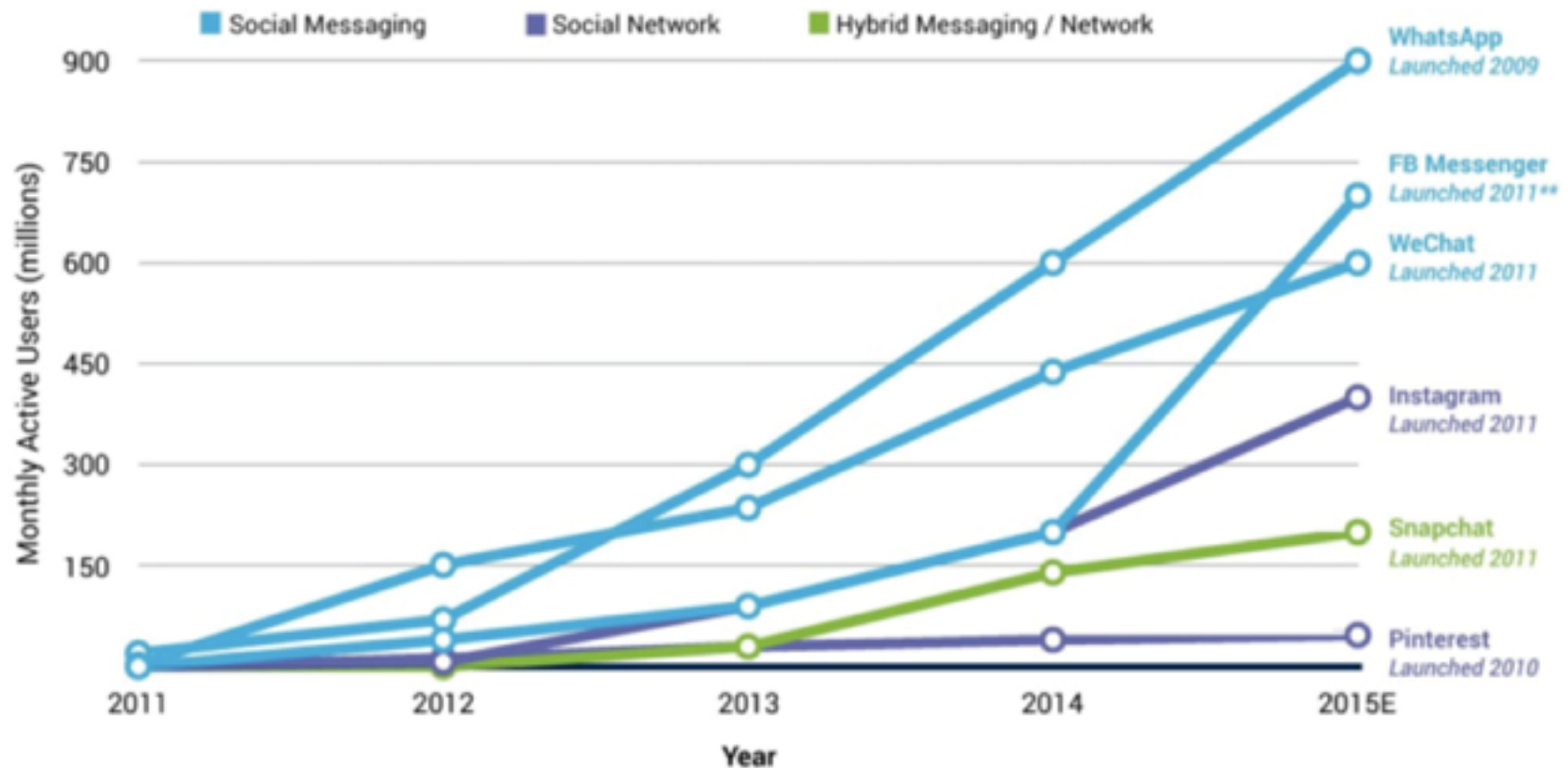
## 03 Emerging Trends



# Emerging Trend: Messaging



# Emerging Trend: Messaging



\*Messaging defined as communicating primarily in real time with other contacts; social defined as broadcast sharing of status updates, images, videos, or other content. All data measured from Q2/Q3 of each year.

\*\*Became standalone app in 2014

Sources: Business Insider, Fortune, Mashable, Instagram, AppAnnie, AdWeek, Quartz, Yahoo Finance, Experian, TechCrunch, Forbes, Tech in Asia, eMarketer, Compete, Activate analysis

# Emerging Trend: Messaging

**6+ of Top 10**  
most used apps  
globally =  
Messaging Apps

**Top Apps by Usage**

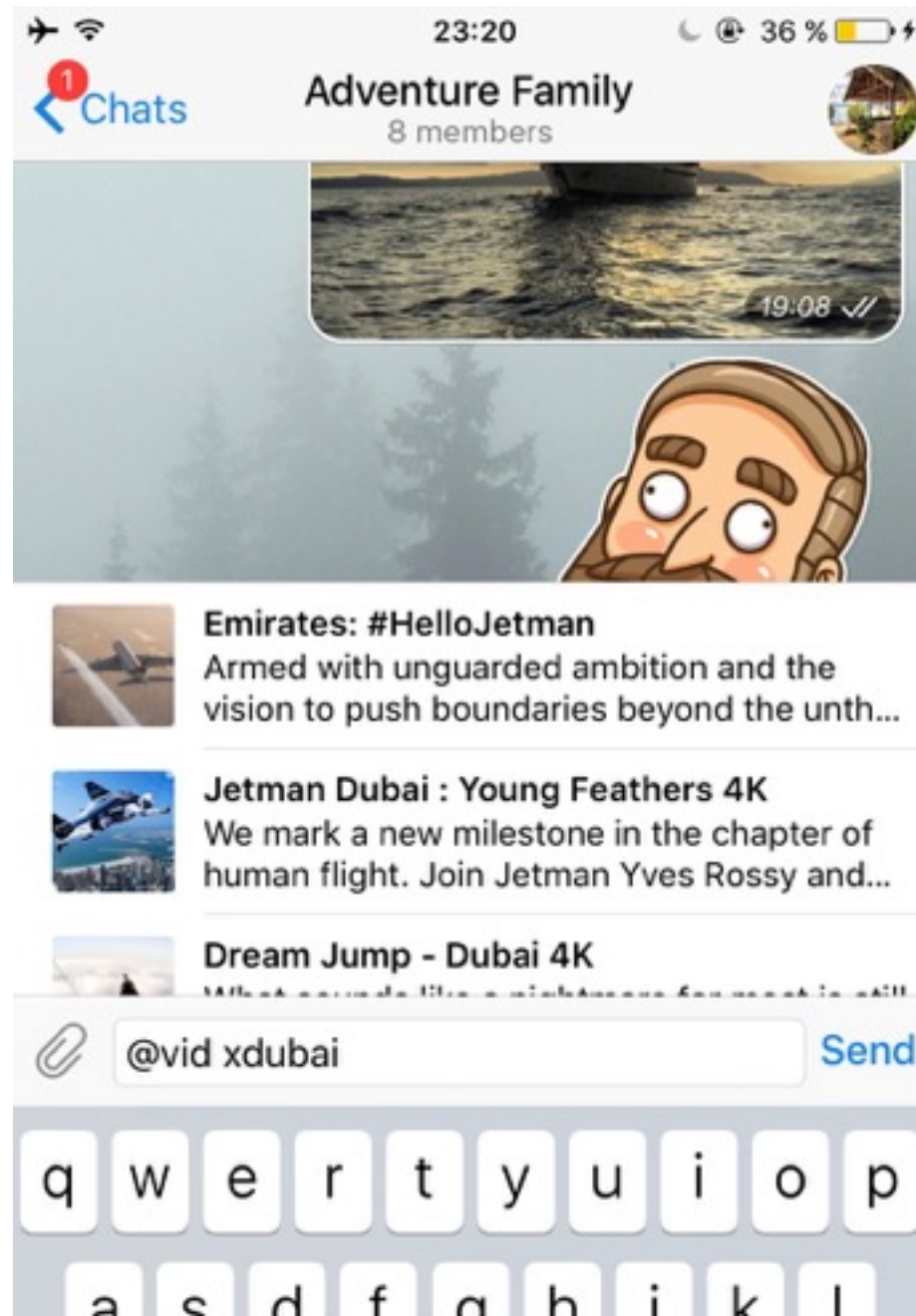
Rank	App
1	Facebook
2	WhatsApp
3	Messenger
4	Instagram
5	LINE
6	Viber
7	KakaoTalk
8	Clash of Clans
9	WeChat
10	Twitter

**Top Apps By Number of Sessions**

Rank	App	Sessions
1	KakaoTalk	55
2	WhatsApp	37
3	WeChat	29
4	VK	29
5	LINE	26
6	Viber	20
7	Facebook	20
8	Clash of Clans	16
9	Instagram	12
10	Messenger	8

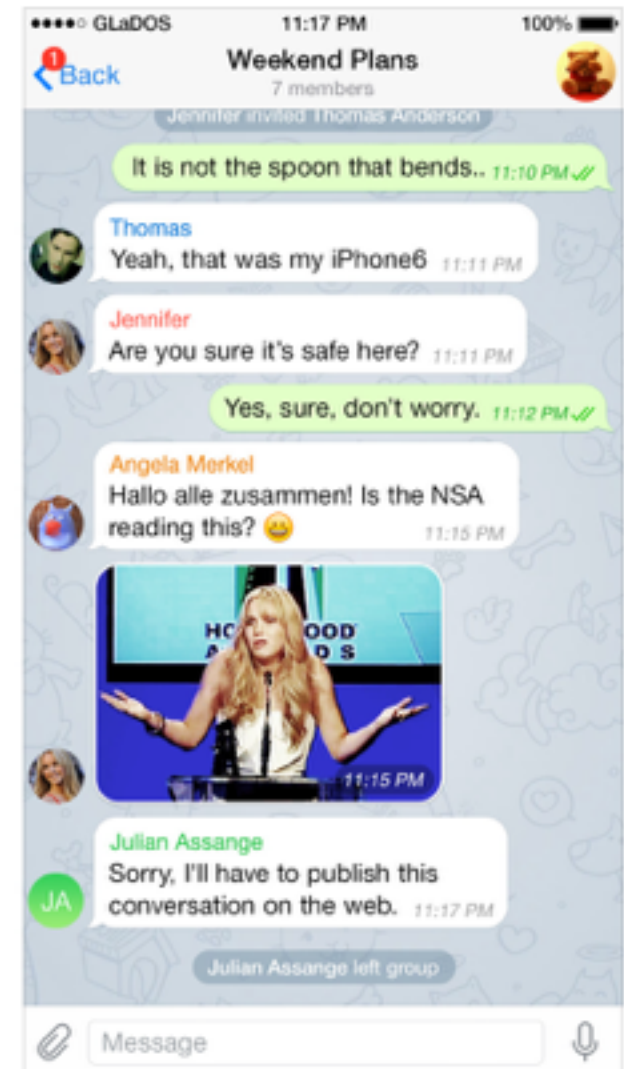
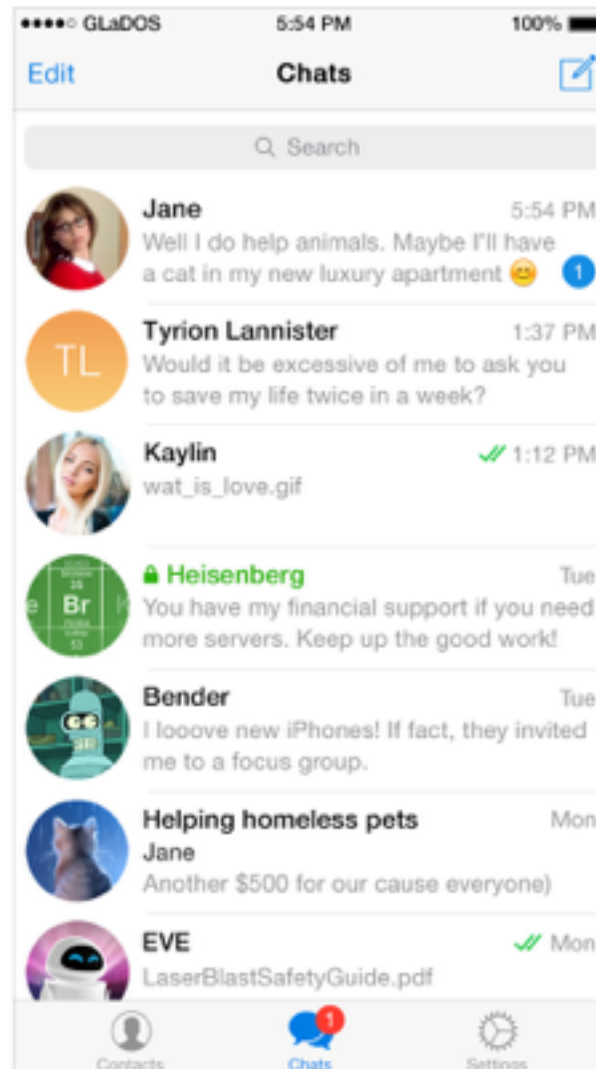
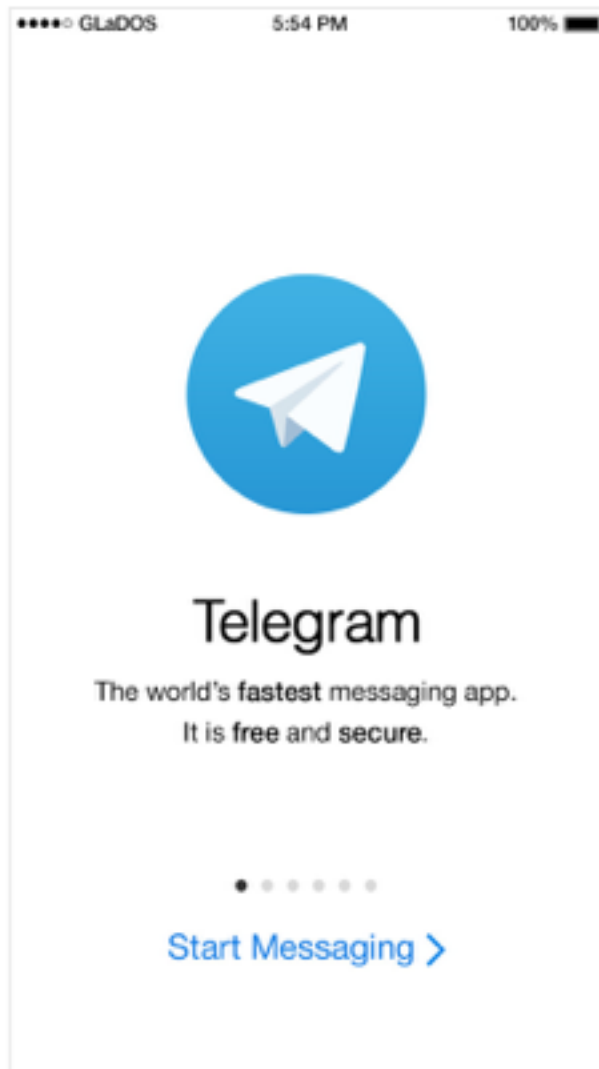
**Messaging  
Apps →  
significant app  
sessions**

# Emerging Trend: Messaging





# Emerging Trend: Messaging



## Emerging Trend: Messaging



*“Clearly messaging apps are where social media is going next, and we and other publishers need to figure them out,”*

Tom Standage, deputy editor of The Economist

# Emerging Trend: Messaging



*“Instead of asking you to come to us and be part of this massive room of people shouting over each other, you can bring us to you, and have us be, essentially, one more person in your conversation.”*

**Marc Lavalée, the Times’ editor of Interactive News**

# Emerging Trend: Native Content



# Emerging Trend: Native Content

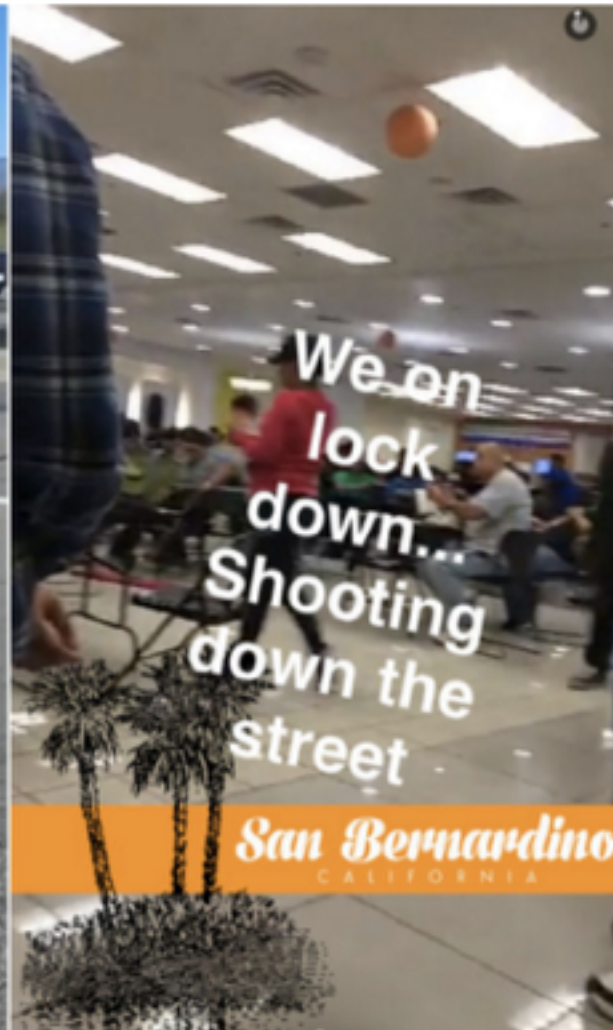




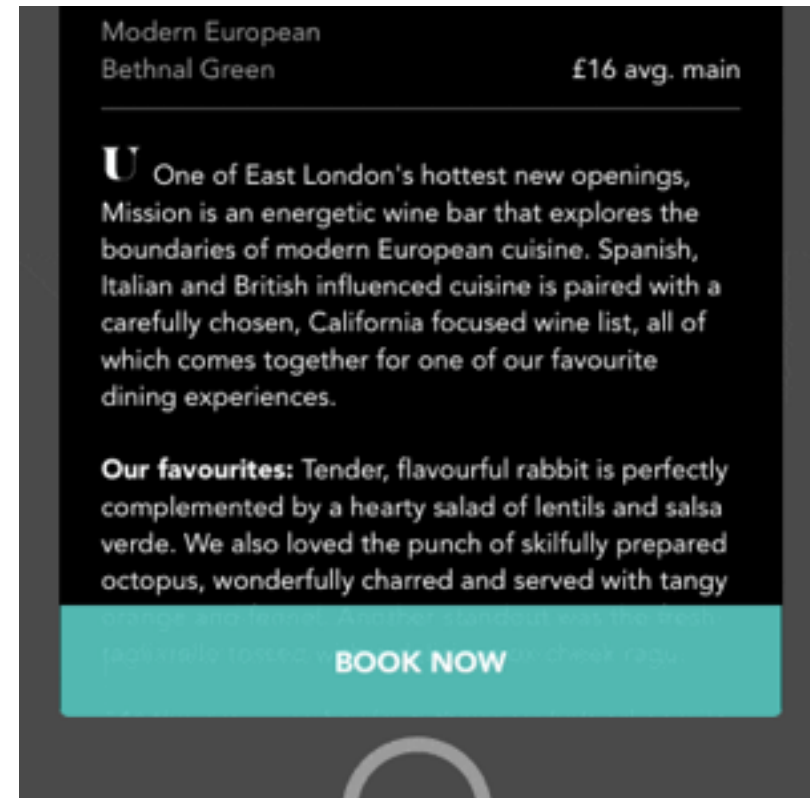
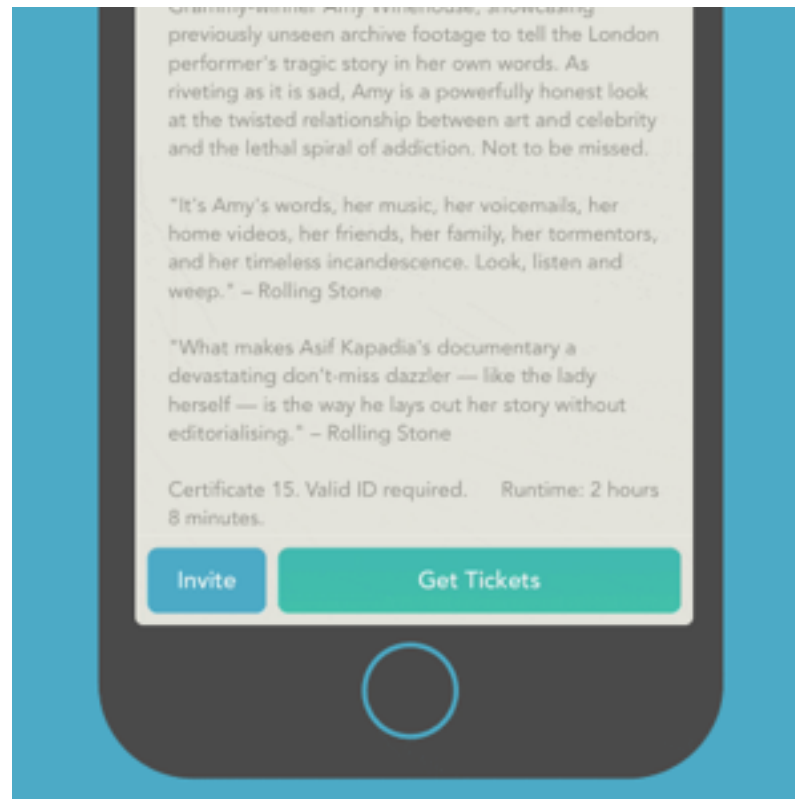
# Emerging Trend: Vertical Video



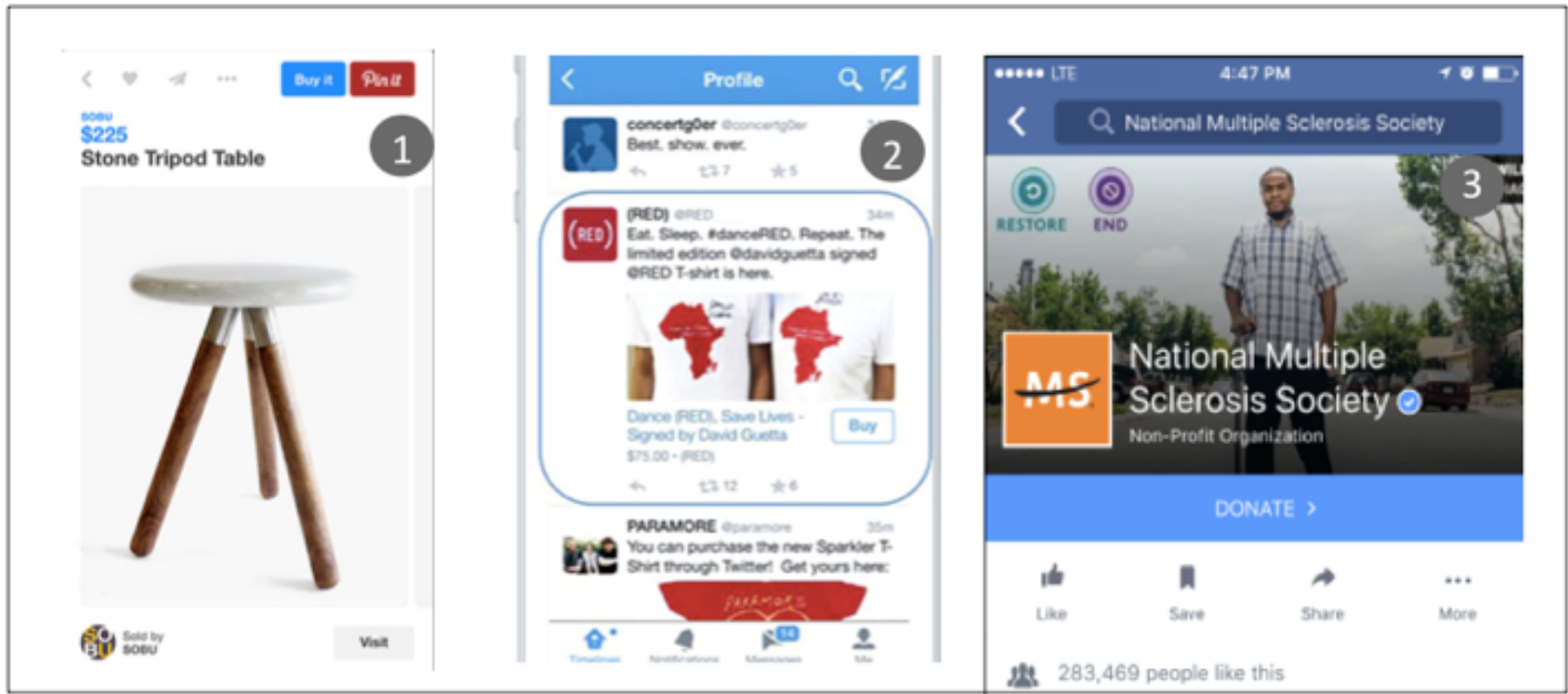
# Emerging Trend: Live Video



# Integrate Commerce

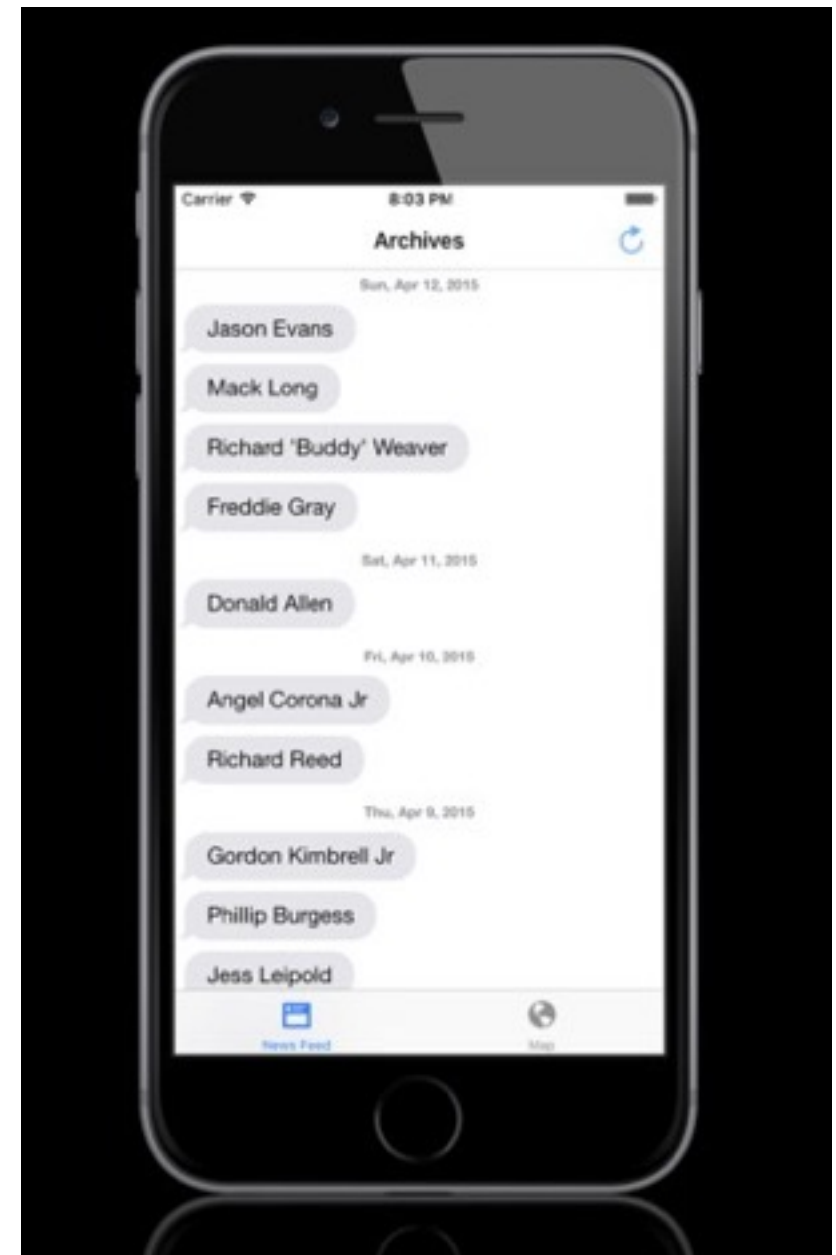


# Integrate Commerce







# Emerging Trend: Apps in the Background

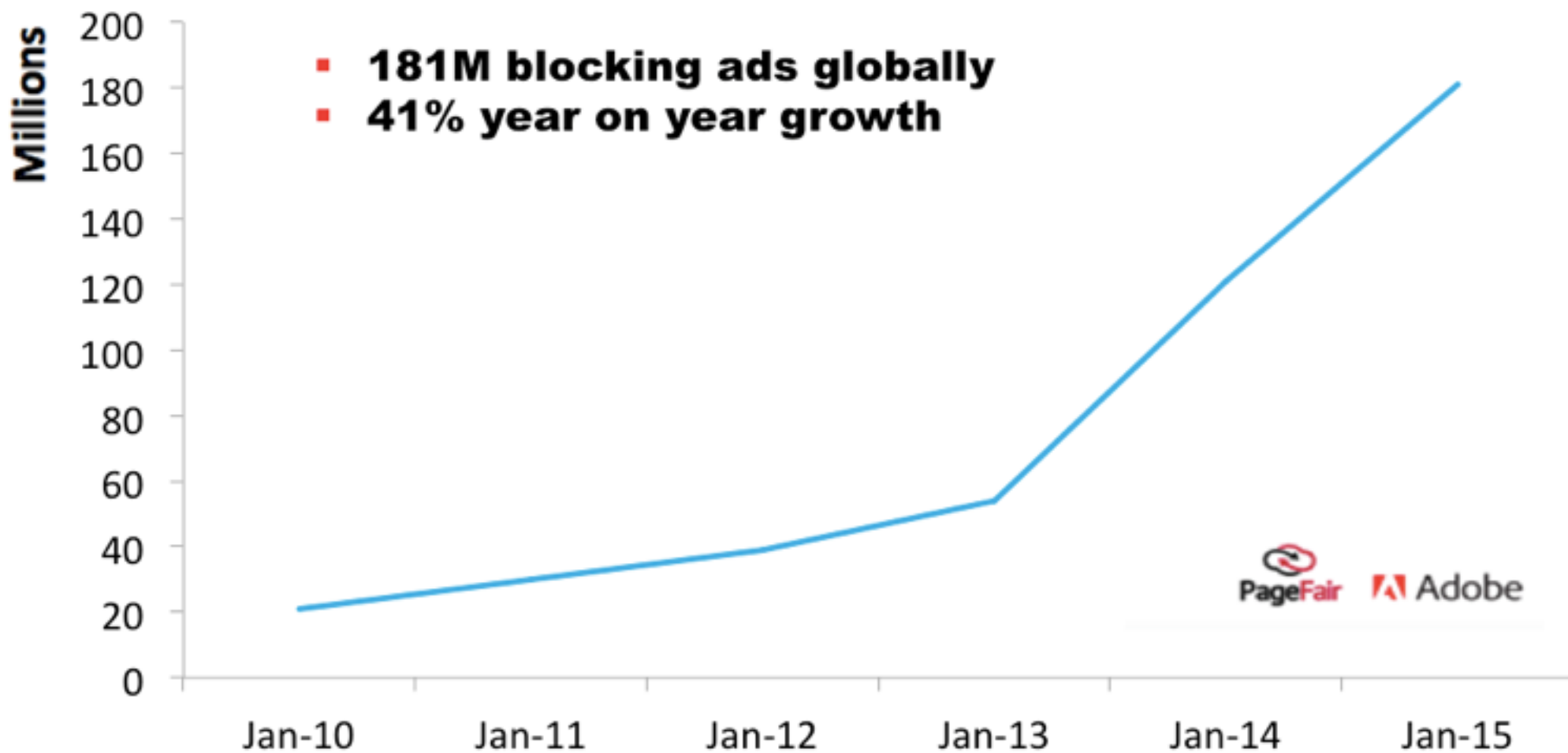




# Emerging Trend: Ad Blockers

Categories		Top Charts			
		Paid	Free	Top Grossing	
1		Peace: Block Ads and Trackers, Powered by G... Utilities ★★★★★ (265)		* OPEN	
2		Minecraft: Pocket Edition Games ★★★★☆ (6,150)		↓	
3		Purify Blocker: Fast, Clutter-free Web Browsi... Productivity ★★★★★ (59)		* OPEN	
4		Plague Inc. Games ★★★★★ (4,014)		* \$0.99 In-App Purchases	
5		Scribblenauts Remix Games ★★★★☆ (378)		* \$0.99 In-App Purchases	
6		Crystal - Block Ads, Browse Faster. Utilities ★★★★★ (199)		* OPEN	
8		Geometry Dash Games ★★★★★ (6,962)		* \$1.99	
9		7 Minute Workout Challenge Health & Fitness ★★★★★ (699)		\$2.99 In-App Purchases	
10		Five Nights at Freddy's 4 Games ★★★★★ (3,176)		* \$2.99	
11		Akinator the Genie Entertainment ★★★★★ (2,952)		* \$1.99 In-App Purchases	
12		Blockr - Privacy, Media and Ad Blocker for Safari Utilities ★★★★★ (20)		* OPEN	
13		Facetune Photo & Video ★★★★★ (208)		\$3.99	

# Emerging Trend: Ad Blockers



# Emerging Trend: Ad Blockers

Samsung Rolls Out Ad Blocking To Android Devices

Google Boots Ad Blockers From Google Play

# 01 Recap

# Startups

**Money Raised**

Flipboard - \$200MM

Pocket - \$15MM

Nuzzel - \$5MM

**Acquisitions**

Summly - Yahoo

Pulse - LinkedIn

Zite - Flipboard

Reverb - NDN

**Shutdown**

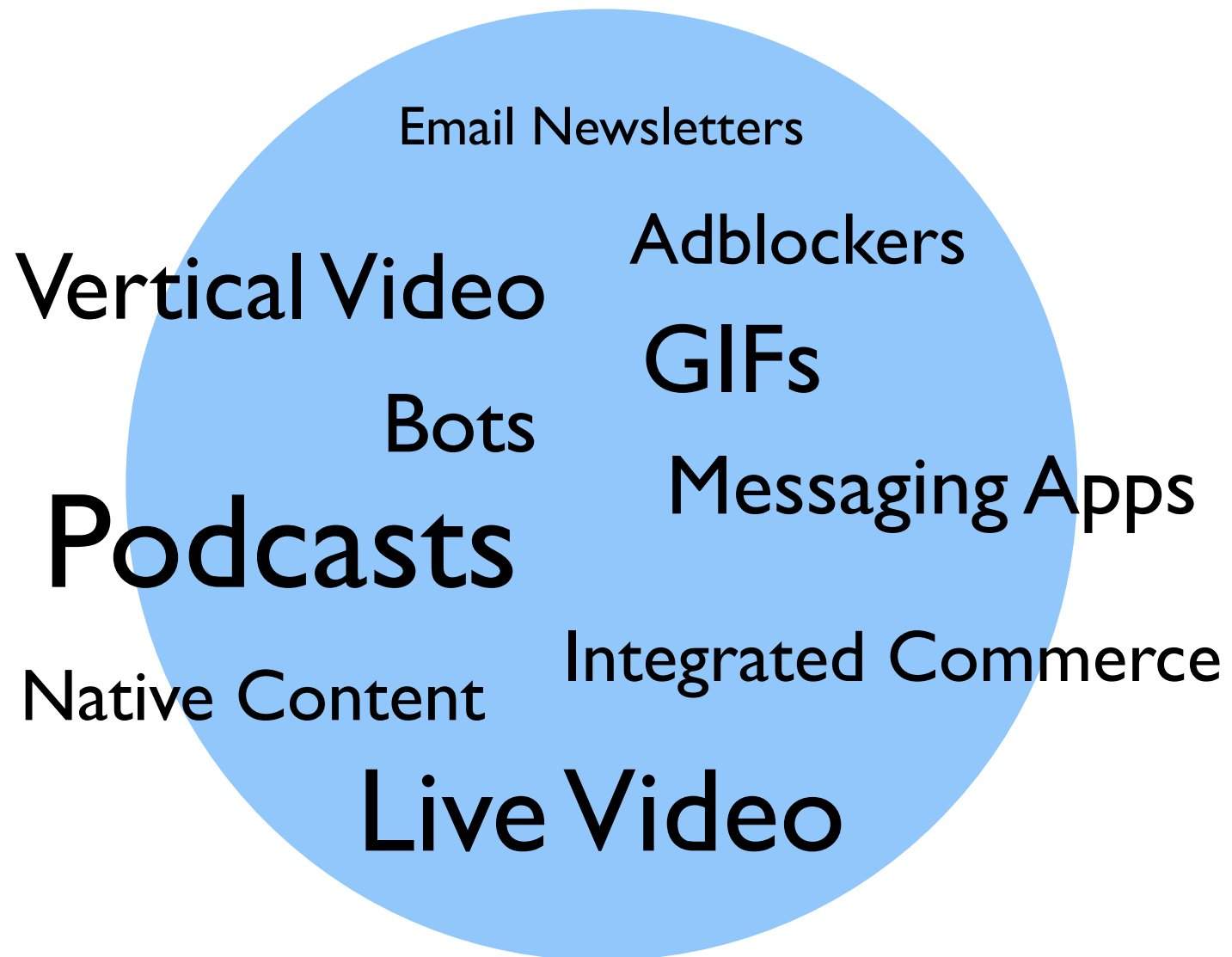
Circa

Prismatic

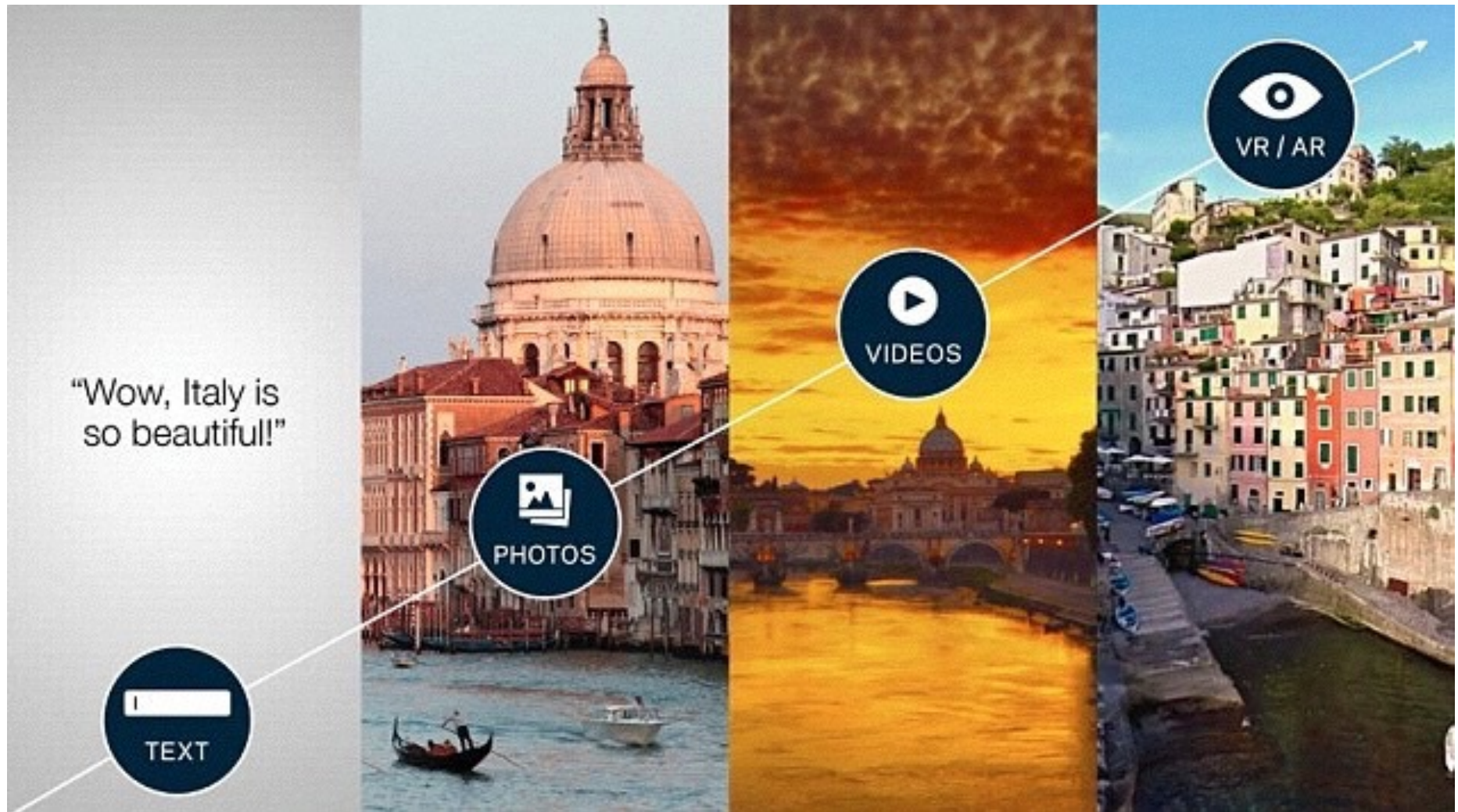
Flud



# Emerging Trends



# 01 One more thing



# Distribution

Analog

Print

Radio

TV

Digital

Device

Web

Mobile

Watch

TV

Medium

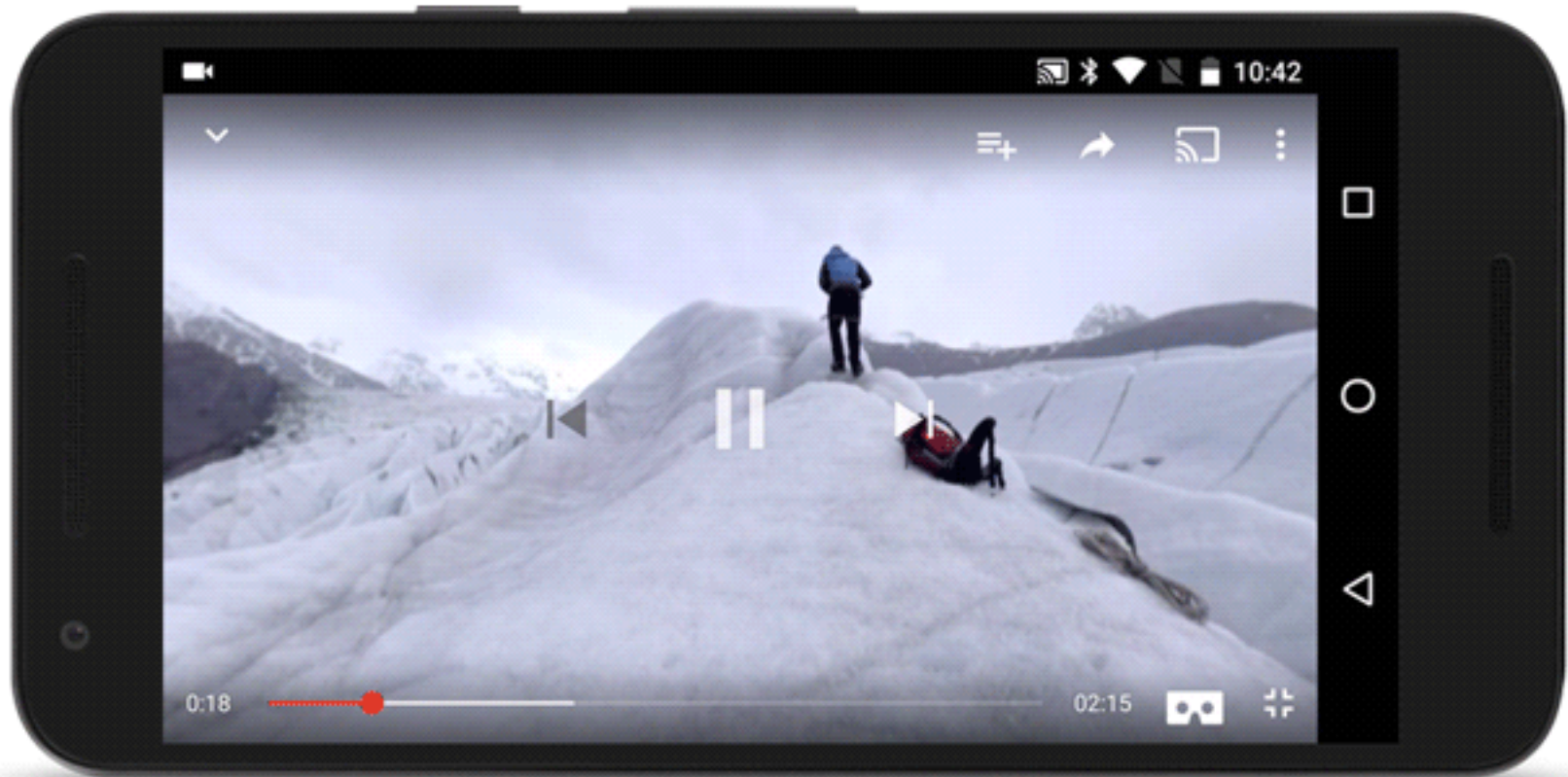
Text

Photo

Video

VR

## 360 Video





# Cardboard





# Google Cardboard

**5M+**

Google Cardboard  
viewers shipped



**500k+**

students went  
on Expeditions



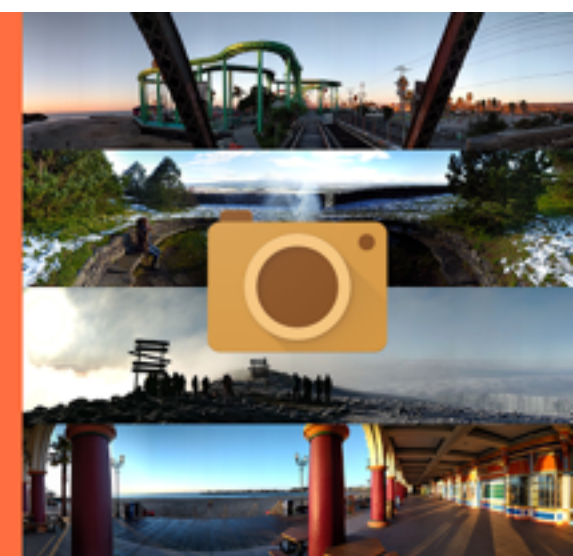
**350k+**

hours of YouTube  
videos watched in VR



**750k+**

VR photos taken with  
Cardboard Camera



## Gear 360 + Gear VR



VR is the next platform



VR is the next platform

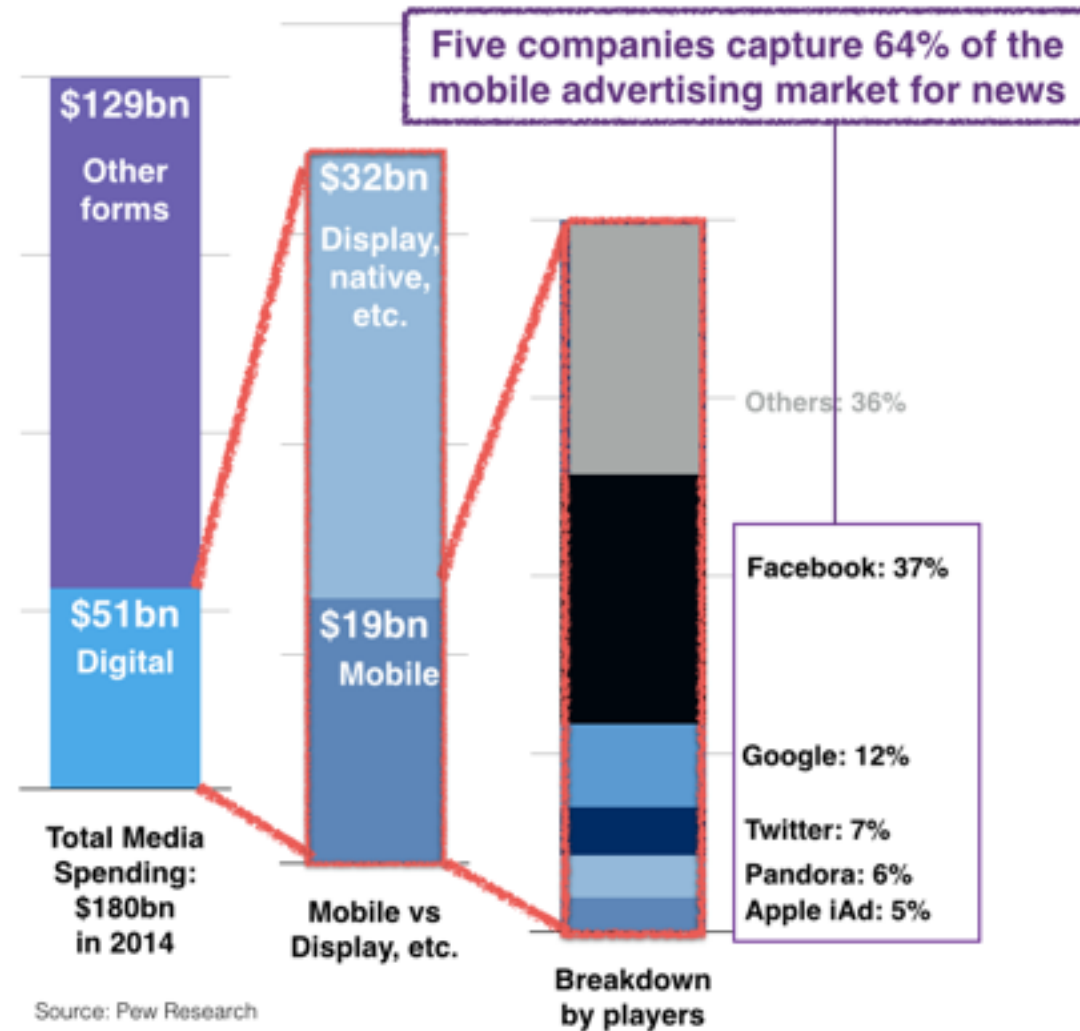


Thank You

**mutualmobile**

# 01 Emerging Trends

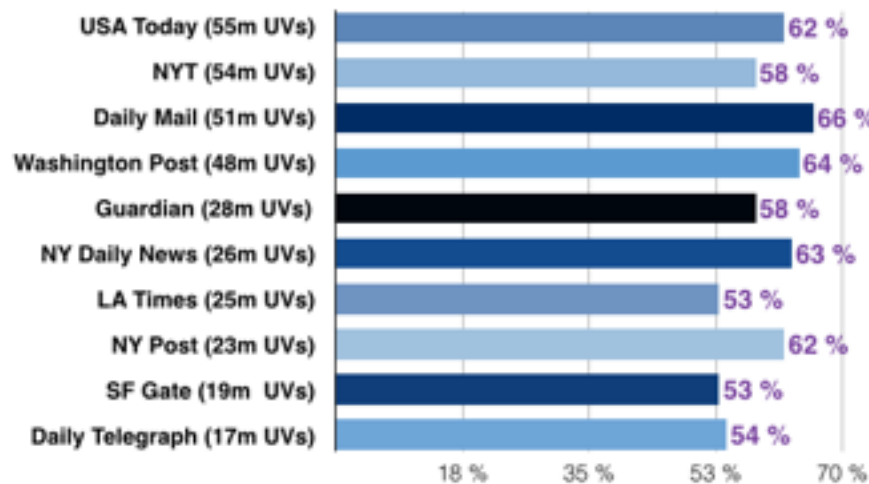
# Mobile Advertising is hard!





# Mobile Advertising is hard!

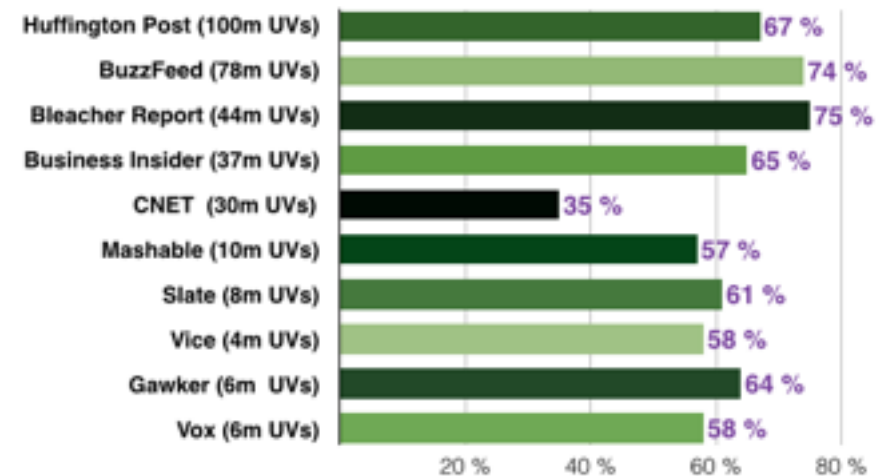
Share of US mobile audiences for the 10 largest newspapers



Audiences are for January 2015

Source : ComScore / Pew Research

Share of US mobile audiences for the 10 largest pure players



Audiences are for January 2015

Source : ComScore / Pew Research