

**Izmeni Soznanie**  
**sovместno s**  
**Microsoft Advertising**



Alexander Kubaneishvili, Istanbul, June 2009

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# Microsoft Advertising: 187 million users in Europe every month

## Windows Live™

### WL Hotmail

No.1 email service



104 million users in Europe per month

### WL Messenger

No.1 messenger service



108 million users in Europe per month

### Spaces

26 million users in Europe per month



## msn

### MSN



Over 65 million users in Europe per month



### Live Search

43 million users in Europe per month



## Microsoft Office Online

### Office Online

Over 11 million European professionals per month



## Media Partners

Facebook, MSNBC (US), Wall Street Journal (US), Pizzo, Viacom and Sony Viacom

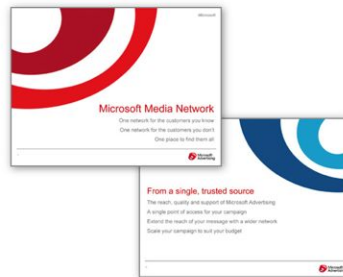


THE WALL STREET JOURNAL.

VIACOM.

## Microsoft Media Network

Premium inventory from 300 of the Web's top publishers



## Microsoft Mobile Media



90+ partnerships with mobile carriers in 48 markets

Over 28 million Unique Users every month

## Microsoft Gaming Media



Xbox Live 17 million active members who have spent 5.4 billion hours interacting worldwide

Massive (In game ads)

Over 5.3 million gamers playing 50+ titles in Europe



# MSN в России

Запущен в июле 2007 года

Концепция:

- Информационно-развлекательный портал, освещающий все аспекты современной жизни

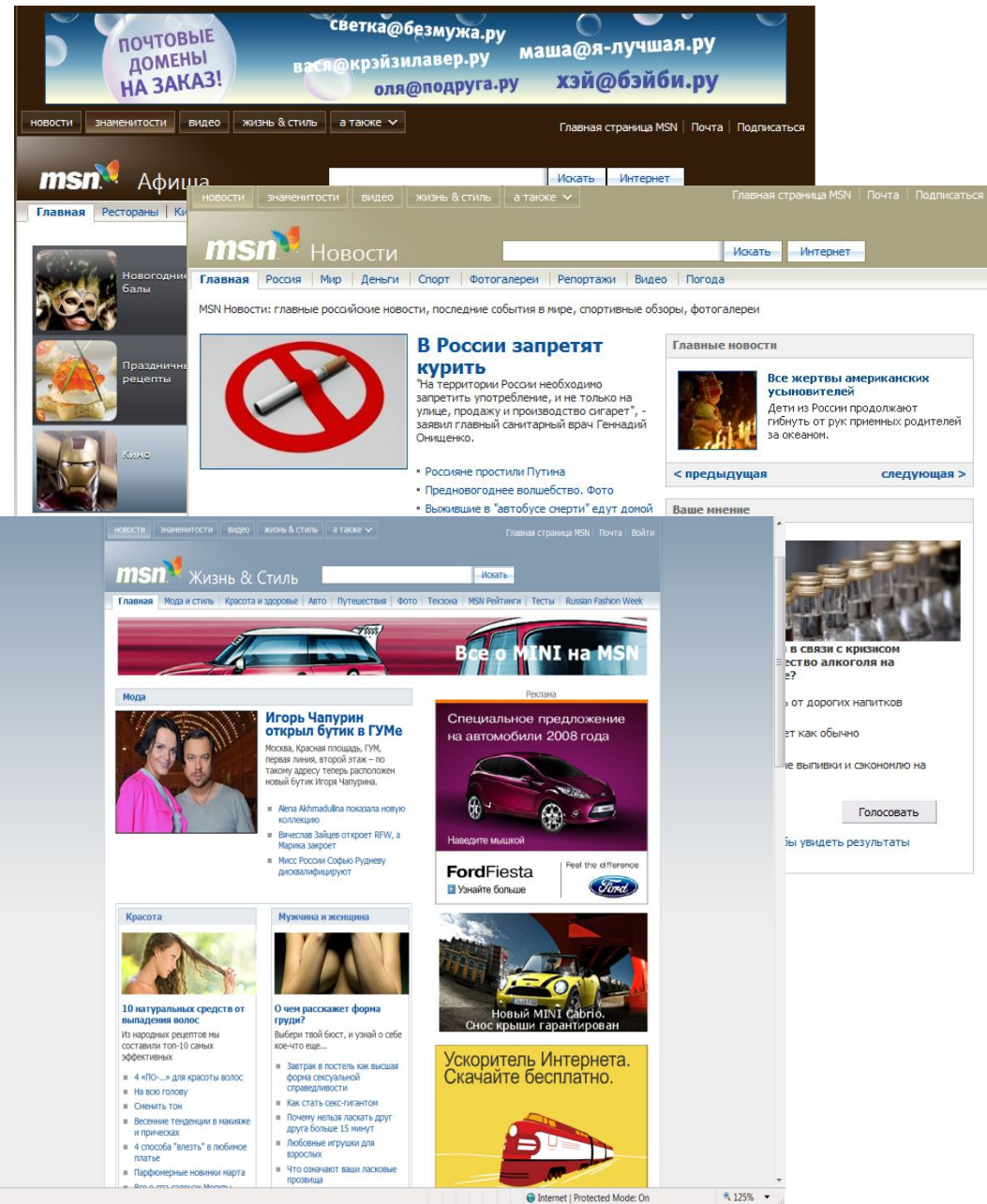
Основные разделы:

- Новости, Развлечения, Деньги, Жизнь & Стиль, Видео

Посещаемость:

- 56 000 000 просмотров в месяц
- 4 000 000 посетителей в месяц

MSN.COM – 16 место по популярности  
В России



Источник: Omniture SiteCatalyst (Апрель 2009)

Izmeni Soznanie #1

**Интернет может стать реальной альтернативой ТВ**

[Онлайн демо](#)



**Harry Potter 5**

**\$113mm**

First Week



**Lord of the Rings 2**

**\$111mm**

First Week

**Guitar Hero III**

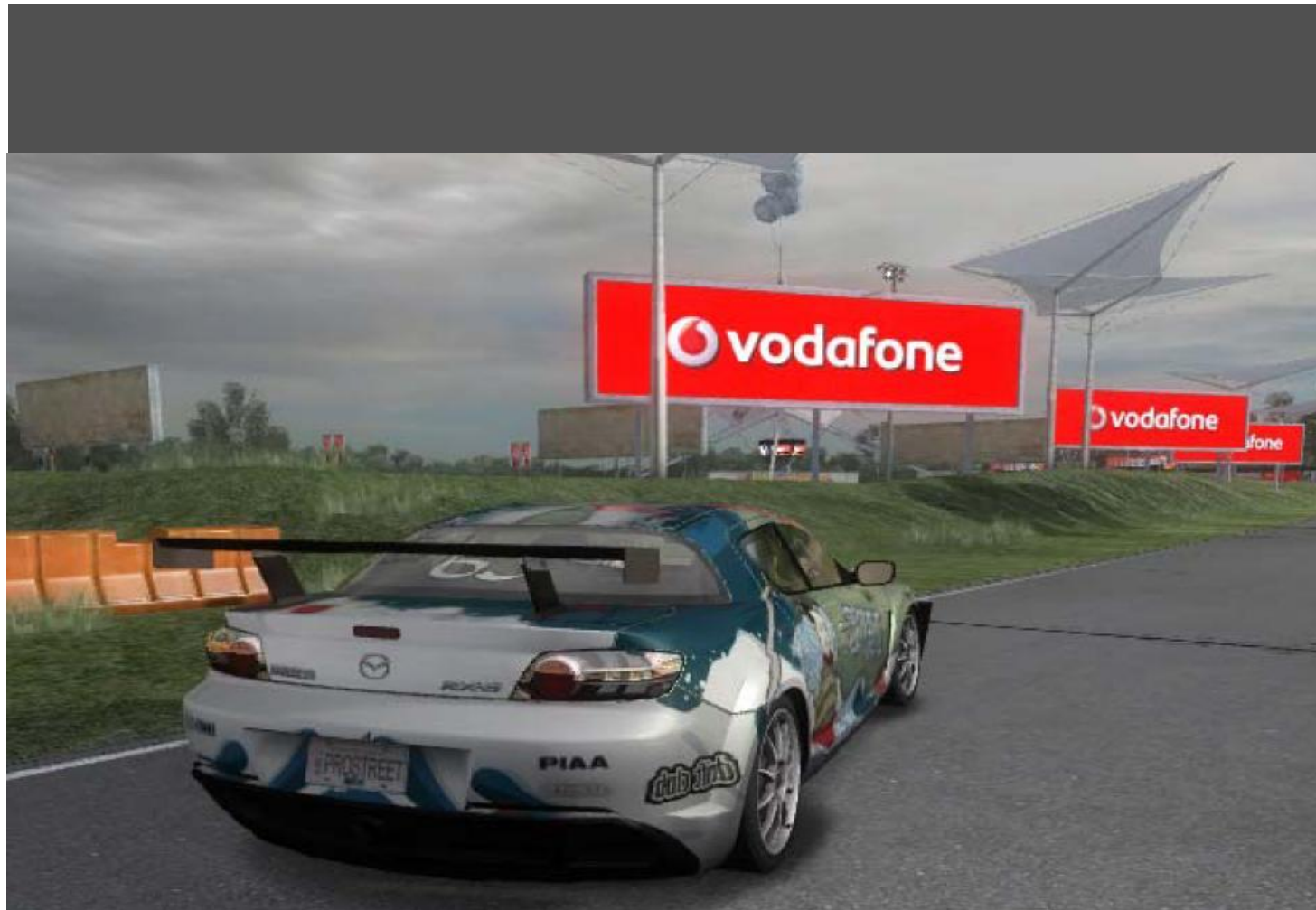
**\$115mm**

First Week



\*Activision Publishing 2009

## Izmeni Soznanie #2 **Новые медиа растут несмотря на кризис**



## Жесткое разделение рекламных форматов на премиум/ не премиум

Rich-media (eyeblander, eyewonder, PMG)

Видео-реклама

CTR – до 10%

Interaction rate – до 40%

Сети, продающие остаточный трафик (Microsoft Media Network, TradeDoubler, Adconion)

Модели оплаты CPC, CPA

Поведенческий таргетинг

Re-месседжинг



[Онлайн-демо](#)

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