

Izmeni Soznanie
sovmestno 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

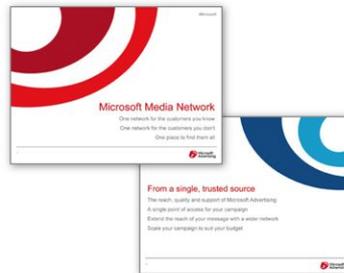


THE WALL STREET JOURNAL.

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

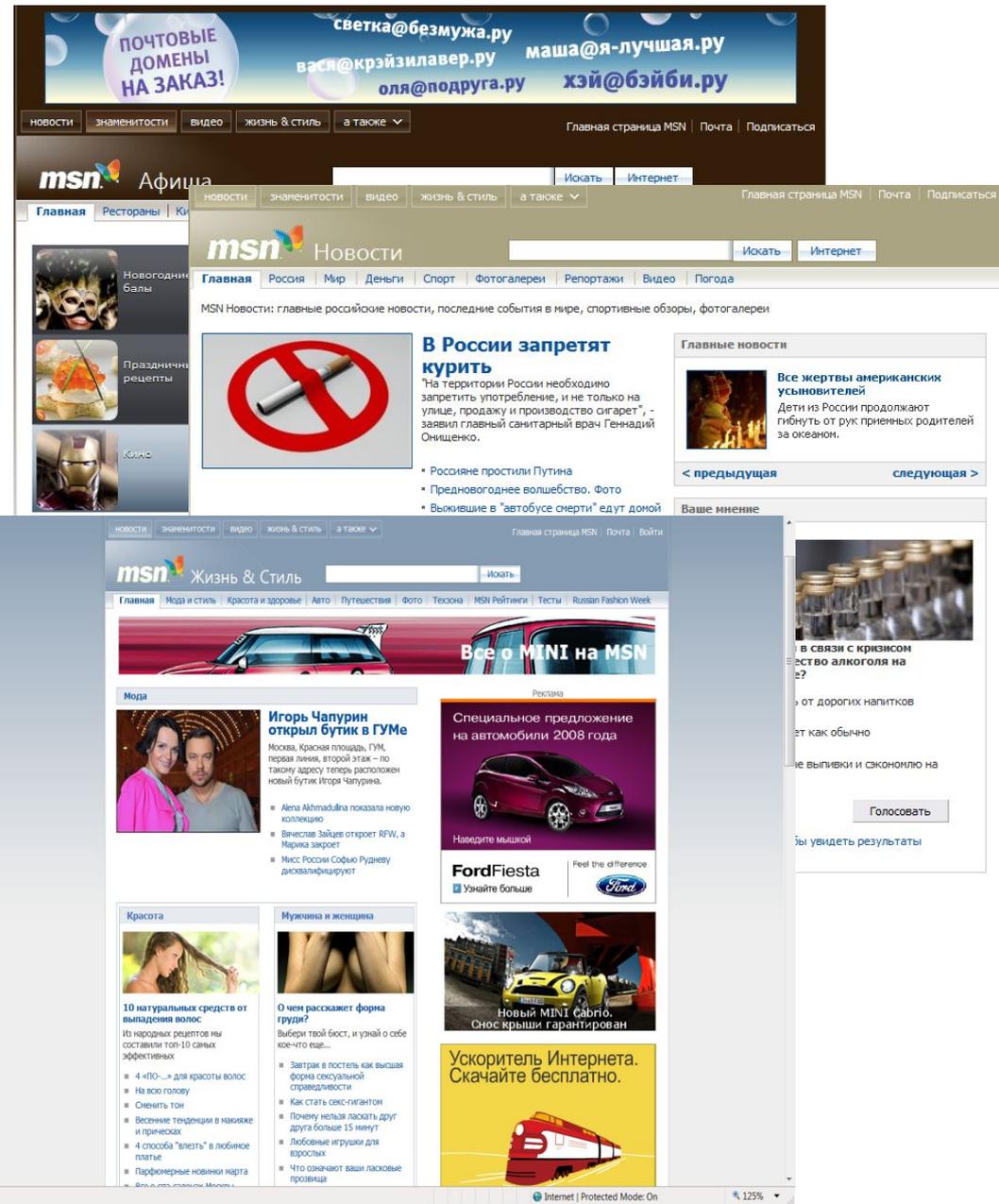
Основные разделы:

- 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

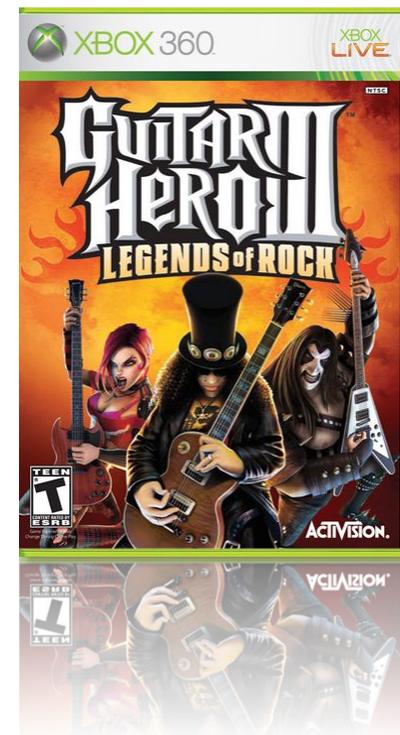
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First Week

Guitar Hero III

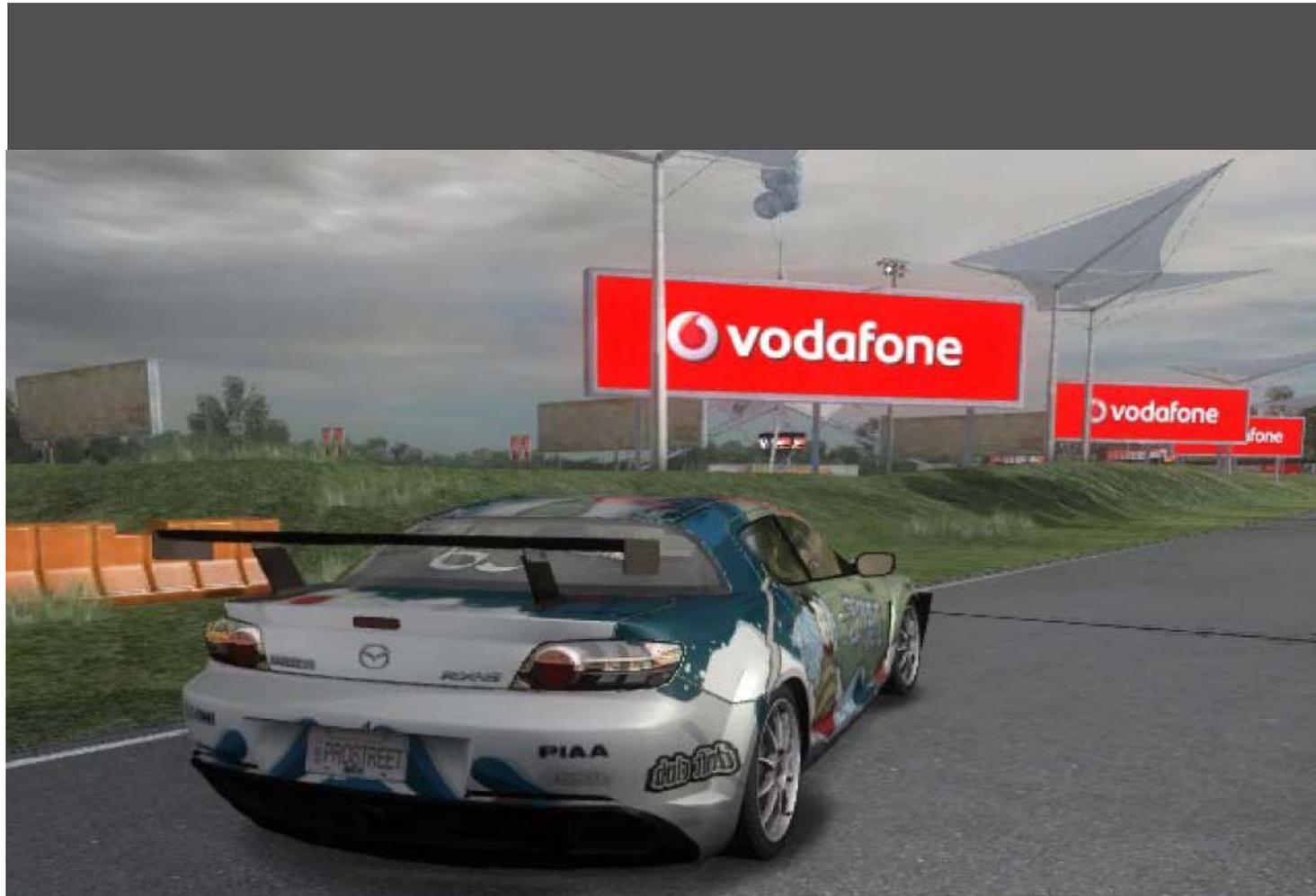
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First Week



*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
Ре-месседжинг

[Онлайн-демо](#)

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