



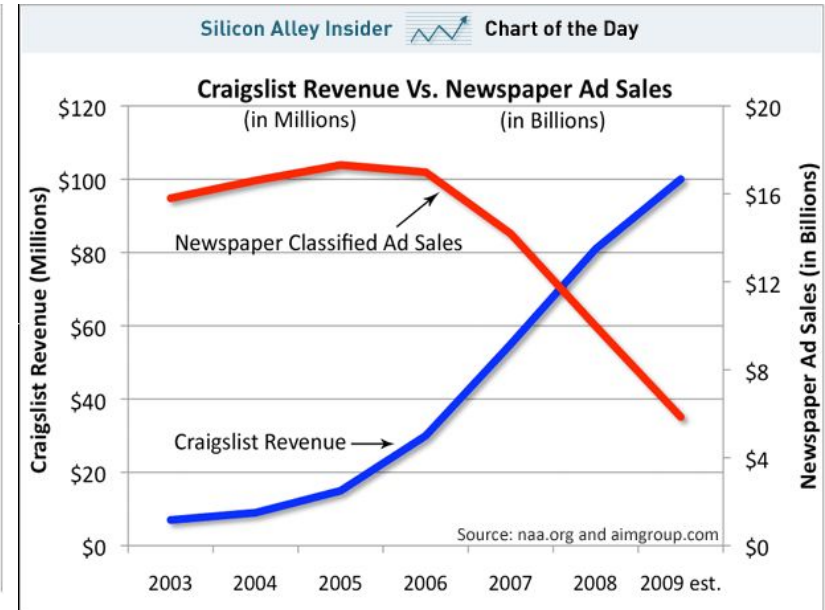
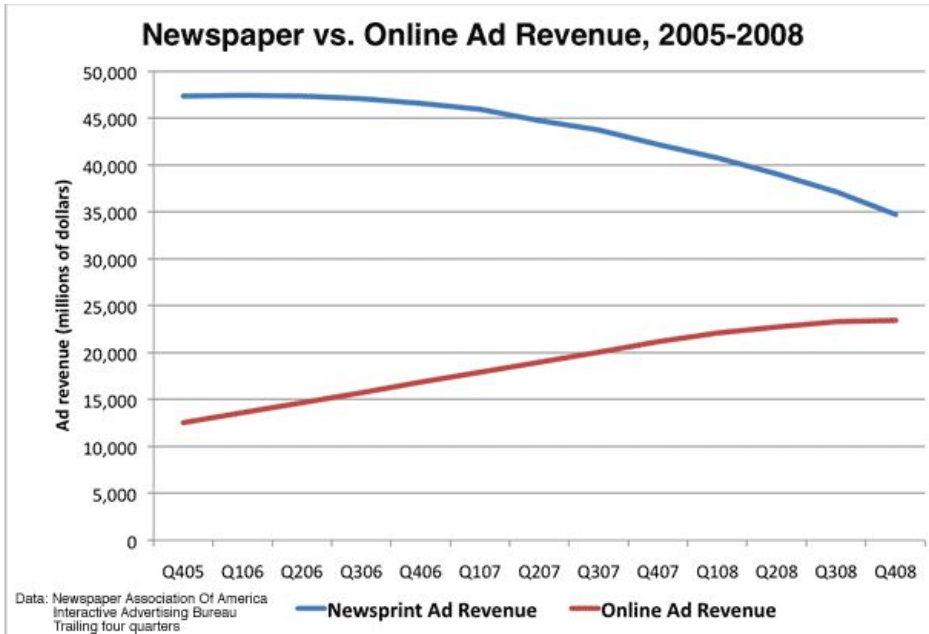
Free Classifieds

Обзор рынка “Классифайдс”

РИФ 2011

Рынок классифайдс (объявлений) – большие возможности!

- Размер рынка “классифайдс” в мире: \$100 миллиардов (онлайн+офлайн)
- Быстрое движение от печатных классифайдов в онлайн и от платных к бесплатным

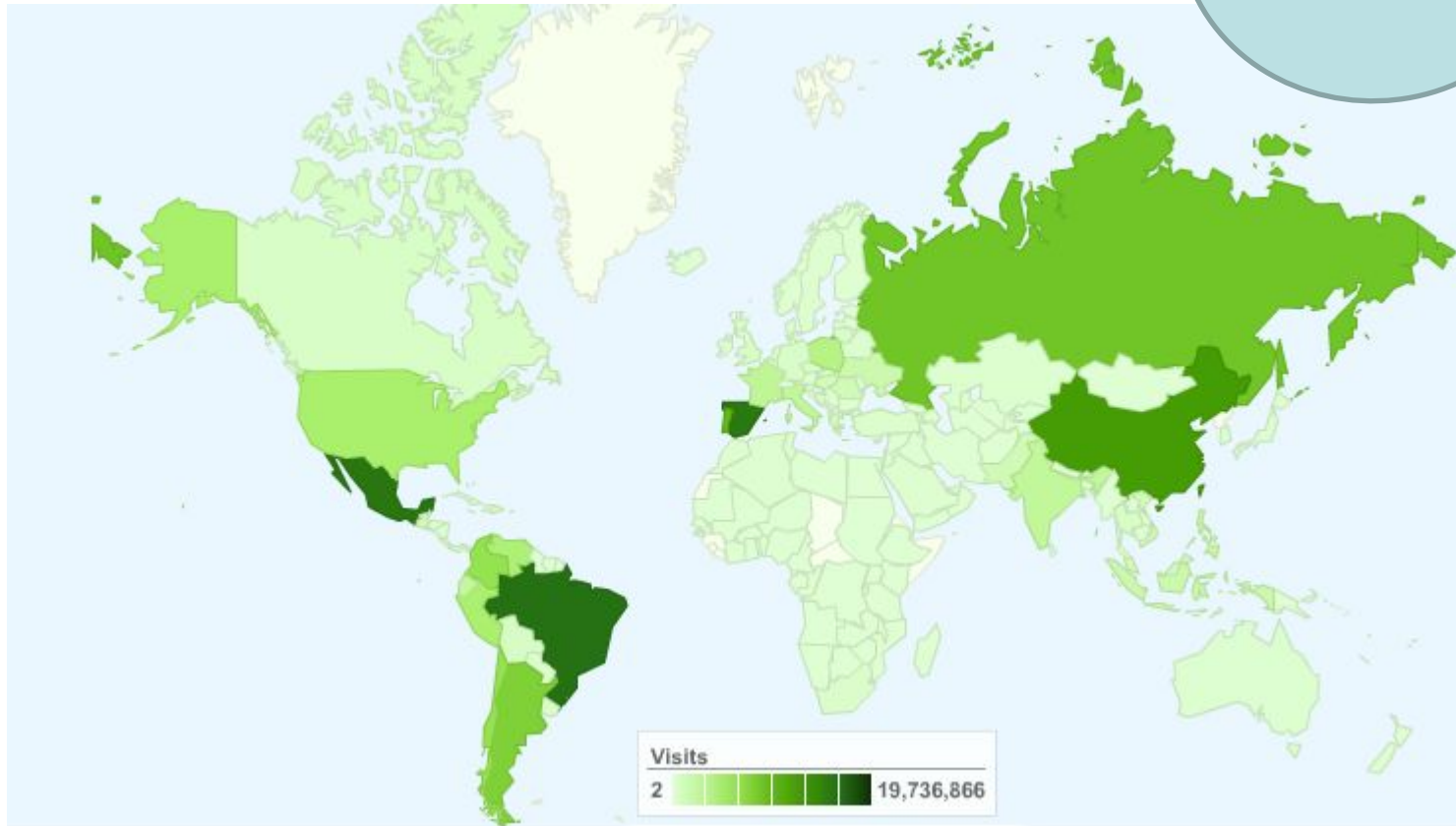


Craigslist – лидер рынка США

- Craigslist (США, с 1994 г.) лидер рынка, команда менее 50 человек
- Craigslist мог бы быть \$20 миллиардной компанией
 - 22 миллиарда просмотров страниц в месяц
 - Мог бы иметь доход \$1.2 миллиарда в год и \$1 миллиард EBITDA
- В основе бесплатный сервис, платные рубрики “работа” и “недвижимость” и доход около \$200 М
- Основатель (Craig) публично заявлял, что не хочет улучшать монетизацию сайта и “death is my exit strategy”
- Проект остается маргинальным игроком за пределами США, не был успешно локализован и продвинут на международных рынках

Группа OLX – в 100 странах мира

Наша цель
завоевать
мир 😊!



Рынок объявлений высоко конкурентен

Это не легко!
Будет
борьба!



Основной конкурент:

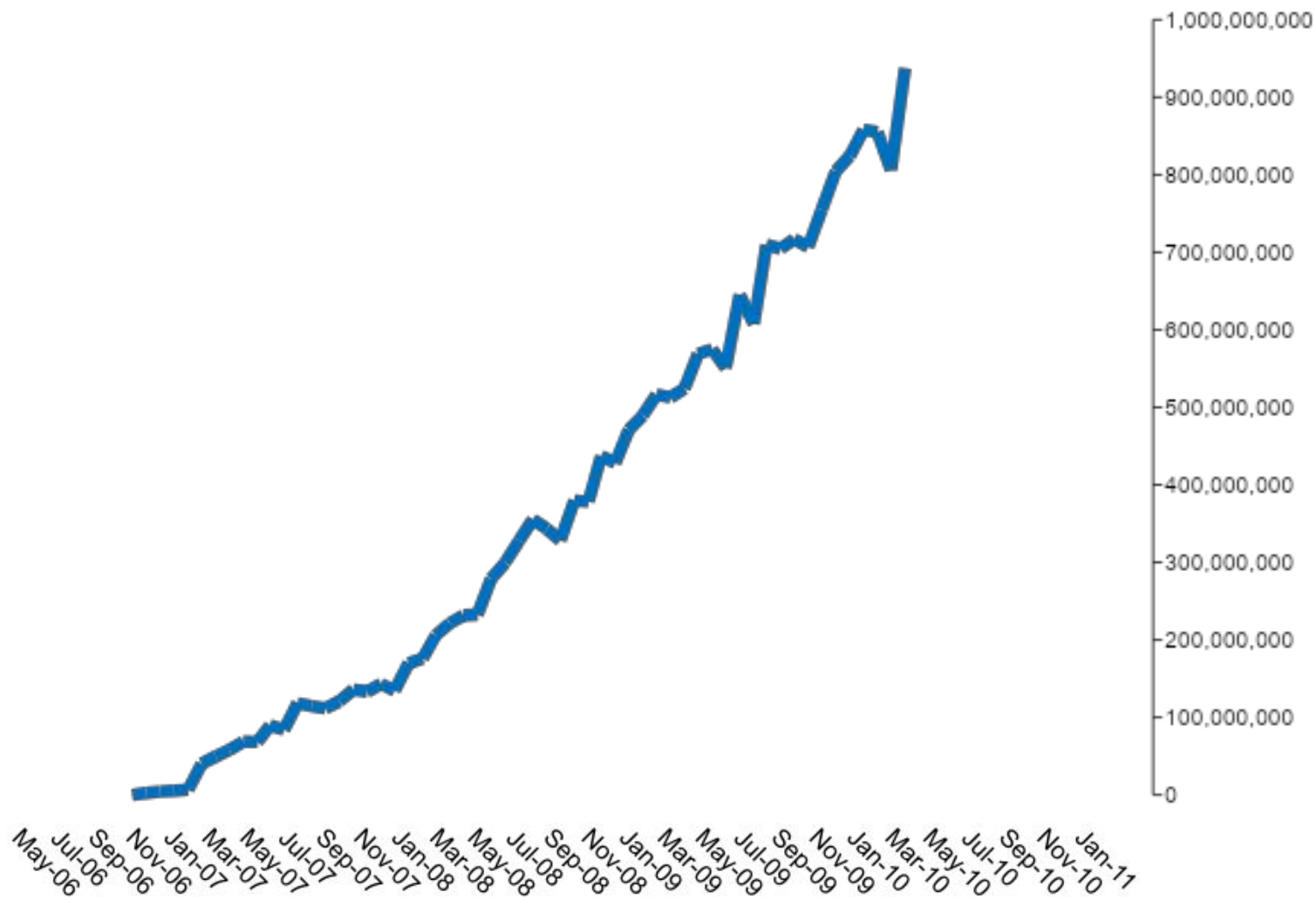


Но также и:



OLX – с 0 до 1 млрд показов за 5 лет

Группа OLX (показы)



Россия среди лидирующих рынков OLX

| Страна OLX | Показы (GA) |
|------------|-------------|
| Португалия | 76,750,000 |
| Бразилия | 61,600,000 |
| Мексика | 55,860,000 |
| Россия | 47,200,000 |



OLX теперь часть Naspers



Schibsted наш основной глобальный конкурент

- Россия: Avito (независимый игрок)
- Бразилия: Balcao (Schibsted)
- Португалия: Custojusto (Schibsted)
- Мексика: Segundamano (Schibsted)

- Испания: Segundamano (Schibsted)
- Аргентина: Vivastreet (Independent)
- Греция: AggelioPolis (Schibsted)
- Чиле: Yapo (Schibsted)
- Перу: Vende (Schibsted)
- Индия: Quickr (Independent)





Англия, Ирландия, Польша, ЮАР, Австралия, Новая Зеландия, Сингапур, Гонконг



Австрия, Бельгия, Канада, Япония, Швейцария, Тайвань, Турция



Франция, Германия, Италия, Испания, США и теперь Россия



Голландия



Китай



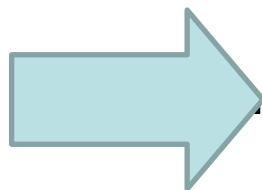
Дания



Россия, Украина, Казахстан, Белоруссия, Венгрия, Чехия, Словакия, Португалия, Бразилия, Греция

Почему Schibsted основной конкурент, а не Ebay?

- Основной бизнес компании Ebay – аукционы
- Основные доходы компании Ebay с аукционов – Ebay не включает доходы с направления “классифайдс” в квартальных и годовых отчетах
- Ebay обычно покупает лидеров, а не инвестирует в создание лидеров
- Ebay последовательно показывает нежелание серьезно вкладывать в сегмент “классифайдс”



Schibsted более серьезный конкурент чем Ebay

Есть страны, где лидер - игрок одного рынка (Sahibinden в Турции и SS в Латвии)

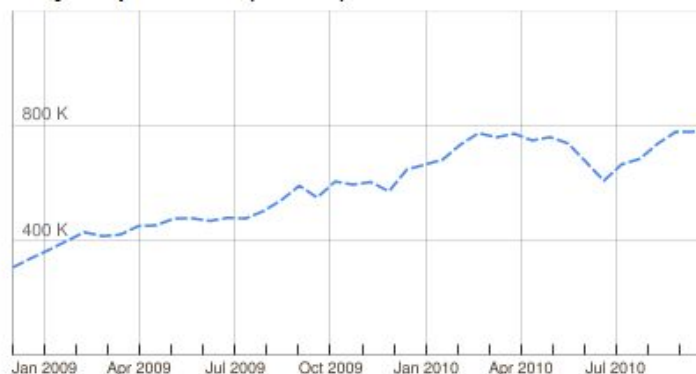
- Лидер в Турции - 3.4 миллиарда показов!
- 9^й самый большой сайт в Турции (Alexa)

Traffic statistics

All traffic statistics are estimates ?

| | Country | Worldwide |
|---|---------|-----------|
| <input checked="" type="checkbox"/> Unique visitors (cookies) ? | 7.4M * | 18M |
| Unique visitors (users) ? | 3.2M | 3.2M |
| Reach | 14.8% | 0.2% |
| <input checked="" type="checkbox"/> Page views | 3.3B | 3.4B |
| <input checked="" type="checkbox"/> Total visits | 51M | 52M |
| Avg visits per visitor | 8.6 | 8.7 |
| Avg time on site | 20:00 | 20:00 |

Daily Unique Visitors (cookies)



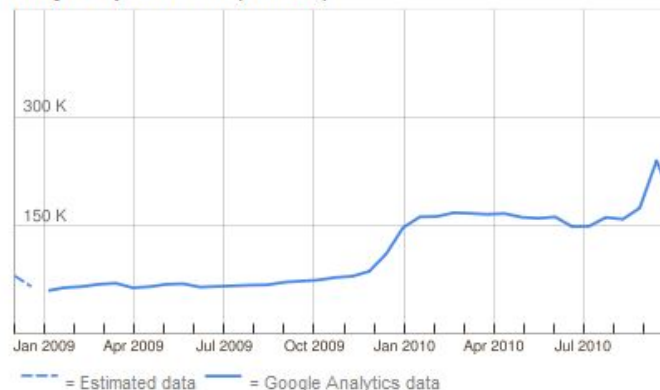
- 240 М показов (в стране с населением 2.2 М)!
- 7^й самый большой сайт в Латвии (Alexa)

Traffic statistics

All traffic statistics are estimates ?

| | Worldwide |
|---|-----------|
| <input checked="" type="checkbox"/> Unique visitors (cookies) ? | 2.8M |
| Unique visitors (users) ? | 680K |
| Reach | 0.0% |
| <input checked="" type="checkbox"/> Page views | 240M |
| <input checked="" type="checkbox"/> Total visits | 11M |
| Avg visits per visitor | 8.1 |
| <input checked="" type="checkbox"/> Avg time on site | 10:40 |

Daily Unique Visitors (cookies)



= Google Analytics data shared by publisher

* = Estimated

Конкуренция в России – Avito и Slando





Traffic statistics

All traffic statistics are estimates ?

| | Country | Worldwide |
|---------------------------------------|---------|-----------|
| Unique visitors (estimated cookies) ? | 9.9M | 9.9M |
| Unique visitors (users) ? | 4.2M | 4.2M |
| Reach | 10.1% | 0.3% |
| Page views | 490M | 490M |
| Total visits | 27M | 28M |
| Avg visits per visitor | 6.5 | 6.7 |
| Avg time on site | 15:10 | 14:30 |

Daily Unique Visitors (cookies)

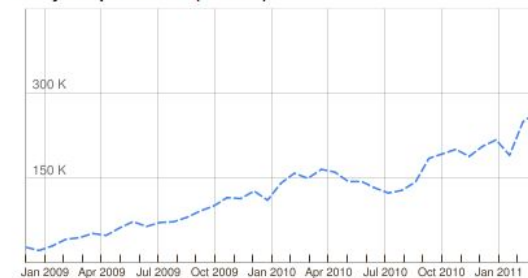


Traffic statistics

All traffic statistics are estimates ?

| | Country | Worldwide |
|---------------------------------------|---------|-----------|
| Unique visitors (estimated cookies) ? | 5.1M | 5.6M |
| Unique visitors (users) ? | 2.1M | 2.3M |
| Reach | 5.1% | 0.2% |
| Page views | 38M | 38M |
| Total visits | 8.2M | 8.1M |
| Avg visits per visitor | 3.9 | 3.5 |
| Avg time on site | 6:00 | 6:10 |

Daily Unique Visitors (cookies)



Traffic statistics

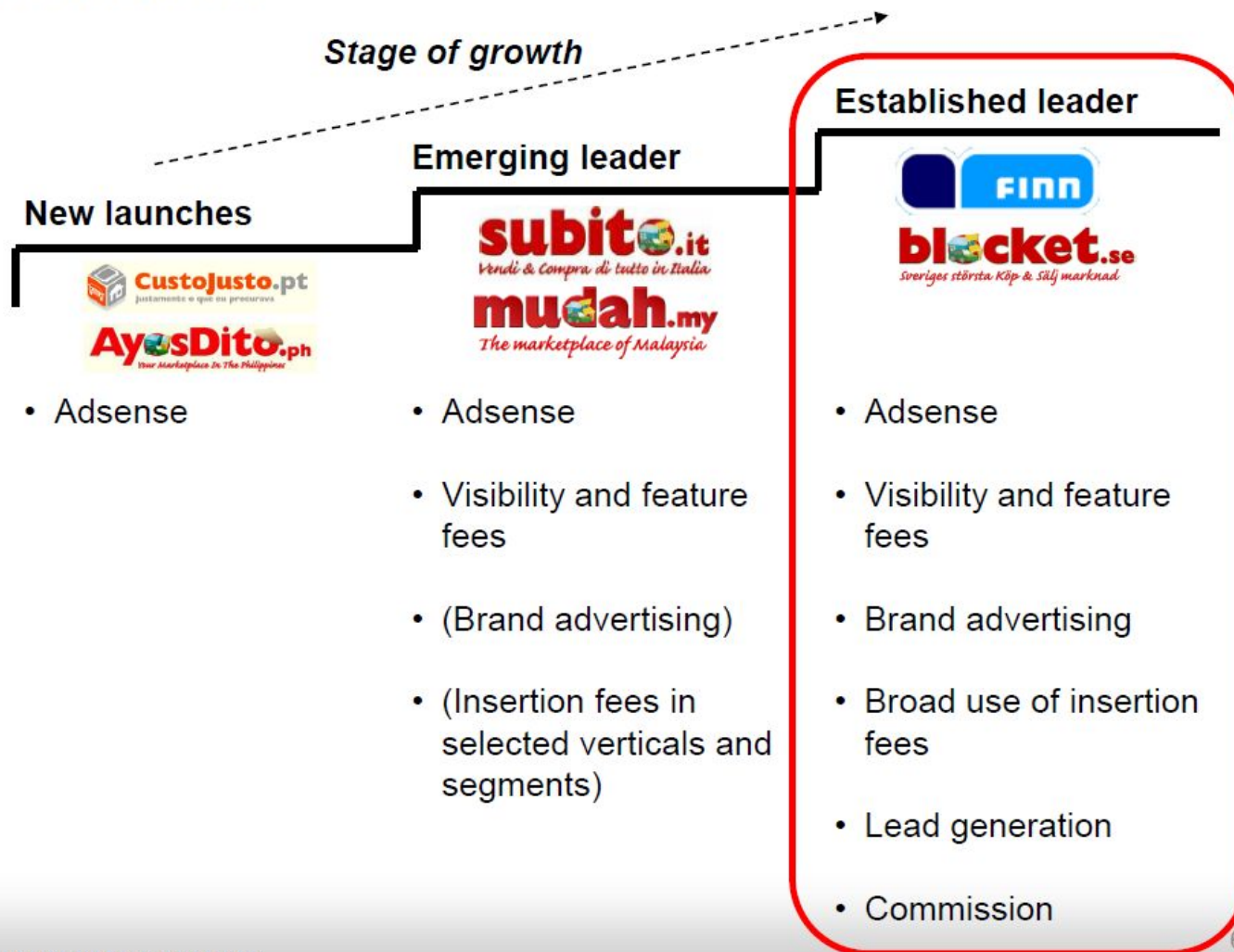
All traffic statistics are estimates ?

| | Country | Worldwide |
|---------------------------------------|---------|-----------|
| Unique visitors (estimated cookies) ? | 2.9M | 2.9M |
| Unique visitors (users) ? | 1.1M | 1.2M |
| Reach | 2.7% | 0.1% |
| Page views | 34M | 34M |
| Total visits | 4.7M | 5.1M |
| Avg visits per visitor | 4.3 | 4.2 |
| Avg time on site | 7:00 | 6:50 |

Daily Unique Visitors (cookies)



Monetization levers depend on degree of maturity of the business



Какая бизнес модель у OLX?

“Премиум” объявления

Real Estate

Free classifieds

My OLX | Help, Settings | Sign out | English

Category: Home - Real Estate

Location: United States

Follow your search

Enter a City or Zip Code

Category: Home - Real Estate

Apartment for Rent

Apartment for Sale

Commercial Space

Rooms for Rent - Shared

Vacation Rentals

Land

Parking Spots

Shops for Rent - Sale

Housing Swap

Picture

Only with pictures

Type

All

Buying

Selling

Rent

Price

\$0 - \$750,000+

Broker Type

All

Professionals & Businesses

Individuals

Location

Delhi, IN

New York, NY

Los Angeles, CA

San Diego, CA

Pomona, MI

Wilmington, MI

Winn, CA

San Francisco, CA

Sacramento, CA

San Jose, CA

More

Results for Real Estate 1 - 50 of 100000

Ads by Google

the house of your dreams

padparaga - right on the lake for sale or rent - www.padparaga.com

Hawaii Beach Vacation Rental

Multiple Vacation Rentals, Villas, Homes and Cottages on all Islands - www.hawaiiislands.com

Charlotte Real Estate

Developer Homes for Sale Pick your rental lot and get prices - www.charlotte-realestate.com

How do I feature my ad?

Beautiful Lot with trees and on a cove

Land - McDonough, GA - August 11

This lot is located in McDonough GA, you get that coast... \$55,000

Palms of Perdido - Perdido Key - Exclusive Custom Floor Plans Available

Direct - Developer

Houses - Apartments for Sale - Panama City, FL - September 2

Palms of Perdido - Perdido Key - Exclusive Custom Desig... 1,110

Room for Rent - Furnished - 4 Orlando locations - Professionally managed - from \$150/week

Rooms for Rent - Shared - Orlando, FL - February 22

Clean, GUEST JAMES INCLUDED, on-site, weekly

Beautiful Townhome in Thornton - 2 Bedroom, 2.5 Bathroom - Videos

154,500

Houses - Apartment for sale - Richmond, VA - September 11

OPPORTUNIS NEVER HOME IN THE HILLTOPS NORTH NEIGHBORHOOD OF THORNTON, VA. THIS CONDO HAS BEEN DESIGNED TO FIT INTO THE WOODS. COMPLETE WITH A GOLF... 1,250

Stor and unit lowhome for rent in the Short Pump area

Houses - Apartments for Rent - Richmond, VA - September 11, 1 hour and 22 minutes ago

End unit townhome for rent in the Short Pump, just minutes from Short Pump Town Center and Interstate. 3 Bedrooms, 1.5 baths, 1400 Sq Ft, living and dining rooms... 120,000

CONDO IN THE WOODS

Houses - Apartments for Sale - Sanibel, FL - September 11, 1 hour and 43 minutes ago

Lives like a single family home - surrounded by lush vegetation - One 2 bedroom, 2 bath home is a detached unit in a small near beach complex. Easy walk to the...

1,700

LAS OLAS PH VERY CLOSE TO MAMITAS BEACH

Houses - Apartments for Rent - Beaumont, TX - September 11, 1 hour and 40 minutes ago

Excellent for about only a mile block to mamitas beach. And one block to the 5th service. Penthouse. 3 bedrooms, 2 bathrooms, vitlites, Diner and living too... 120,000

Excellent Condition! Close to the Parkway but very quiet retreat in Pigeon Forge TN

Houses - Apartments for Sale - Pigeon Forge, TN - September 11, 1 hour and 47 minutes ago

VERY clean and ready for great Christmas in an excellent condition - used as a second home and rented weekly of times. Only 11 miles from Parkway, quiet retreat with... 147,000

OWNER FINANCING!!

Houses - Apartments for Sale - Sanibel, FL - September 11, 1 hour and 51 minutes ago

One of the larger 2 bedroom, 2 bath floor plans on Sanibel. This condo has loads of windows and a large screened lanai off both the master bedroom and living rm... 154,000

FUN IN THE SUN!

Houses - Apartments for Sale - Sanibel, FL - September 11, 1 hour and 58 minutes ago

BELOW 200,000 PRICE! REDUCED! See how Owner plans everything to keep this condo in top condition. Now GIVE UP those and move! established in April 2009... 1,300,000

BAYFRONT PARADISE

Houses - Apartments for Sale - Sanibel, FL - September 11, 2 hours and 8 minutes ago

This house has a view! One of the few existing beachfront homes with a dock and about a 10,000 sq. foot lot. This home has 3 bedrooms, 3.5 baths, large lift area... 1,100,000

GREAT LOCATION FOR BUILDERS & INVESTORS PROSPECT HTS BROOKLYN NY

Houses - Apartments for Sale - Brooklyn, NY - September 11, 2 hours and 10 minutes ago

Prospect Heights - All Ready for Builders/contractors or investors Great Location Prospect Hts - downtown Brooklyn 2 Min use preppers/waspeded plans... 1,000,000

WHAT A VIEW!!

Houses - Apartments for Sale - Sanibel, FL - September 11, 2 hours and 19 minutes ago

Direct golf views from this lovely 2 bedroom, 2 bath condo with washer and dryer in the unit and table remodeled. Nicely furnished with a terrific rental fee... 895,000

Реклама

Free classifieds

My OLX | Help, Settings | Sign out | English

Category: Home - Real Estate - Houses - Apartments for Sale

Houses - Apartments for Sale in United States - Houses - Apartments for Sale in Florida - Houses - Apartments for Sale in Sanibel - CONDO IN THE WOODS

CONDO IN THE WOODS - Sanibel

Location: Sanibel, Florida, United States

Date Posted: September 11

Price: \$299,000

Reply to Ad

Lives like a single family home - surrounded by lush vegetation - this 2 bedroom, 2 bath home is a detached unit in a small near beach complex. Easy walk to the beach with community pool and lots of green space! Owners may have pets plenty of additional parking. No concrete at this complex - nice sandy shell drives throughout. Short term rentals allowed.

This is a lot of condo for the price!

• Bedrooms: 2

• Bathrooms: 2

• Square Feet: 1,300

• Finished: Yes

• Pool: No

• Street Address: 1214 Janyne Street Unit 6

User Information

longwalkley

229-707-9549

User's other ads

Ad Options

Reply to Ad

Add to favorites

Add a comment

Save to phone

Flag as Spam

Share

Pictures and Videos

Picture of CONDO IN THE WOODS

Reply to Ad

Ads by Google

Sanibel Island Rentals

Vacation Homes in Sanibel Island Affordable Villas Condo Homes Apts - www.sanibelislands.com/sanibel/

Naples Vacation Rentals

Get your Naples vacation rental - vacation homes, homes and villas - www.naplesvacation.com

the house of your dreams

padparaga - right on the lake for sale or rent - www.padparaga.com

Sanibel Owner Rental-Save

Want Custom Built Front 2 GRF Family Grade Condo in Owner w/ HCTV+HBO - www.theSanibelParadise.com

Hawaii Vacation Rental Homes

Multiple Vacation Rentals, Villas, Homes and Cottages on all Islands - www.hawaiiislands.com

COMMENTS

Be the first to comment on this ad.

Leave your comment (spam and offensive messages will be removed)

Name

Comment

Post Comment



Free Classifieds

Спасибо!

Диана Молдавская
Директор по России/СНГ
dianam@olx.com

