

2010: A Million Apps in App Stores?

Hot opinions from mobile thought leaders, burn through into the New Year from Smaato's roundtable on Mobile Advertising

Redwood Shores, CA / London, UK – January 07, 2010 – Mobile advertising leader Smaato Inc. (<http://www.smaato.com>) invited international mobile experts to roundtable discussions in San Francisco and London towards the end of 2009. As expected some fascinating insights emerged from the discussions, including regional and industry trends and what everyone is most excited about for 2010.

The recent London discussion was recorded by Intruders.tv. Highlights of the roundtable can be seen <http://bit.ly/69OurL>, with extended coverage on Smaato Blog at <http://bit.ly/8u0uU1>.

The thought leaders covered subjects such as what the future holds for mobile advertising, the significant acquisition activities in the industry (like Google's deal with Admob followed by Apple's acquisition of Quattro Wireless this week) and the difference between US and European VCs.

Smaato CEO & Co-Founder Ragnar Kruse stated: *"Great content and apps are coming to phones by more and more developers from around the world, which will differentiate those apps further. One of the things we're most excited about for 2010 is continuing to work with those great companies and helping them to monetize and standardize on advertising, so it's a scalable business model across multiple countries and regions."*

One of the heated talking points was around the 'app explosion', how the definition of 'app' may evolve and how many more apps will we see in 2010, with estimations ranging from 250k to 500k and up to 1 million apps by Harald Neidhardt (Co-Founder and CMO, Smaato) and supported by Magnus Jern (CEO, Golden Gekko):

"Based on the fact there's more and more automatic tools helping people create apps, it could be in the millions. Also what do you class as an app? Is a book a mobile app? Because in 2010 there will probably be around a million books available to download to you phone." – Magnus Jern, CEO of Golden Gekko.

"The label of 'app' is something we use in the industry, what's important is the number of services available to people. The line will start to blur, people don't care what it's called, they care if it works for them on their device. They care about what's available to them - as long as they can access it, they won't care if it's an app, a service or a widget." - Andrew Scott, CEO of Rumble.

List of Smaato mobile roundtable attendees in London:

- Ragnar Kruse - Co-Founder and CEO of Smaato
- Harald Neidhardt - (chairing the discussion) Co-Founder and CMO of Smaato.
- Magnus Jern - CEO of Golden Gekko
- Inma Martinez - Stradbroke Advisors and co-founder of Agora9
- Ben Scott Robinson - We Love Mobile
- Nick Lane – MobileSquared
- Danielle Morgan – Flirtomatic
- Carlos Espinal - Doughty Hanson
- Antony Ribot - Co-Founder and CEO Ribot
- Andrew Scott - CEO Rumble
- Bastian Lehmann – Creator of Zensify

The first Smaato roundtable discussion in San Francisco is released as a podcast with IM-MOBILE and can be found at <http://bit.ly/8D6TDy>.

Participants in the Smaato roundtable in San Francisco:

- Ragnar Kruse, CEO and Co-Founder, Smaato
- Harald Neidhardt, CMO and Co-Founder, Smaato (chairing the discussion)
- Michael Bayle, CMO, Amobee Media Services & a former MMA Board Member
- Tobias Kemper, VP of USA Operations for Nimbuzz
- Brian Prows, Blogger, Podcaster and Owner of MobileBeyond
- Cian O'Sullivan, Senior Reporter for GomoNews
- Kei Shimada, CEO and Founder of Infinita, Inc.
- Mike Turner, Partner with Osborne Clark
- Cheryl Lucanegro, Vice President of Advertising Sales, Pandora Internet Radio
- Petra Vorsteher, EVP Strategic Alliances and Co-Founder, Smaato

The real trends for 2010 will be widely discussed and showcased during Mobile World Congress in Barcelona, February 15 to 18. Please visit the Smaato booth in Hall 7 C38.



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About Smaato

Smaato Inc. is a pioneering mobile advertising company that operates the leading mobile ad optimization platform called SOMA (Smaato Open Mobile Advertising) and partners with mobile publishers, developers, ad networks and operators.

SOMA's unique feature is the aggregation of multiple leading ad networks globally to maximize mobile advertising ARPU. SOMA can be easily integrated with ad networks, ad inventory owners (publishers, developers and operators) and 3rd party ad technology providers.

Smaato is an active member of the Mobile Marketing Association, the dot.mobi Advisory Group and the German Digital Media Association BVDW. Smaato received a Top 100 Private Company Award by AlwaysOn Media (2009 & 2007) and was an Andrew Seybold Choice Awards finalist at CTIA 2008 for best Newcomer, among other awards.

Smaato Inc. is based in Redwood Shores, California. The privately held company was founded in 2005 by an experienced International management team. The European headquarters are in Hamburg, Germany. www.smaato.com