

Google™



Building a Business with Social Apps

Chewy Trehella, Google
Gerardo Capiel, MySpace
Shawn Shen, Google
5/27/2009

Post your questions for this talk on Google Moderator:
code.google.com/events/io/questions

<http://bit.ly/mCqkQ>



Who We Are

Chewy Trehwella, Developer Advocate, Google

Shawn Shen, Developer Advocate, Google

Gerardo Capiel

Vice President, Product Management,
Open Platform, MySpace

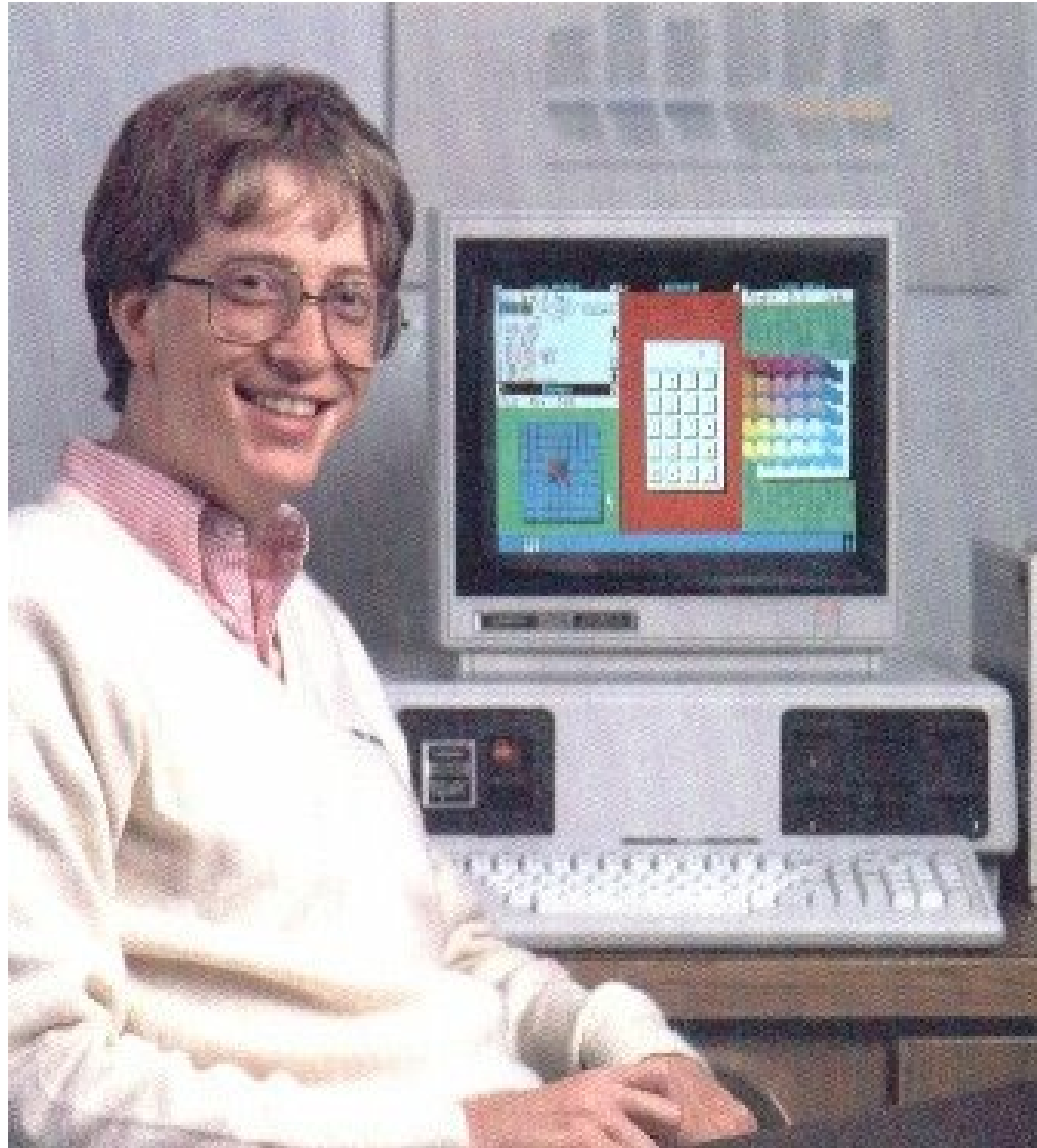
Founder of Gydget
Co-founder of Digital Impact

A Developer's Profile



Some 30+ years ago when most people thought freedom of sharing led to innovation in software, this fellow developer of ours demanded that people should pay, and in so doing he became...

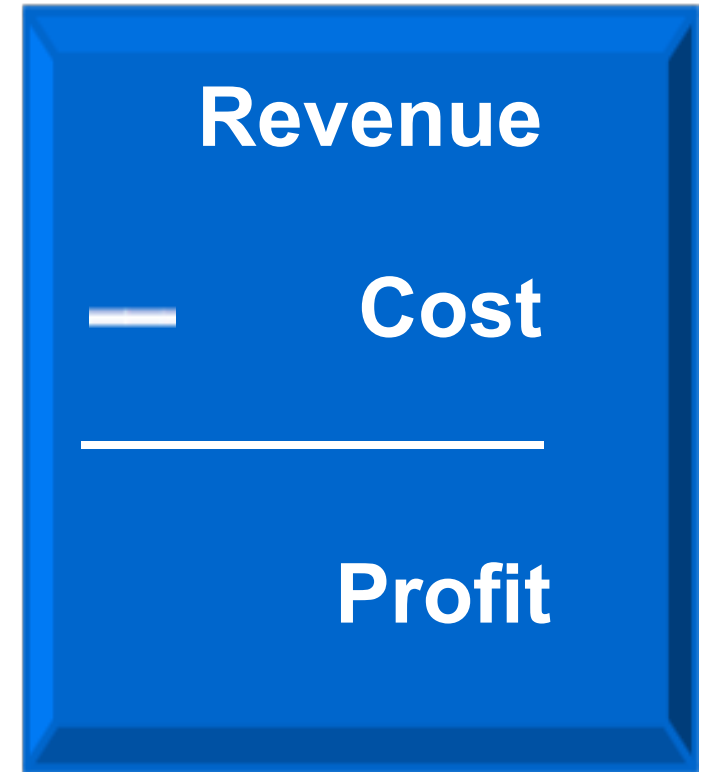
A Billionaire's Profile



Agenda

- Open for Social Business
- Social Apps Landscape
- Revenue Models for Social Apps
- Costs and Operation
- Best Practices
- Stats (\$\$\$) and Summary

Open for Business



But how to get customers?

Open for *Social* Business

To get customers...



Be Social!



Disadvantages of a *Brick 'n Mortar* Business

- Lots of sales pitch
- Build one stand at a time
 - Build one is fun, two is a bore, three or more a chore
- Delivery of tangible goods

A better mouse trap?
Social Apps...

Advantages of a Business with Social Apps

- Grow traffic on social network
 - Users and friends
 - Communication Channels



- Build once and use it everywhere
 - Scale from 1 to 1000 servers
 - OpenSocial standard



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Social Networks and Application Platforms

- Social Networks



Facebook



- Application Platforms

- OpenSocial
- Facebook



**Facebook
Developer
Platform**

Social Apps Ecosystems

- App Developers



- Dozens of independent developers (>\$1M dollars rev)

- Advertising Networks and Offer Aggregators

- Social Media, RockYou, OfferPal, SuperRewards

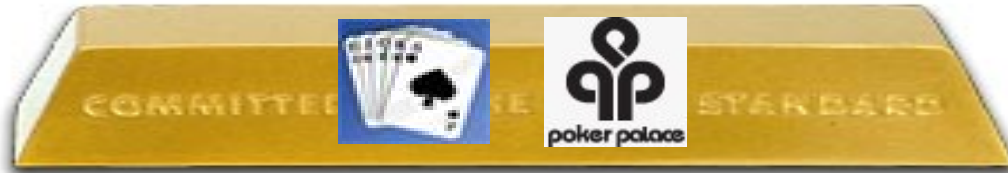
- Payment providers

- PayPal, Playspan/Spare Change, Zong

- Tool providers

- Sometrics, Kontagent,

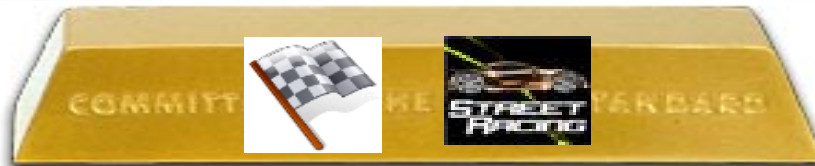
Social Apps by Category and \$\$\$ (OfferPal)



- \$400 Card games



- \$200 MMORPG



- \$175 Racing



- \$150 Owning



- \$100 Pets



- \$75 Green

- Others

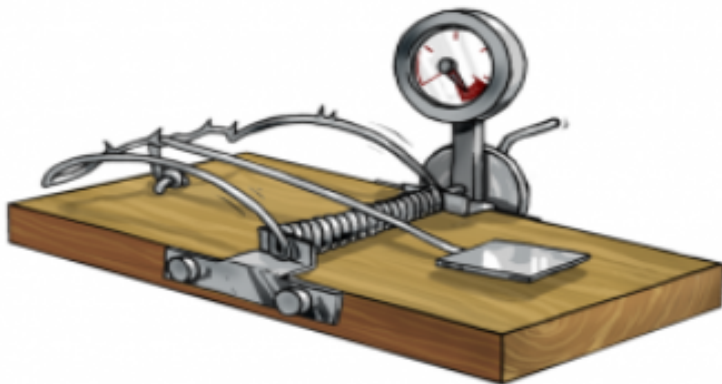


Mouse Hunt App: A Better Mouse Trap



- 470K MAUs
- Courtesy of HitGrab, Inc.
- Game Play:

You are a hunter, hired by the king to trap the mice that infest his kingdom. For each mouse you catch, you'll receive a unique reward, with the aim of being the best in the land!



- **What can be bought?**
- **Real dollars? How?**

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Social App Business: Revenue Streams

- Advertising
- Virtual economy
- Offers and Surveys
- Branding
- Others

Revenue Streams: Advertising

- Display and text link ads
 - CPM: Cost Per Mille (thousand)
 - CPC: Cost Per Click
 - CPA: Cost per Action (email/referral/affiliate purchase)
 - CPI: Cost per Install (specific to installing social apps)

Sponsored Links

[Pimp My Profile \(Free\)](#)

Get Layouts, Backgrounds & Glitter Download Now to Pimp Your Profile!

[WebFetti.com](#)

The screenshot shows a social media banner for 'SINDICATE'. At the top, there is a promotional link: 'How did Obama do? Vote and get \$100!' with a 'Go »' button and 'Get 938 Credits'. Below this is a developer message: 'Developer JD says... "let me know if you have questions" 4/20/2009 3:53:20 PM' with 'add shout' and 'report shout' options. The main banner features the 'SINDICATE' logo and a city skyline. To the right, there are five icons representing different game modes or items with their respective counts: a crown icon (25), a fist icon (7), a person icon (1,000), a car icon (1,000), and a shield icon (1,000). At the bottom, there is a navigation menu with links: Home, City, Underworld, Attack, Shop, Add friends, Settings, Help, and Discuss.

Banner & Skyscraper

A vertical skyscraper advertisement for 'MOBSTERS Overdrive'. The text 'MOBSTERS Overdrive' is at the top. Below it, the words 'FAST FURIOUS AND FUN' are written in large, stylized, orange and white letters. The background is dark with some light effects.

Advertising: Code/Tag samples

AdSense

```
<script type="text/javascript"><!--  
google_ad_client = "[publisher_id]";  
google_ad_width = 468;  
google_ad_height = 60;  
google_ad_format = "468x60";  
//-->  
</script>  
<script type="text/javascript"  
src="http://pagead2.googlesyndication.com/pagead/show_ads.js">  
</script>
```

Right Media Exchange


```
<!-- BEGIN TAG - 728x90 - [publisher_id] - DO NOT MODIFY -->  
<script type="text/javascript" src="http://optimizedby.rmxads.com/st?ad_type=ad&ad_size=728x90&section=  
[publisher_id]"></script>
```



Advertising: Challenges / Opportunities


- **Challenge: Declining eCPMs (\$0.10 - \$2.00)**
 - Demand / Supply
 - ROI for advertisers
 - Canvas view ads ONLY for most networks
- **Opportunity: Provide contextually relevant ads**
 - Music app => downloads, ringtones and concert tickets

Revenue Streams: Virtual Economy



Cost: 111 gold
Cheddar is a better power at attracting most mice, however Cheddar is not too weak.

Amount: **BUY** **REFUND**
This cheese refunds for 20 gold/gpc.




Marble
Cost: 111 gold
Marble offers a decent chance of attracting a variety of mice.

Amount: **BUY** **REFUND**
This cheese refunds for 30 gold/gpc.




Swiss
Cost: 100 gold
Swiss is one a good chance of attracting a variety of mice.

Amount: **BUY** **REFUND**
This cheese refunds for 100 gold/gpc.




Tacky Glue Trap (70 Physical Power)
Power Type: Physical
Power Bonus: n/a
Attraction Bonus: 40%
Luck: 2
Cheese Effect: Stale

WEAPON




If you believe simplest answer is the best, then white



High Tension Spring (75 Physical Power)
Power Type: Physical
Power Bonus: 5%
Attraction Bonus: 20%
Luck: 2
Cheese Effect: No Effect

WEAPON



Razor sharp barbs adorn a crushing bar held with ove

Mouse Hunt App

- Goal: Catch mice
- Virtual currency: Gold
- Virtual goods to buy
 - Cheese
 - Trap
- How to get Gold
 - Catch mice
 - From King
 - Loot and trade
 - Or buy gold via...

Revenue Streams: Virtual Economy (Buy Gold)

Mouse Hunt App

- Buy Gold via CC/PayPal
- Or Earn Gold via...

Industry wide
\$1-10 per 100 DAUs
Daily Active Users



Instant Payment Notification



Revenue Streams: Offers/Surveys (Earn Gold)

Mouse Hunt App

- Earn gold by filling out
 - Offers
 - Surveys

Location: Town of Growmia
Title: Novice (1%)
Base: Woodon Base
Weapon: High Tension Spr...
Trap Power: 116
Gold: 2,317
Points: 280
Cheese: None!

Check that your trap is baited!

Mouse Hunt is not directly affiliated with the companies/organizations offering these incentives.

Buy Super Brie!

PayPal
spare change
Pay By Mobile
ZONG

Or...complete offers below and earn Super Brie

Missing Super Brie?

FEATURED OFFERS: All Free Most Popular Surveys Mobile

Try Gamefly for only \$8.95 - Unlimited Game Rentals and easy Super Brie! GameFly is the leading game rental service where you can rent the latest releases for the Wii, Xbox 360, PlayStation 3, etc. Get started now for only \$8.95! Purchase required to receive Super Brie Get Super Brie by becoming a paid member or starting your 20-day free trial. Receive 440 Super Brie within an hour.	440 Super Brie
Get Ringtones from Fizzzzz.com! Sign up and get the latest ringtones! Artists are using the medium (ringtones) to debut new content. - The Wall Street Journal No credit card needed to receive Super Brie Super Brie awarded when you submit your mobile number and confirm the PIN text to you. Receive 170 Super Brie within minutes.	170 Super Brie
FREE Get Free Auto Insurance Quotes and easy Super Brie! Direct Insure Online offers exciting new insurance quotes fast, free and easy. Just fill out a simple form and get up to FREE quotes which can help you save money on your Auto Insurance. No purchase required to receive Super Brie Super Brie awarded upon Complete insurance quote request. Provide it information will lead to expulsion from application. Receive 101 Super Brie within minutes.	101 Super Brie
The IQ Quiz: How Smart Are You? Today's high score is 121. See if you can beat it! No credit card needed to receive Super Brie Super Brie awarded when you enter mobile # and confirm pin to subscribe. Receive 141 Super Brie within minutes.	141 Super Brie
FREE How soon will Obama bring the troops home? Let us know and then complete the program requirements for \$500 in FREE Gift Cards! No purchase required to receive Super Brie Super Brie awarded when you submit survey answers and your valid email address. Points awarded after you follow the others path until the final offers page, where you MUST click on an offer. Receive 58 Super Brie within minutes.	58 Super Brie
Rent Movies from Netflix! Sign up and get the Free Trial! Try Netflix Free! Purchase required to receive Super Brie Super Brie awarded upon registration for home DVD delivery. New members must order and receive initial movie order or Super Brie will be awarded. Receive 340 Super Brie within minutes.	340 Super Brie
Get a 7-Day Free Trial to GameHouse FunPass! Unlimited Access to over 400 Online Games at the all new GameHouse.com. Requires 7 Day FREE Trial! Purchase required to receive Super Brie Super Brie awarded after you start your 7-day trial. You must be a Microsoft Windows user to	250 Super Brie

SUPERbrie+ attracts nice 99% of the time to your top in most regions. Donate to the development of the game and get you SB+ now! All prizes are in US Dollars.

SUPERbrie+ 1 st PayPal 15 SB+	SUPERbrie+ 3 rd PayPal 75 SB+	SUPERbrie+ 7 th PayPal 325 SB+
SUPERbrie+ 10 th PayPal 500 SB+	SUPERbrie+ 25 th PayPal 1600 SB+	SUPERbrie+ 50 th PayPal 3500 SB+

Try an Offer
As an alternative to donating directly, click the offer icons to view a variety of offers you may be interested in. Clicking on an offer will add you to a list of SUPERbrie+ offers to be charged.

Offer

Revenue Streams: Virtual Economy (Earn Gold)

Mouse Hunt App

- Earn Gold via offers



Source: OfferPal
Avg. \$7.5 per 100 DAUs
Daily Active Users

OfferPal

Callback within seconds to hours

Gold!

Revenue Streams: Offers/Surveys (Code)

- Offer iframe

```
<iframe src="http://pub.myofferpal.com/[publisher id hash]/  
showoffers.action?snuid=[user_id]"  
frameborder="0">  
</iframe>
```

- Callback URL

- http://www.myserver.com/offerpal_callback.php

```
if( isset($_GET['snuid']) && isset($_GET['currency']) ) {  
    $u = $_GET['snuid'];  
    $q = $_GET['currency'];  
    $q = "update USER set gold = gold + $q WHERE u = $u";  
}
```

Revenue Streams: Branding

- Branding apps
 - Coca Cola on Xiaonei
 - Sony/Ericsson/MTV on orkut
 - Heineken on Netlog



source: [Interbrand](#)

- Branding elements/campaigns
 - Purina Dog Foods in FooPets
 - National Geographics in Where I've been
 - iCue by NBC/Appssavvy for Lexus on Facebook

Branding App: New Year's Coca Cola



Share/Send a cola

Celebrity Stories

Weekly Prizes

User Stories

Branding App: FooPets & Purina

The screenshot shows the FooPets website. At the top left is the FooPets logo. To its right is the user profile information: "user365032299 | Profile Account | Invite | FAQs". On the top right, there is a promotional banner for "Introducing Gifting on FooPets.com!" featuring a dog and a gift box. Below the logo is a navigation bar with links: "Adopt", "Play", "Games", "Shop", "Bank", "Fotos", "Earn", "Forums". A yellow banner below the navigation bar reads "NEW PUPPY RELEASED! Come meet the newest addition to the FooPets family, the sweet, curly-haired, and presidential Portuguese Water Dog! As usual with new releases, quantities are very limited...". Below this is the "FooMart" section, which includes a search bar with a "Supplies" dropdown and a "Search" button. There are also category tabs: "All", "Supplies", "Backgrounds", "Interior", "Exterior", "Seasonal", "Greetings", "Scenes", "Letters". Below the tabs, it says "You have 5 FooDollars to spend. Low on FooDollars? Buy more in the FooBank for 10 cents each or earn more!". There is also a "Sort By" section with options for "Date", "Price", and "Name". The main product listing is for "Purina Puppy Chow - Large", a 40 lb bag of Puppy Chow (about 80 servings), priced at 30 FooDollars. It includes a "Buy Now" button and additional information: "Release date: May 11, 2009" and "Number remaining this hour: 84".

Appssavvy: "connects many of the most popular social media applications found on Facebook, MySpace, the iPhone... with leading brands and agencies"

Revenue Streams: Others

- Free/Freemium apps
 - Box.net Files (LinkedIn)
 - Huddle Workspace (LinkedIn)
- Premium apps for fee
 - Fanbox
- Donation
 - Causes
- Custom development
 - Contracting and consulting
- 3rd Party versus 2nd Party Apps
 - Develop container apps



Box.net Files

by Box.net

Add the Box.net Files application to manage all your important files online. Box.net lets you share content on your profile, and collaborate with friends and colleagues.



Huddle Workspaces

by Huddle.net

Huddle gives you private, secure online workspaces packed with simple yet powerful project, collaboration and sharing tools for working with your connections.

A screenshot of the Causes website. At the top, there is a navigation bar with "Causes" and links for "Top Causes", "Start a Cause", and "My Causes". Below this, a dark blue banner displays "World Wildlife Fund [View Cause]" with "2,373 members" and "\$150 donated" on the right. The main content area features a large black and white panda logo on the left. To the right of the logo is a user profile for "shawn" with a small avatar icon and the text "Support my cause by joining or donating!" followed by "[Edit]". Below the panda logo are two blue buttons labeled "Invite" and "Donate". At the bottom of the section is a link that says "[Edit this Badge]".

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- Open for Social Business
- Social Apps Landscape
- Revenues Models for Social Apps
- **Costs and Operation**
- Best Practices
- Stats (\$\$\$) and Summary

Social App Business: Cost

- **Development**
 - Engineering, graphics, product/project management
- **Hosting and Operations**
 - Servers, bandwidth, storage, tuning and scaling
- **Marketing/Advertising**
 - Ad spend to grow traffic, campaign tuning and monitoring
- **Community Management**
 - Users support and management, feature request feedback
- **Others**
 - Sales (better ads/offers and direct)
 - BizDev (e.g. rev share)
 - Legal, Office, etc.

Cost: Development

- Development

- 1-5 developers
- 1 Product manager
- 0-1 Graphics designer
 - contractor or FT
 - project based
 - creative commons can help

- Tips

- Keep feature sets small
- But a strong theme
- Iterate more often
- 1-3 months dev. cycle



Expedia Fare Calendar

Color:

Leaving From:

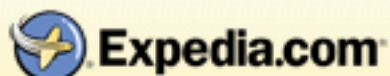
Going To:

Departure Month:

* required

Save

Cancel



Latest roundtrip fares from **SFO** to **LAX**

JUNE 2009						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 \$87	2 \$98	3 Price	4 \$99	5 \$118	6 \$98
7 \$99	8 \$99	9 \$79	10 \$99	11 \$118	12 \$99	13 \$118
14 \$155	15 \$99	16 \$79	17 \$79	18 \$118	19 \$108	20 \$98
21 \$108	22 \$99	23 \$79	24 \$79	25 \$119	26 \$128	27 \$99
28 \$128	29 \$119	30 Price				

▶ [Flights](#) ▶ [Hotels](#) ▶ [Cars](#) ▶ [Deals](#)

Cost: Hosting and Operations

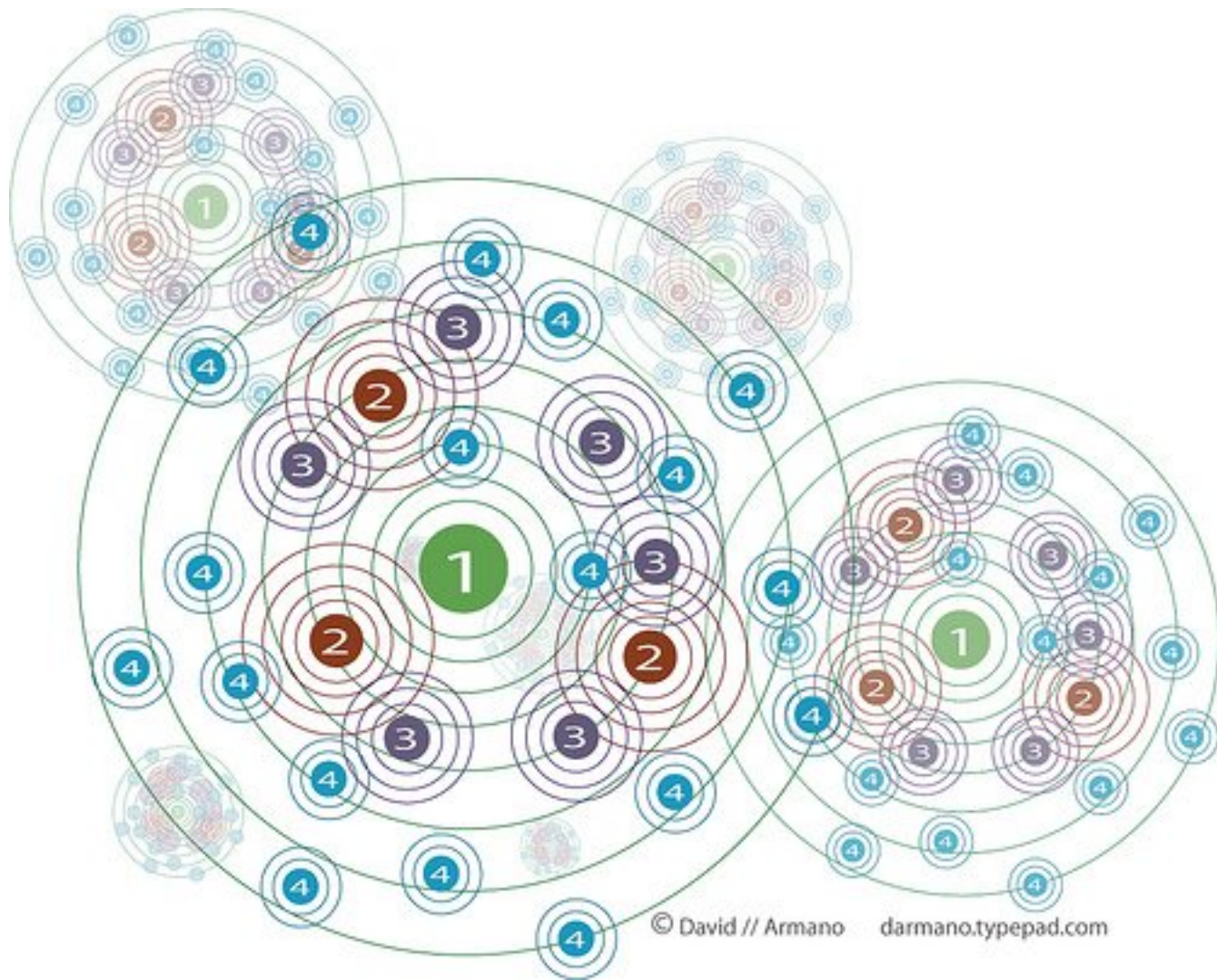
- **Manage your own LAMP stack**

- Lease your own servers
 - ~\$100/month per server (Web and DB)
- Joyent/Sun
 - From free to paid (on-demand servers)



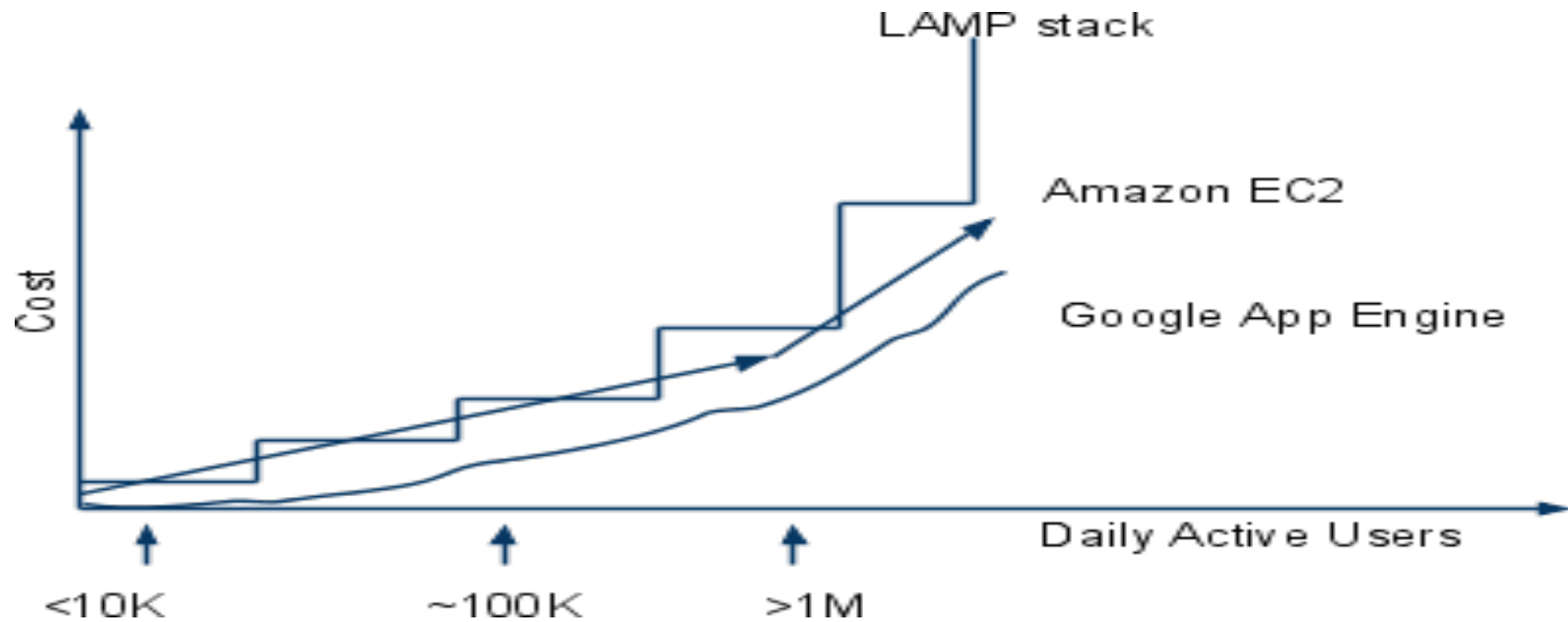
- **Cloud Solutions**

- Amazon EC2
 - FamilyLink (~36M users on Facebook)
- Google App Engine
 - BuddyPoke app: (~40M users on dozens of networks)



© David // Armano darmano.typepad.com

Cost: Hosting and Operations



Qualitative estimated costs

- LAMP: DIY everything
- EC2: Procure/configure servers on demand
- Google App Engine: Focus on app and we do the rest!
 - Python and Java (beta)

code.google.com/appengine

[From Spark Plug to Drive Train: Life of an App Engine Request](#)

App Engine

[Building Scalable, Complex Apps on App Engine](#)

App Engine

[Offline Processing on App Engine: a Look Ahead](#)

App Engine

[The Softer Side Of Schemas - Mapping Java Persistence Standards To the Google App Engine Datastore](#)

App Engine

[Transactions Across Datacenters \(and Other Weekend Projects\)](#)

App Engine

[App Engine Nitty-Gritty: Scalability, Fault Tolerance, and Integrating Amazon EC2](#)

App Engine

[JRuby and Ioke on Google App Engine for Java](#)

App Engine

[App Engine: Now Serving Java](#)

App Engine

[A Design for a Distributed Transaction Layer for Google App Engine](#)

App Engine

Cost: Marketing/Advertising

● Advertising

- Gallery Sponsorship (CPM, CPI, Rev Share)
- App Ad Networks (e.g. Rock You, OfferPal, Social Media)

● Organic Growth

- Activity Streams
- Profiles
- Invites
- Notifications



[Texas Hold'em Poker](#)

by Zynga

Sponsored App

Play against your buddies & other players in MySpace's biggest poker game. Collect your daily bonus!



[Mafia Wars](#)

by Zynga


Sponsored App

Top Crime Game on MySpace! Do jobs, embezzle cash, & fight your rivals until YOU are the GODFATHER.

A blue banner advertisement for the game 'Bowling Buddies'. On the left, there is a cartoon illustration of a man and a woman smiling. Next to them is the text 'Bowl with your friends in 3D!'. In the center, there is a 3D rendering of a bowling alley with a ball in motion. On the right, there is a large graphic of a bowling ball and pins with the text 'Bowling Buddies'. At the bottom left of the banner is the MySpace logo and the text 'myspace.com a place for friends'. At the bottom right is a search bar with a 'Web' dropdown, a 'Search' button, and the text 'POWERED BY Google'.

Buddy Poke!!!



 **jeffaopji**
09 September 2008

Buddy Poke!!!Buddy Poke!!!Buddy Poke!!!Buddy Poke!!!Buddy Poke!!!Buddy Poke!!!Buddy Poke!!!Buddy Poke!!!Buddy Poke!!!

Category: [People & Blogs](#)


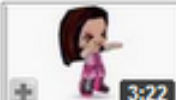

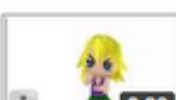
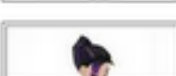
Tags: [guc](#)

URL:

Embed:

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▼ Text Comments (4) [Options](#)

[Post a Text Comment](#)

[lilallie89](#) (4 months ago)

[Reply](#) | [Spam](#) +2

OMG THEY LOOK LIKE MY SIMS! =D

Cost: Community Management

- **Community Management**

- Support user forums within applications
- Network itself will likely have discussion areas
- User requests to product roadmap
- Security issues
- App/game play loopholes
- Confused, malicious, novice users

- **Tips: Scale by leveraging your users**

- Invite power users to co-manage forums
- User Generated Content e.g. graphics, polls, quizzes

Other Costs: Sales and BizDev

- Ad Sales

- Best ad networks/offers
- Direct sales force



- Partnerships e.g. rev sharing

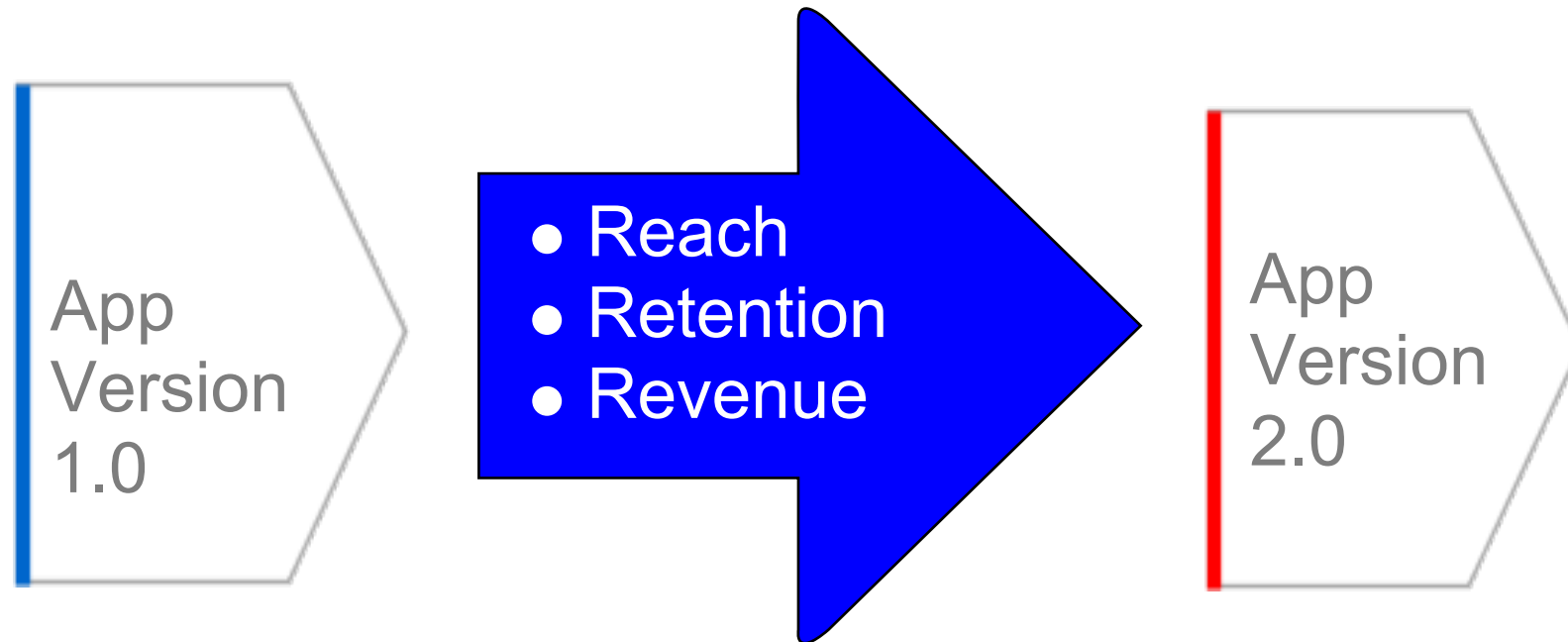
- Track and optimize revenue e.g. tools

- Fixed cost e.g. office, legal

Agenda

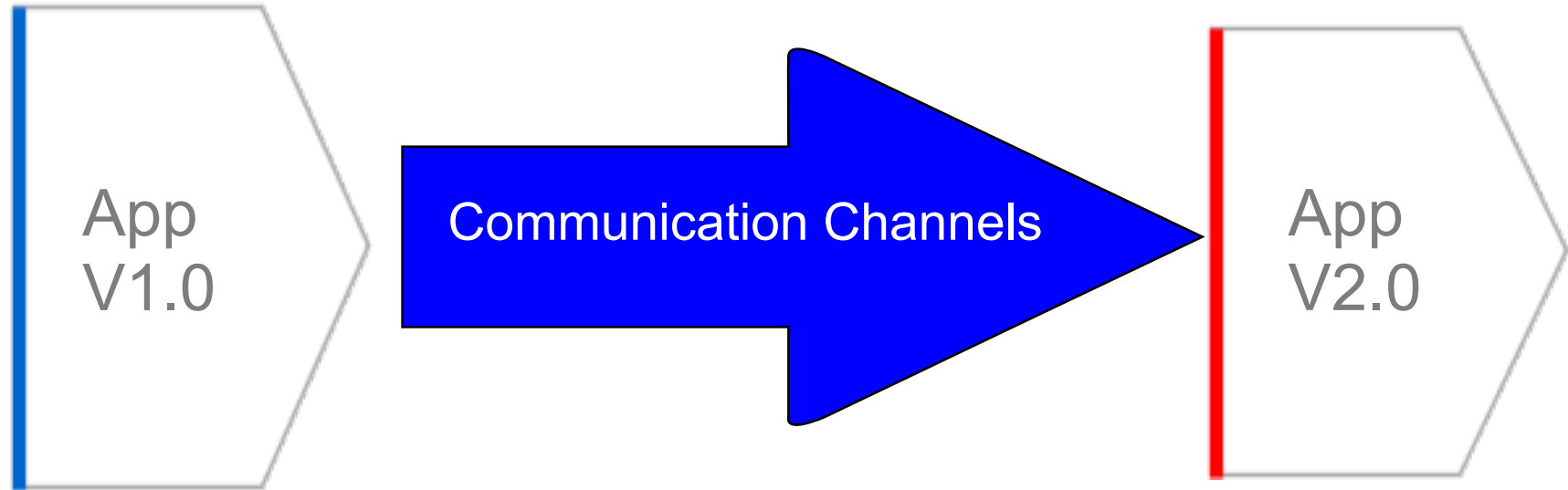
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Iterative Process: Monitor 3R's



- **Reach:** conversion to installs (e.g. 1-10% invites)
 - Time of install
- **Retention:** conversion to active users (1%-40%)
 - Last login tracks repeat users; Google Analytics
- **Revenue:** conversion to paid users (0.2-5%)
 - Average Revenue Per User (\$1-15 per 100 DAU)

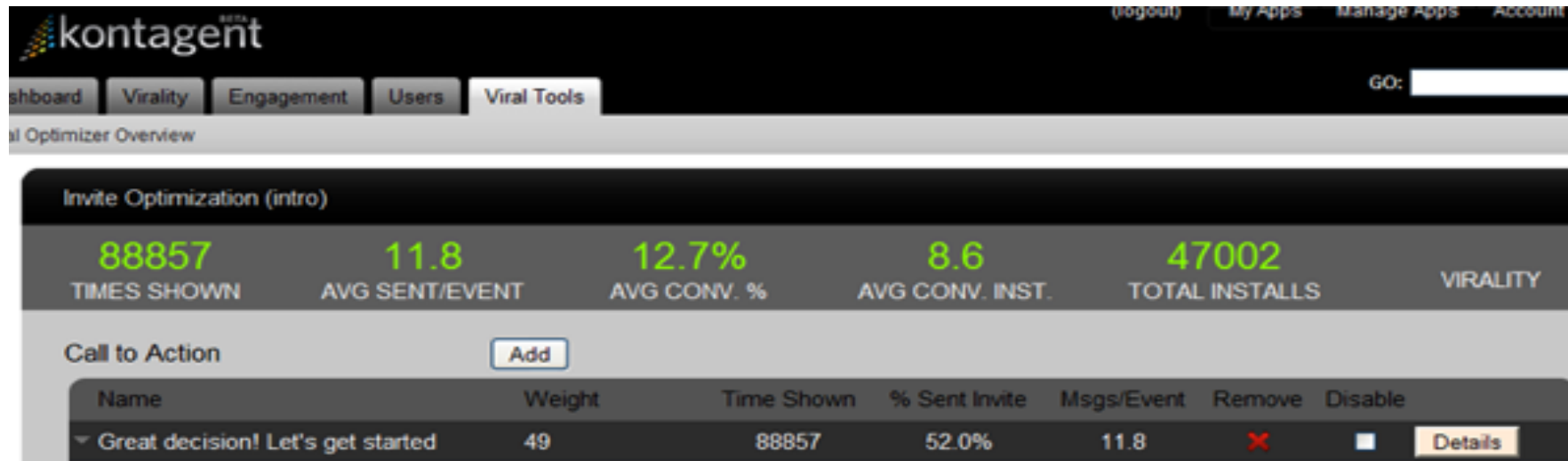
Tuning Communication Channels



- **Communication Channels**

- DO NOT spam users
- A/B testing for invites, notifications and activity stream/feed
 - Use dynamic text
 - Keep curiosity factor in mind
 - Make them timely and relevant e.g. birthday calendar

Tuning: A/B Testing Example



22% Conversion:

"I just sent you a secret gift! I know you will love it. I will give you a hint, it is {food.hint_description}"

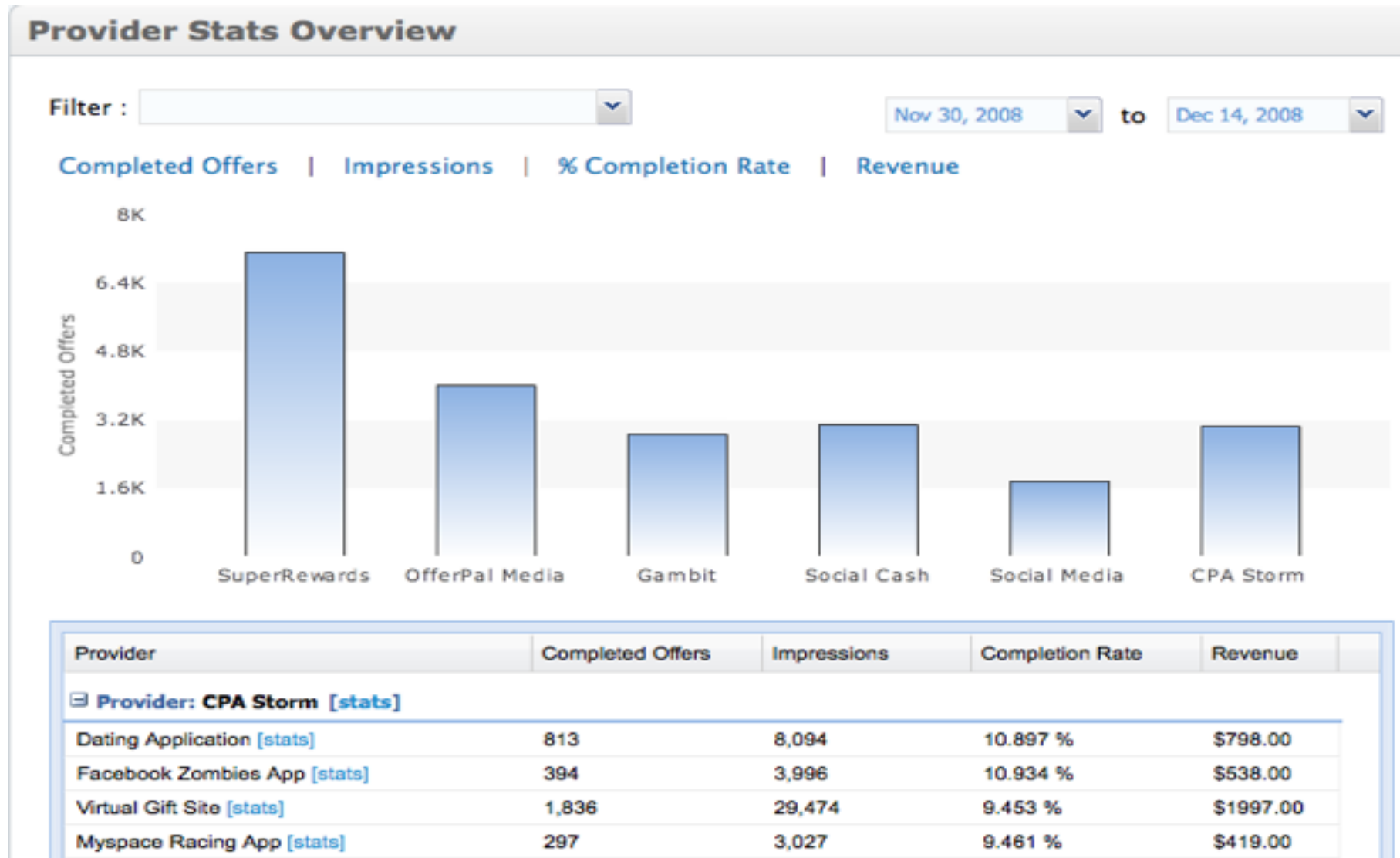
8% Conversion:

"John is hungry. Are you hungry?"

Source: Kontagent

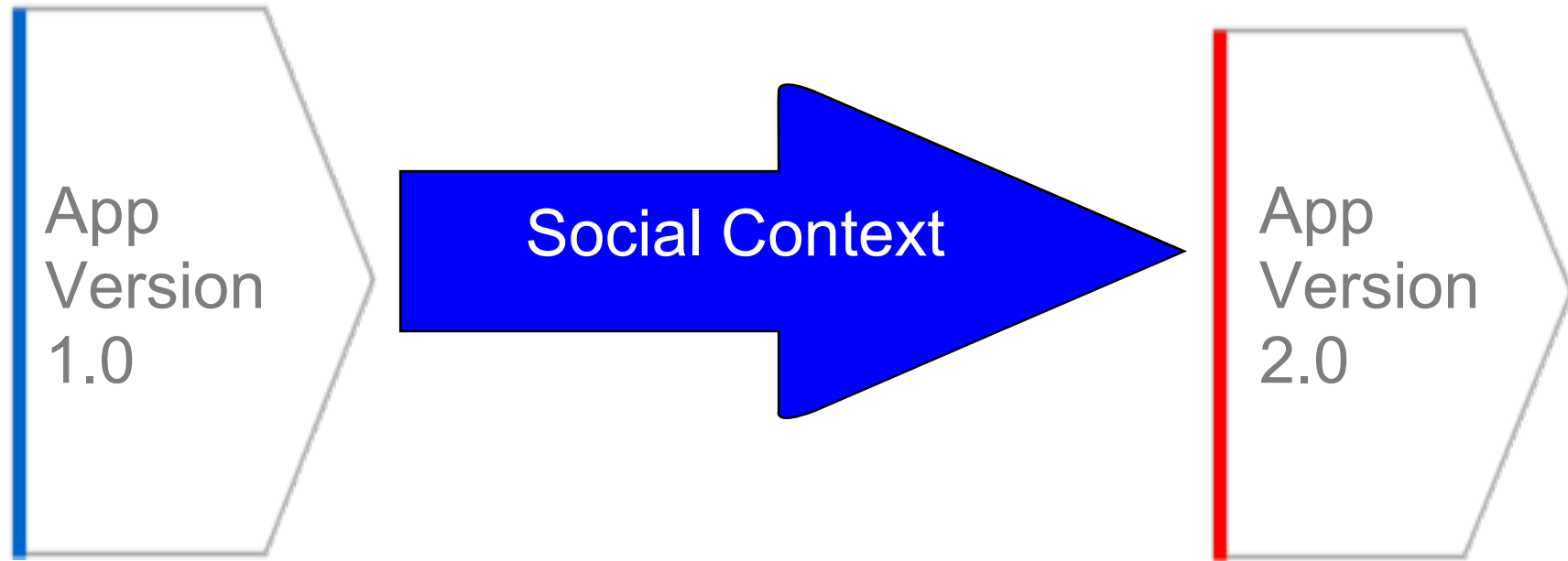


Tuning: A/B Testing with Ads/Offer



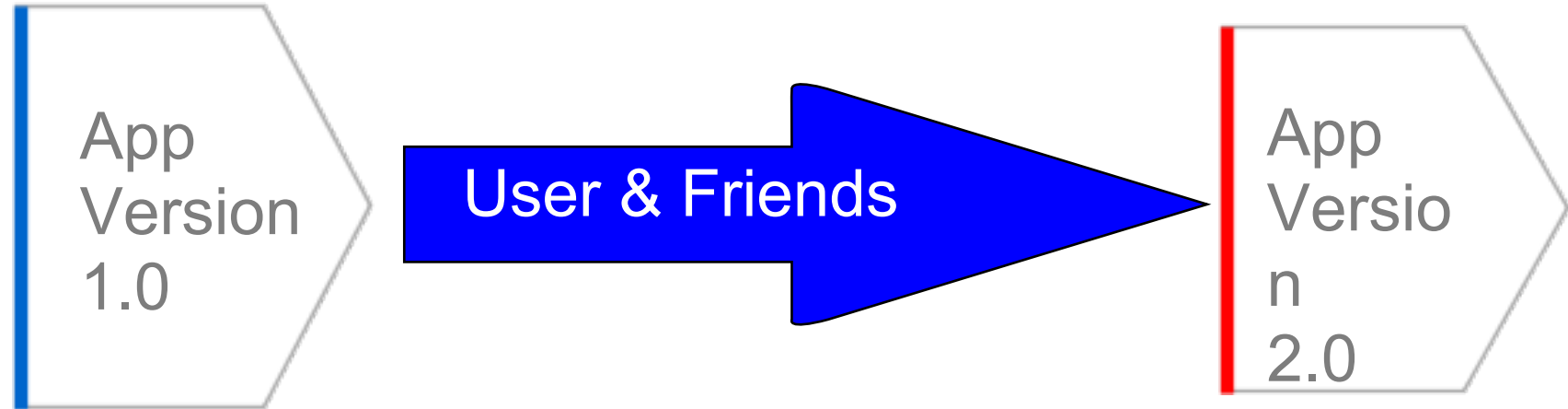
Source: Sometrics Virtual Currency Manager

Provide Social Context for Engagement



- Use game design pattern to provide context
 - Leaderboard, leveling up, points system
 - Locked items, daily unlocking code

Users/Friends for Product Roadmap



"At Playdom,...we don't assume what they will or won't like; instead we look to them to actively enhance our games...we listen, really listen, to them. If our players don't like something, we phase it out. And we give them more of what they want. It's that simple."

Courtesy of Playdom

Agenda

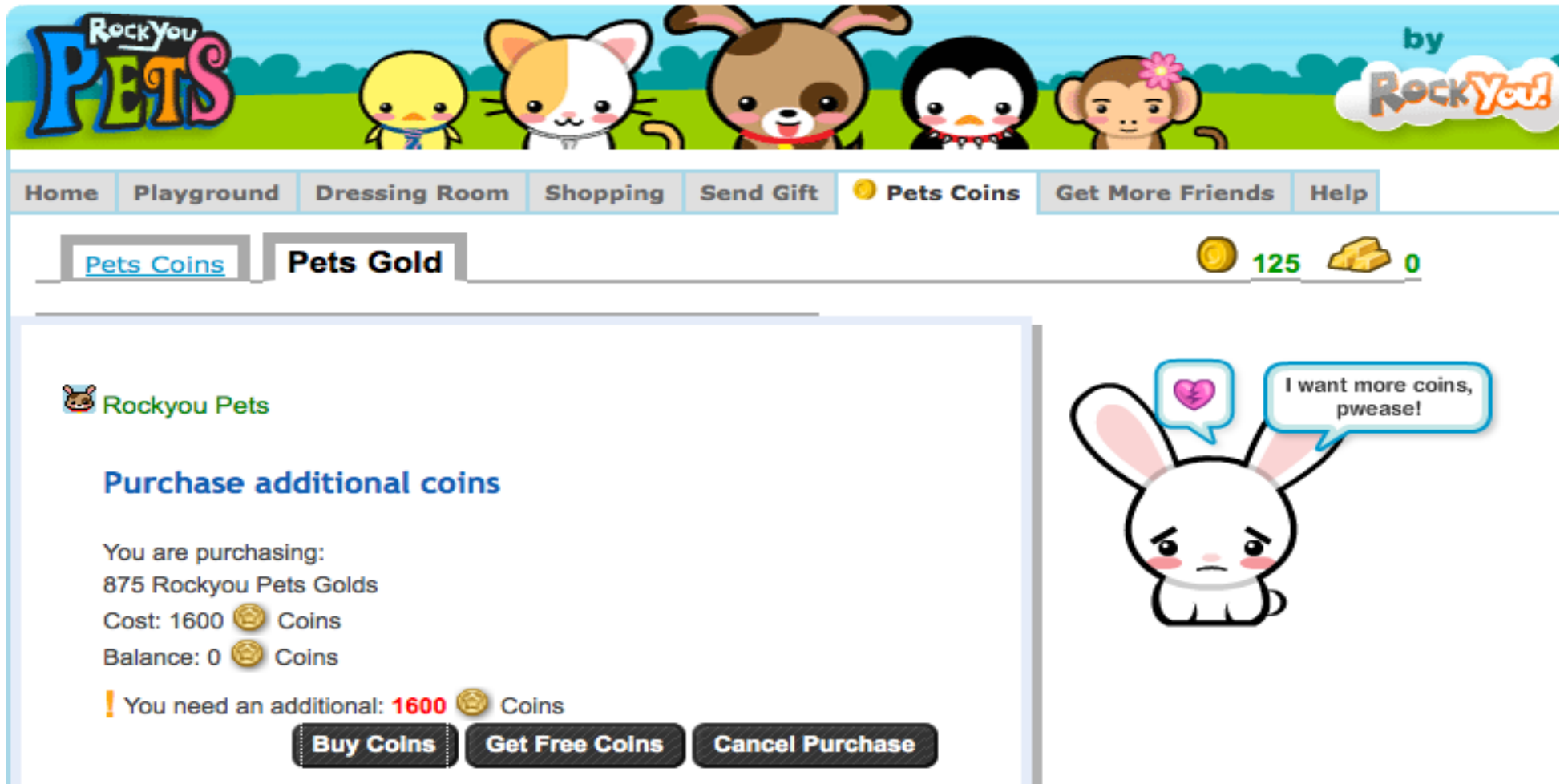
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Market Size in \$\$\$

- Annual revenue \$500-700M (estimated)
- Top 10 app developers ~65% (estimated)
- Revenue split (estimated)
 - Ads 20-25%
 - Virtual payments 30-35%
 - Offers 30-35%
 - Others 5-10%

OpenSocial Virtual Currency API (5/15)

<http://code.google.com/p/opensocial-virtual-currency/>





The screenshot displays the RockyYou Pets website interface. At the top, there is a banner with the text "RockyYou PETS" and "by RockyYou!" alongside five cartoon animal avatars: a yellow chick, a white and orange cat, a brown dog, a penguin, and a monkey. Below the banner is a navigation menu with links: Home, Playground, Dressing Room, Shopping, Send Gift, Pets Coins (highlighted), Get More Friends, and Help. Underneath the navigation, there are two tabs: "Pets Coins" and "Pets Gold". To the right of these tabs, the user's current balance is shown as 125 coins and 0 gold bars. The main content area is titled "Purchase additional coins" and shows the following details:




- You are purchasing: 875 RockyYou Pets Golds
- Cost: 1600 Coins
- Balance: 0 Coins
- ! You need an additional: 1600 Coins

At the bottom of the purchase confirmation, there are three buttons: "Buy Coins", "Get Free Coins", and "Cancel Purchase". To the right of the purchase details, there is a cartoon rabbit character with a sad expression, a speech bubble containing a broken heart icon, and another speech bubble that says "I want more coins, pwease!".


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**Purchase Coins**

 [Credit/Debit Cards](#)  [Mobile Payments](#)  [Cash Payments](#)


Buy hi5 Coins

 *You will*

Earn Coins

Complete these offers and earn hi5 Coins!

all free mobile offer status Page: [Next](#) »

 <p>Are You Bright? Take Our IQ Quiz</p> <p>Start Quiz</p>	<p>IQ Quiz - How Smart Are You? Are you smarter than your friends? Take the IQ Quiz challenge! Register with valid cell phone # and confirm pin to receive hi5 Coins!</p>	<p>mobile!</p> <p>630 hi5 Coins</p>
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Sample App #1: 10K Daily Active Users

Avg Publisher Payout: \$75/day per 1,000 DAU (Source: Offerpal)

<ul style="list-style-type: none">● Revenue<ul style="list-style-type: none">○ Daily ($\\$25/1000 \text{ DAU}$) x 10K = \$250○ Annual:● Cost<ul style="list-style-type: none">○ Hosting: server@\$200/month○ Annual:● Gross Profit<ul style="list-style-type: none">○ Annual:	<p>\$91.2K</p> <p>\$2.4K</p> <hr/> <p>\$88.6K</p>
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Good for 1-person team?!

Sample App #2: 100K DAUs

● Revenue	
○ Daily ($\$25/1000$ DAU) x 100K = \$2.5K	
○ Annual:	\$912K
● Cost	
○ Hosting: servers@\$5000/month	
○ Annual:	\$60K
● Gross Profit	
○ Annual:	\$852K
● Expense	
○ Annual:	\$202K
● Operating Profit	
	<hr/>
	\$650K

Good enough to staff a team of 5+ developers

Sample App #3: 1M DAUs

● Revenue	
○ Daily ($\$25/1000 \text{ DAU}$) x 1000K = \$25K	
○ Annual:	\$9.13M
● Cost	
○ Hosting: servers@\$20K/month	
○ Annual:	\$0.23M
● Gross Profit	
○ Annual:	\$8.9M
● Expense	
○ Annual:	\$1.9M
● Operating Profit	<hr/> \$7M

Good enough to staff a team of 20-40 developers

Social Apps Market in Perspective

	Annual Revenue	Daily Active Users	Annual Revenue per DAU
Social Apps (estimated)	\$500-700M	50-70M	\$5-12
Yahoo Public data: Google Finance Alexa	\$7,200M	130-160M	\$45-55
Google Public data: Google Finance Alexa	\$21,800M	160-200M	\$100-135

One More Example App: Mobsters

The screenshot shows the 'MOBSTERS' game interface. At the top left, the title 'MOBSTERS' is displayed. The top right corner includes a 'Privacy Policy' link, a user profile 'sID (stats)', 'Level:4', and 'Mob size: 2'. A 'REFRESH' button is located below the user info. The main status bar shows 'Cash: \$6,297', 'Cash flow: \$100', and three resource bars: 'Health' at 91 (with a '+2:21 for more' timer), 'Energy' at 6 (with a '+2:23 for more' timer), and 'Stamina' at 3. A navigation menu below the status bar includes buttons for 'MAIN', 'MISSIONS', 'TERRITORY', 'BANK', 'GODFATHER', 'ATTACK', 'HIT LIST', 'EQUIPMENT', 'HOSPITAL', 'MY MOB', 'MY MOBSTER', 'MADE MEN', and 'HELP'. A central message box titled 'Insuccesso:' contains the text: 'Still needed to complete this action. You need more equipment: 1 more El Camino, 1 more Louisville Slugger. You don't have enough energy to complete this action.' A yellow callout bubble points to the energy bar with the text: 'Health, Energy and Stamina control how much game play a user gets and encourage paying'. Another yellow callout bubble points to the equipment list with the text: 'Gentle reminder that I lack energy and what items I need in order to do mission'. Below the message box is a territory selection bar with 'DA BRONX' (highlighted), 'DOWNTOWN', 'JERSEY', and 'OUTTA TOWN'. A green message states: 'You can unlock more missions after you get to level 5 ...'. The bottom section is titled 'Collect Protection Money' and features a quote: '"Hey, nice plate glass window. It would sure be a shame if somethin' happened to it."' It shows 'Mastery: BRONZE' with a 0% progress bar. 'Rewards...' include '\$3,000 - \$5,750 cash' and '+16 experience'. 'Needs...' include '12 energy' and '1 mob', with icons for 'El Camino' and 'Louisville Slugger'. A 'Start' button is at the bottom right.

MOBSTERS

Privacy Policy [sID \(stats\)](#)
Level:4
Mob size: 2
REFRESH

Cash: \$6,297 Cash flow: \$100
+ Health 91 2:21 for more
Energy 6 2:23 for more
Stamina 3

MAIN **MISSIONS** TERRITORY BANK GODFATHER ATTACK HIT LIST EQUIPMENT HOSPITAL MY MOB MY MOBSTER MADE MEN HELP

Insuccesso:
Still needed to complete this action.
You need more equipment:
• 1 more [El Camino](#)
• 1 more [Louisville Slugger](#)
You don't have enough energy to complete this action.

DA BRONX DOWNTOWN JERSEY OUTTA TOWN

You can unlock more missions after you get to level 5 ...

Collect Protection Money
"Hey, nice plate glass window. It would sure be a shame if somethin' happened to it."
Mastery: **BRONZE**
0%
Rewards...
\$3,000 - \$5,750 cash
+16 experience
Needs...
12 energy
1 mob
El Camino Louisville Slugger
Start

Summary

- Business Opportunity with Social Apps
- Landscape, Revenues, Costs, Best Practices
- Dollars and Sense



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<http://www.flickr.com/photos/gettheshot/1047513424/>

Mouse Hunt, courtesy of HitGrab Inc.

RockYou SuperPets, courtesy of RockYou

Quote from Playdom, courtesy of Playdom

Q&A

Resources and links

Google Code

<http://code.google.com>

OpenSocial APIs

<http://code.google.com/apis/opensocial/>

OpenSocial.org

<http://www.opensocial.org/>

Google App Engine

<http://code.google.com/appengine/>

Post your [questions](#) for this talk on Google Moderator:
code.google.com/events/io/questions

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Google™

