



Экосистема **Alibaba Mobile**
и стратегии вывода продуктов
на различные рынки

Vincent Wu

22.08.2016

1 SMARTPHONE

First entrance of Mobile internet world



2 OPERATION SYSTEM

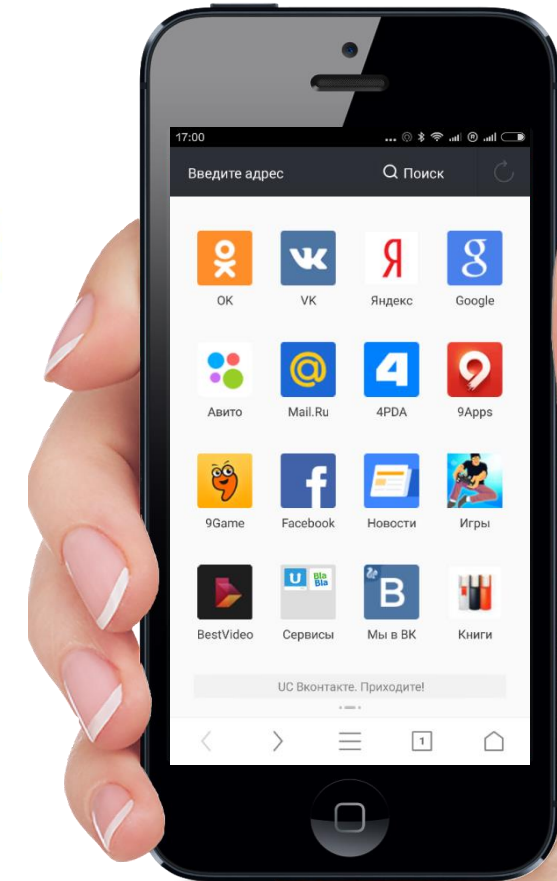
Second entrance of Mobile internet world



3

APPLICATION STORE AND BROWSER

Third entrance of Mobile internet world



9Apps



160 M+

UC Browser



400 M+

BIG DATA

MONETIZATION



CONTENT



ENTRANCE



ECOSYSTEM



HOW WE ARE DOING GLOBAL MARKET



TRAFFIC

Organic Traffic

Payed Traffic

Mediabuy Traffic

Adnetwork Traffic

Affiliate Traffic

Msite and app Traffic



BRANDING

Social network

PR

Activity

Co-branding



PRODUCT

Functions

Fast

Save traffic

Adblock

Content

Sports

Music

Video

News

REAL CASES

INDIA

- Criquet
- UC Music-Hungama
- Video-Vidmate
- Facebook-message notification



INDONESIA

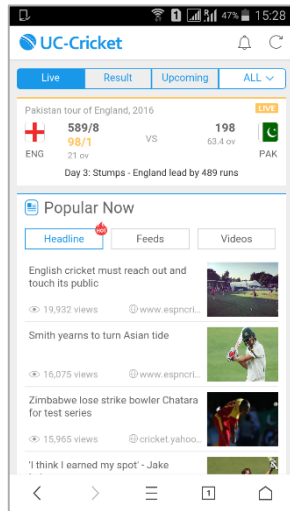
E-commerce
Elevania

News

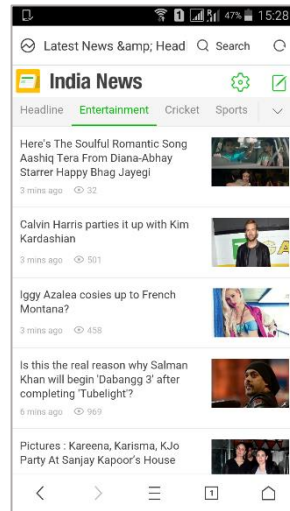
Video

Going Glocal

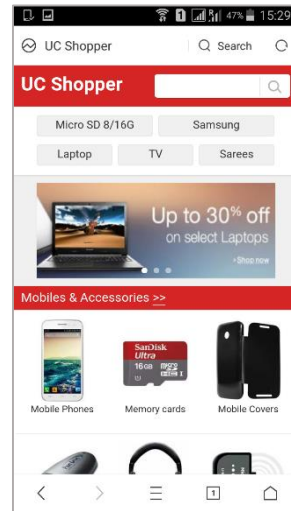
Content Aggregation



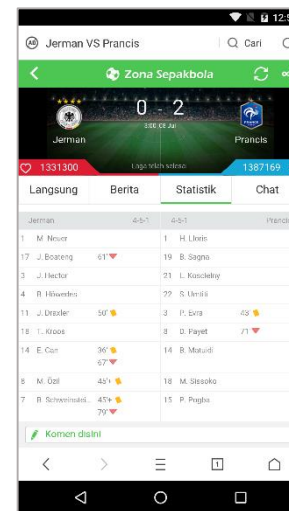
Cricket



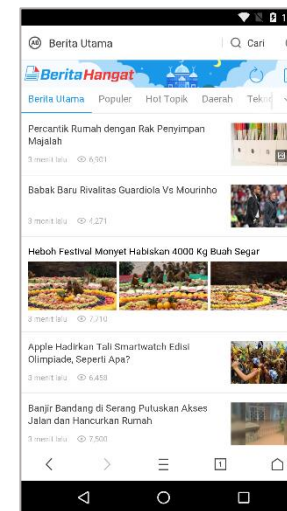
Entertainment



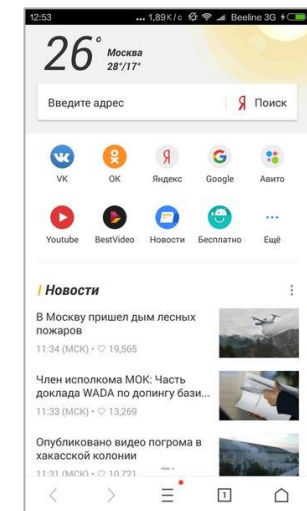
E-commerce



Entertainment



E-commerce



News



8Yrs

Professional Experience



60Bn

Exclusive Ad Requests Monthly



100+K

Worldwide Partners

Brand in Russia

