



iab
SEMINAR





Search evolution: what's next?



Mobile Local Social

Luca Forlin,
Strategic Partnership EMEA - Google

Il mondo digitale diventa mobile

92 Milioni

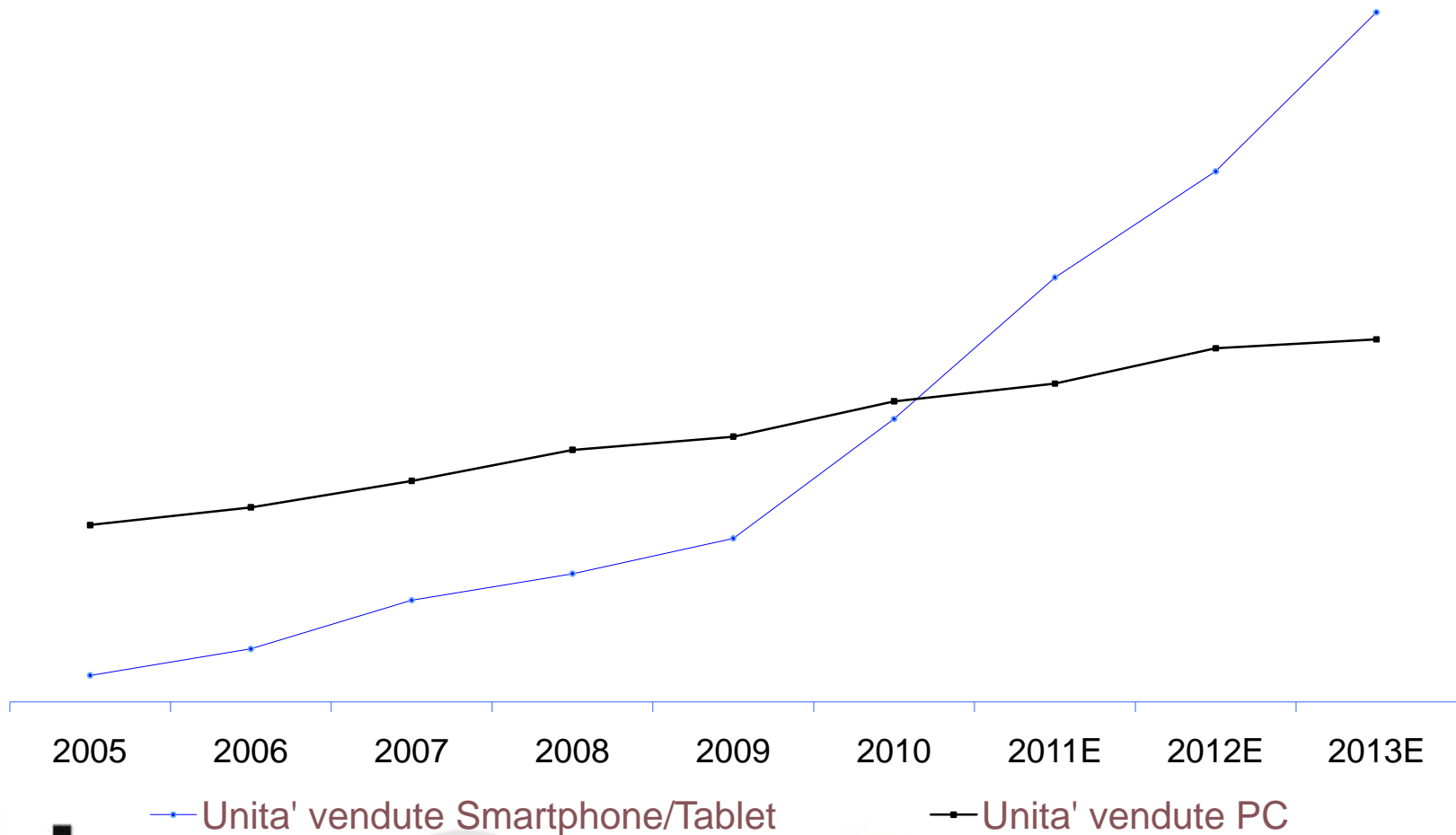
PC venduti worldwide in Q4 2010

100 Milioni

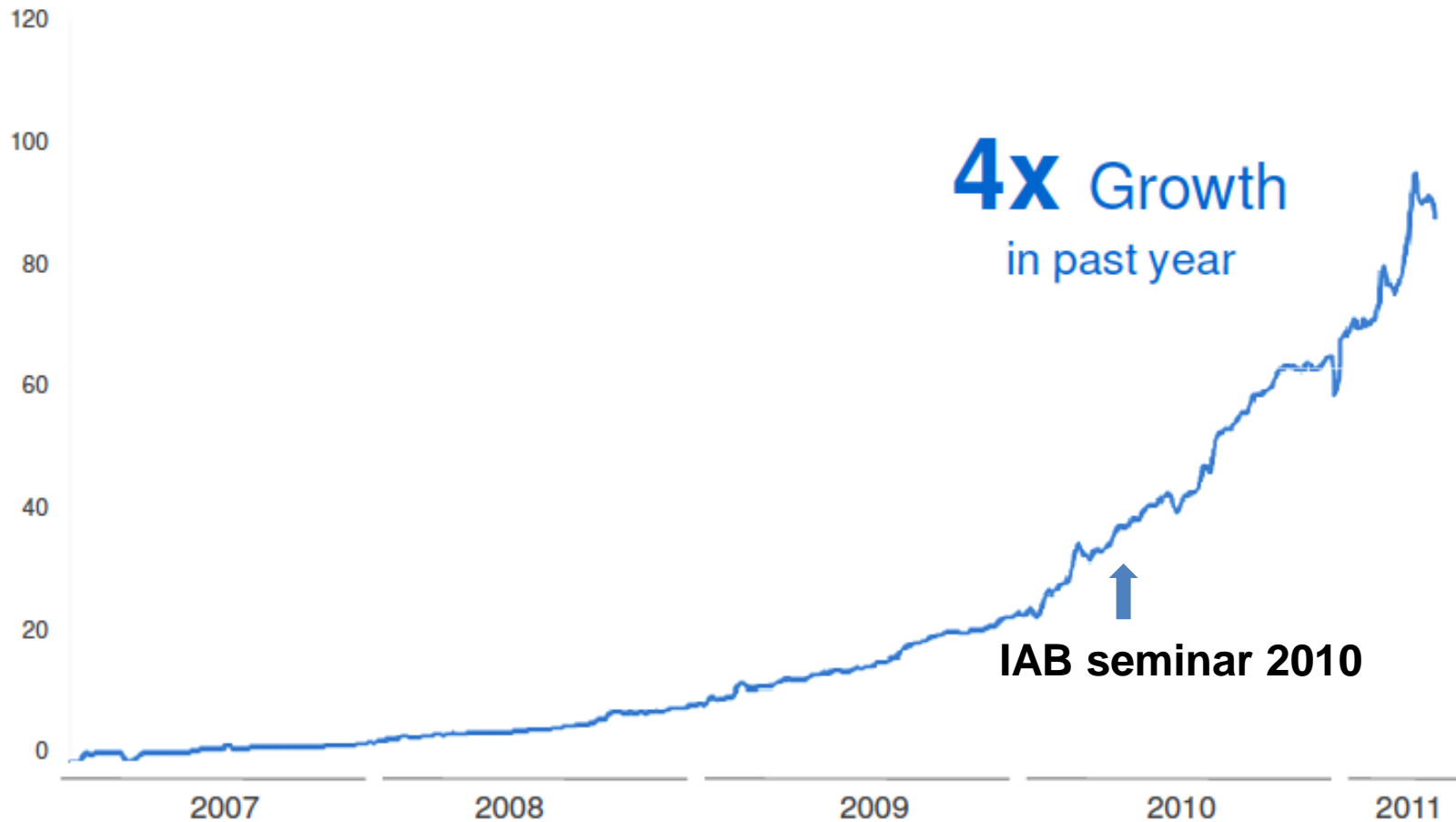
Smartphones/tablets venduti worldwide in Q4 2010

La crescita degli Smartphone & Tablets

Smartphone e Tablets diventano la piattaforma digitale di riferimento



Crescita delle ricerche su dispositivo mobile



Always on

Nuovi strumenti

Locale



Personale





Mobile

Local

Social

=

Nuova Search

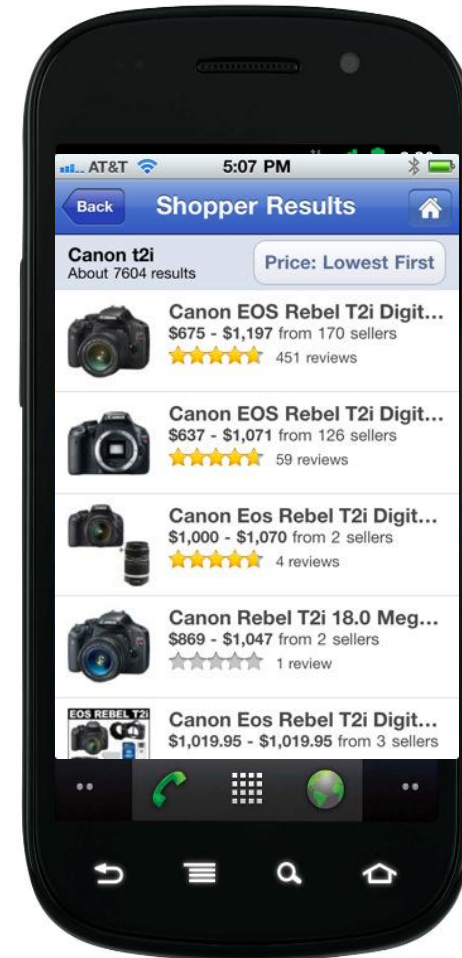


Nuove modalità ricerca: ricerca visuale

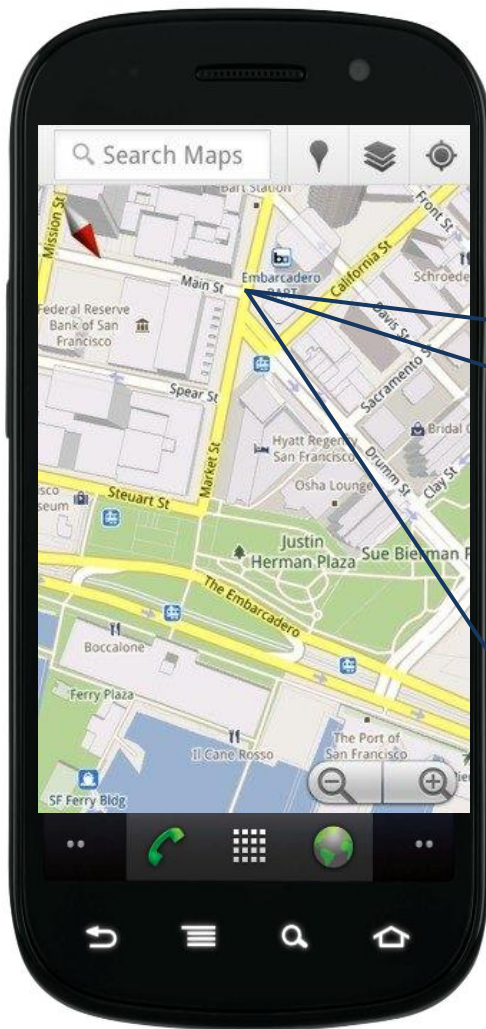
Visual



Nuove modalità di ricerca: apps



Nuove modalità ricerca: Local



Local

1 ricerca su 3 e' LOCALE



Nuova Search



Nuovi dati



Nuovi dati per una nuova search



Informazioni e dati locali per la ricerca localizzata



Local Shopping

Google Nexus S Android Smartphone

[Overview](#) - [Online stores](#) - [Nearby stores](#) - [Reviews](#) - [Details](#) - [Related items](#)



\$450 online, \$530 nearby

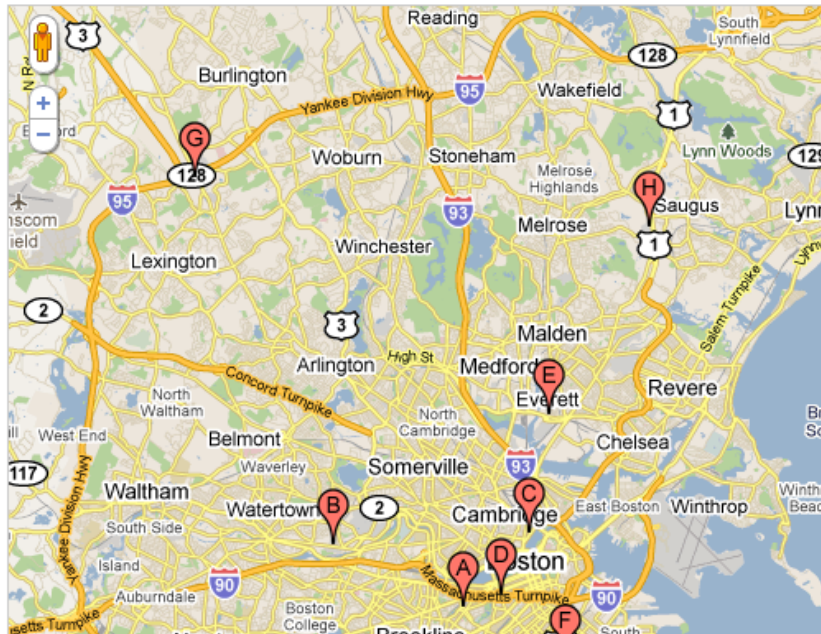
★★★★★ [160 reviews](#)

#1 in [Android Mobile Phones](#) »



Nearby stores

Your location: Boston, MA 02163 - [Change](#)



- A** [Best Buy](#)
401 Park Dr Suite 4, Suite 4, Boston
(617) 424-7900 - Open today 10am-10pm
\$529.99
In stock
- B** [Best Buy](#)
550 Arsenal St Ste 2, Watertown
(617) 926-0142 - Open today 10am-9pm
\$529.99
In stock
- C** [Best Buy](#)
100 Cambridgeside Place, Cambridge
(617) 577-8866 - Open today 10am-9pm
\$529.99
In stock
- D** [Best Buy](#)
360 Newbury Street, Boston
(617) 375-7412 - Open today 10am-9pm
\$529.99
Limited stock
- E** [Best Buy](#)
162 Santilli Highway, Everett
(617) 394-5080 - Open today 10am-10pm
\$529.99
In stock
- F** [Best Buy](#)
14 Allstate Road
(617) 445-5361 - Open today 10am-9pm
\$529.99
In stock

Local mobile Shopping



1 Tutti i vostri dati!

2 Mobile site

3 Info locali

4 Social layer



Grazie!

To be continued...