

# BCC Evening Business Forum

## Leading the way in Social and Mobile Networking

### Winning the next generation

## 1. Welcome to Skype

- **Robert Deed**      **Chairman British Chamber of Commerce Luxembourg**
- **Peter Faure**      **Chairman of Media & Technology Group**
- **Daniel Eischen**    **Chair Business Forum**
- **Distinguished Guests & Speakers**
- **British Chamber Members**

HUMANS WERE MADE TO  
**LOOK  
LISTEN  
AND  
FEEL**  
*It's time for Skype*  
skype

MEET FACE-TO-FACE TO  
**SHARE  
LAUGH  
AND  
SMILE**  
*It's time for Skype*  
skype

## 2. Skype Update



# about Skype as part of the Microsoft family

---

	October 2011	Today
Connected Users	175M	250M
Concurrent Users	30M / day	40M / day
Skype Calling Minutes	175Billion / Year	300Billion / year

# a quote from our executive sponsor

“At Skype it is all about the customer and their network effect. On the journey to billions of users everyday, a healthy and **engaged community is a core pillar of that strategy.**”

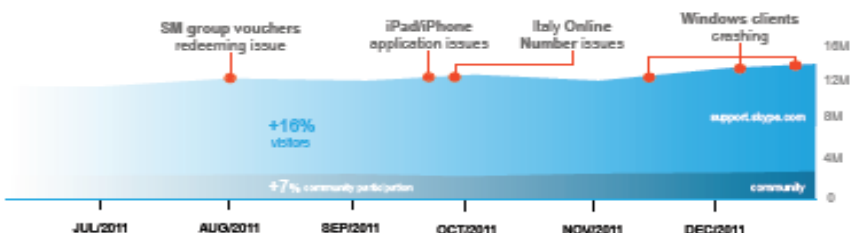
**Tony Bates – President Skype Division, Microsoft**

87M TOTAL VISITORS



16% MORE THAN H1 2011

## KEY EVENTS



## REVENUE / UPSSELL

\$475K TOTAL IN H2 2011 6% MORE THAN H1 2011

PAGE	TOP PRODUCT	REVENUE
How do subscriptions work?	12 month Subscription	\$36K
How do I update my credit card details?	\$10 of credit	\$28K
What is an Online Number?	12 month Online Number	\$24K

## WHAT USERS ARE SAYING...

My Twitter profile like @SkypeSupport that not only help customers, not to give the PPT appearance of 'impagig', like many others.



I am writing to say a big thank you for helping me fixing my problem. I would like to thank the customer service and the team of Customer Service. Keep up the good work.



Your website is extremely use, it could be greatly simplified, in my opinion. I use Skype regularly now and in the beginning it was not at all obvious to me.



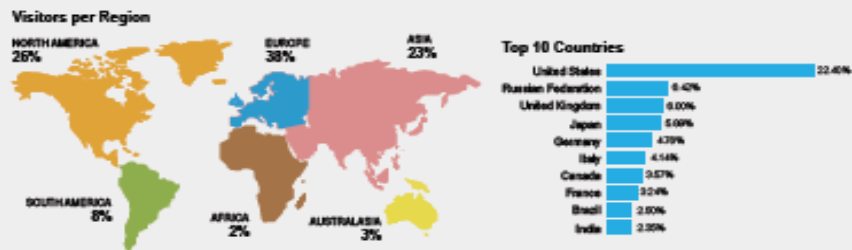
Sharing my successful refund process with Skype live chat support team. The agent Cheryl was quite helpful and had worked with me to cancel the annual subscription I requested.



## ENTRY POINTS INTO SUPPORT



## LOCATION



## COMMUNITY



# online & community support keeps growing

	Q4 2011	Q1 2012
Online support site visits	38.9M	42.7M (+10%)
Community visits	3.4M	5.3M (+56%)

# there's still a lot going on

**skype**

## Say it with Skype

Make someone's day a little brighter with a group video greeting from Skype.  
You choose the friend, music and occasion — we'll set the stage for something wonderful.

[Say it with Skype](#)

twitter

Search  Have an account? Sign in

Here are some of the top voted Skype moments.

- N&F**  
Having fun with my love Skype knows...  
Nancy Navarro 848 Votes
- Meet your daughter!**  
My husband had to leave for a 1year...  
Paige Blose 625 Votes
- Longest Skype call ever**  
My best friend lives in Lebanon...  
Melissa Lamle 107 Votes





← Way out ← Exit 6

Green and Orange lines	
Northern line	
Midtown M	
Central	
Waterloo & City line	
K-Exit 8	Exit 14
Exit 10	Exit 11
Exit 12	Exit 13
Exit 15	Exit 16
Exit 17	Exit 18
Exit 19	Exit 20
Exit 21	Exit 22
Exit 23	Exit 24
Exit 25	Exit 26
Exit 27	Exit 28
Exit 29	Exit 30
Exit 31	Exit 32
Exit 33	Exit 34
Exit 35	Exit 36
Exit 37	Exit 38
Exit 39	Exit 40
Exit 41	Exit 42
Exit 43	Exit 44
Exit 45	Exit 46
Exit 47	Exit 48
Exit 49	Exit 50
Exit 51	Exit 52
Exit 53	Exit 54
Exit 55	Exit 56
Exit 57	Exit 58
Exit 59	Exit 60
Exit 61	Exit 62
Exit 63	Exit 64
Exit 65	Exit 66
Exit 67	Exit 68
Exit 69	Exit 70
Exit 71	Exit 72
Exit 73	Exit 74
Exit 75	Exit 76
Exit 77	Exit 78
Exit 79	Exit 80
Exit 81	Exit 82
Exit 83	Exit 84
Exit 85	Exit 86
Exit 87	Exit 88
Exit 89	Exit 90
Exit 91	Exit 92
Exit 93	Exit 94
Exit 95	Exit 96
Exit 97	Exit 98
Exit 99	Exit 100

SENDING A LINK IS SHARING A  
**MOMENT**

MEET FACE-TO-FACE TO  
**SHARE  
LAUGH  
AND  
SMILE**  
It's time for Skype  
skype  
#timeforskype

CBS  
HUMANS WERE MADE TO  
**LOOK  
LISTEN  
AND  
FEEL**  
It's time for Skype  
skype  
#timeforskype

### 3. Skype

Leading the Way  
in Social & Mobile Networking

# it's moving fast



mobile web  
is growing

# 8x

faster than  
PC-based web

(Nielsen Online)



On average,  
Americans spend  
**2.7 hours**  
per day socializing  
on their mobile device



That's over **twice** the  
amount of time they  
spend **eating**, and over  
**1/3** of the time they  
spend **sleeping** each day



and...

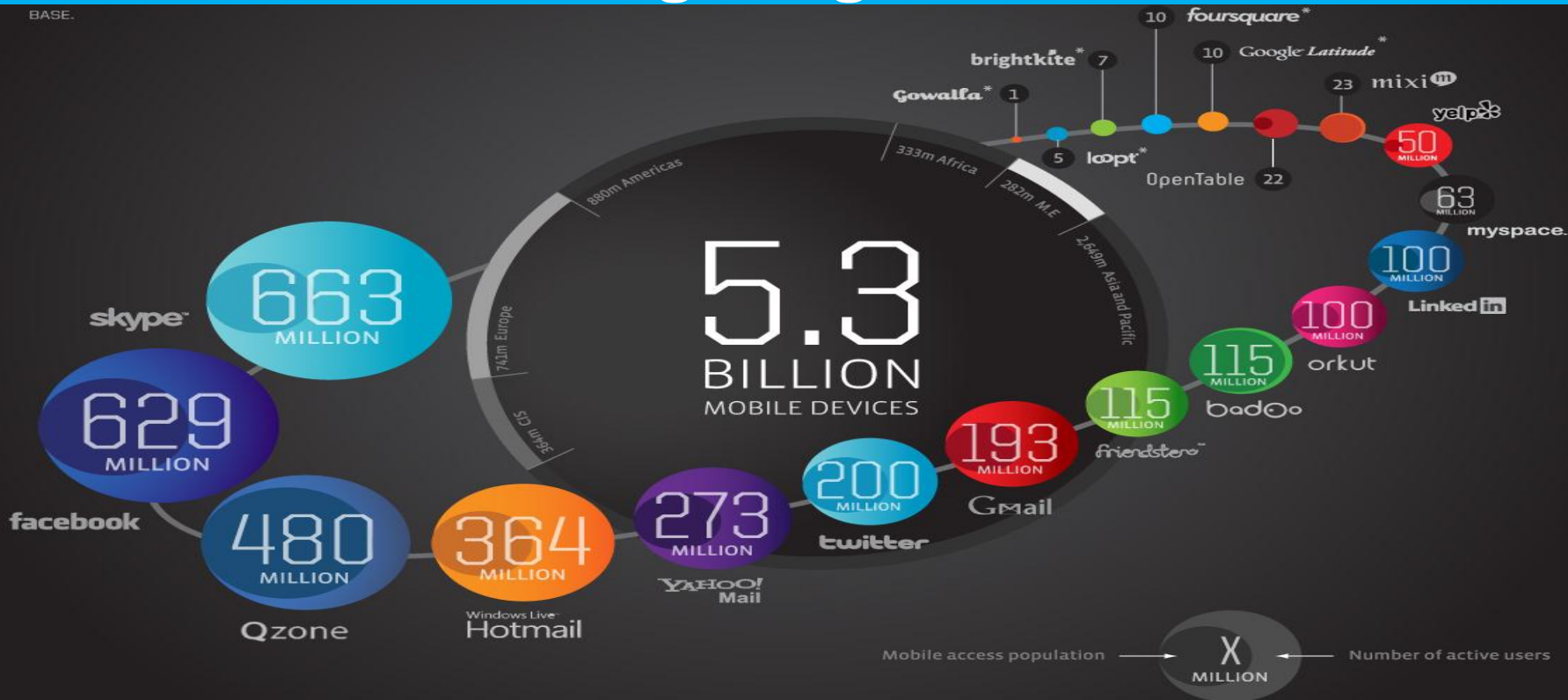
**91%**  
of mobile internet  
access is to socialize...



...compared to  
**79%**  
on desktops

# and getting faster

BASE.



# We're accelerating mobile as a core pillar of our Skype Strategy

Cover everywhere / All Form Factors:

Android

iPhone

iPad

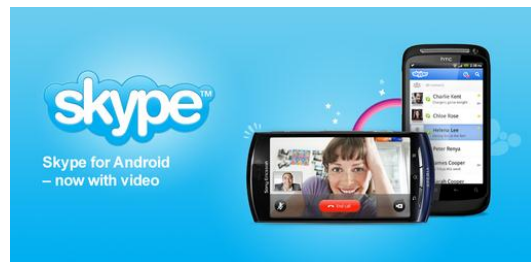
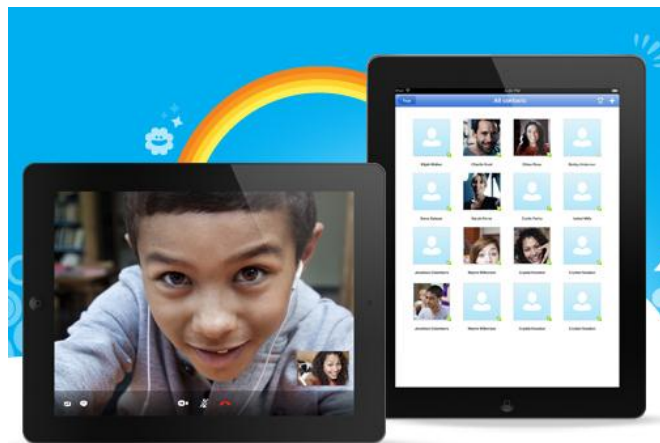
Windows Phone

Laptops / PCs

TVs / Living Room



2011 © Skype. Commercially con







# and more to come on Mobile



PULL UP A CHAIR AND  
**TALK AWHILE**

#### 4. What's next

It's time for Skype

skype

**The Living Room battle is just as important  
as the battle for Mobile or Community**





# Microsoft is leading with Skype in the Cloud What role will you play?



# Skype Event Support tonight from

- **Moly McMillan**                      **Director Revenue Assurance & Anti Fraud**
- **Patrick Hilt**                              **Chief Mobile Architect**
- **Antoine Bertout**                      **Partner Manager and Lead UNHCR**
- **Andrew Schmidt**                      **PR Manager**

**Special Thanks to Robert Cawsey and all Luxembourg Site Team for Support**