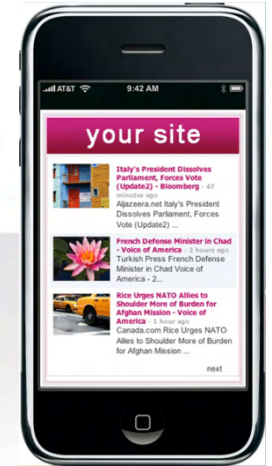
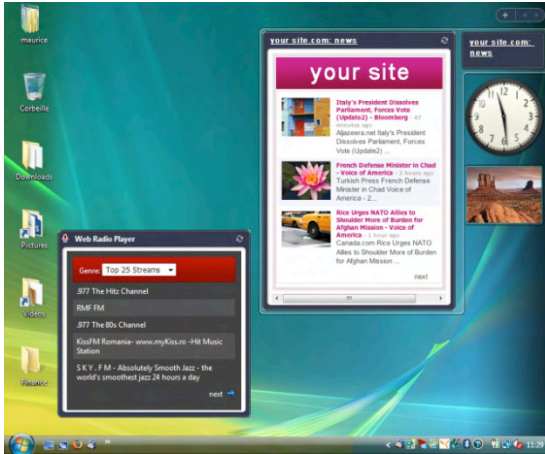




Winning the Battle for Attention

Widget Summit '08

Widgets: The top of the stack



The right widget publishing platform can offer daily, recurring engagement directly *within* the personal environment of the user—from the startpage to the desktop and mobile phone

Netvibes Widget Publishing Platform Overview

About Netvibes

- **3** years old
- **40** employees
- **2** offices: Paris, France and San Francisco, CA

Netvibes Ecosystem

- **173,432** widgets available (as of Friday)
- **500,000,000** widget impressions (Oct.)
- **700** developers
- **15,000** publishers.
- **1000+** brands and content partners have produced Netvibes widgets
- Translated in **76** languages providing localized content for **115** countries

Netvibes Widget Publishing Platform Overview

- Three steps to get the top of the stack:
 1. **Get Widgetized** – get going instantly, everywhere
 2. **Get Distributed** – get in front of a large audience
 3. **Get to the Top of the Stack** – get installed

1. Get Widgetized

Build once, run everywhere
- UWA, MISO

MISO – Build Widgets Instantly

Customize your multi-feed widget

Feeds (Please provide rss feed urls)

Feed Title:

Feed URL:

Feed Title:

Feed URL:

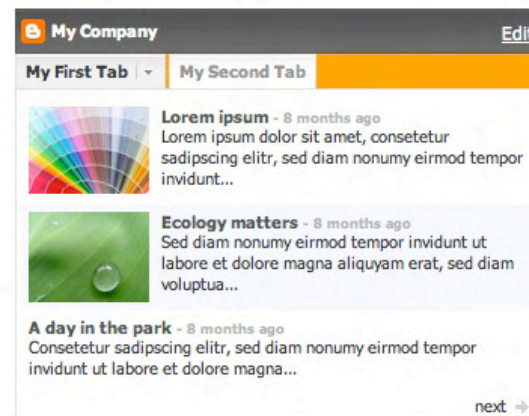
[Update preview](#) [Add a feed](#)

Header (Optional – Can be PNG, JPG or GIF and 200k max size)

Image:
 no file selected [Upload image](#)

Background:

Your widget as others will see it



- Transform existing content into fully branded, *multi-feed* widgets—three clicks, you're done

UWA – Run Everywhere

 **netvibes** platform
your widgets everywhere



- Build Universal widgets that run on *all platforms*
- Great development community, open documentation
- Used by 15,000+ brands and developers

2. Get Distributed

Enter the Netvibes Ecosystem

Netvibes Ecosystem

The screenshot shows the Netvibes ecosystem website. At the top, the logo reads "netvibes ecosystem the universal directory of widgets". Navigation links include "ABOUT", "TOUR", "BLOG", "ECOSYSTEM", and "TOOLS". Below the navigation, there are buttons for "Widgets (173422)", "Universes (918)", "My widgets (0)", "Submit widget", and "Create widget". A search bar is labeled "Search for widgets" with a search icon. Below the search bar, there are filters for "Browse by: Relevance" and "Type: All", with an "Apply" button. On the left side, there is a "Select region" dropdown menu set to "United States" and a "Categories" list with counts: All (144813), News (80932), Business & Finance (4391), Sport (2946), TV, Movies & Music (11996), Tools & Technology (18936), Fun & Games (8809), Lifestyle (13750), Shopping (632), and Travel (1416). The main content area is titled "All widgets for Netvibes, Mac, Google". It features a "Recently popular" section with a widget for "Los Angeles Times" (LA Times), described as "Los Angeles' leading online source for local, state, national, world, entertainment, and sports news." Below this is a "Featured widgets" section with a widget for "Expedia", described as "Find airline tickets and hotel reservations at the travel agency rated #1 in customer satisfaction." The Expedia widget includes a star rating, an "Add to Netvibes" button, "19070 installs", and tags: "Travel, hotels, vacation, flights".

- Big audience: 500,000,000 widgets served per month

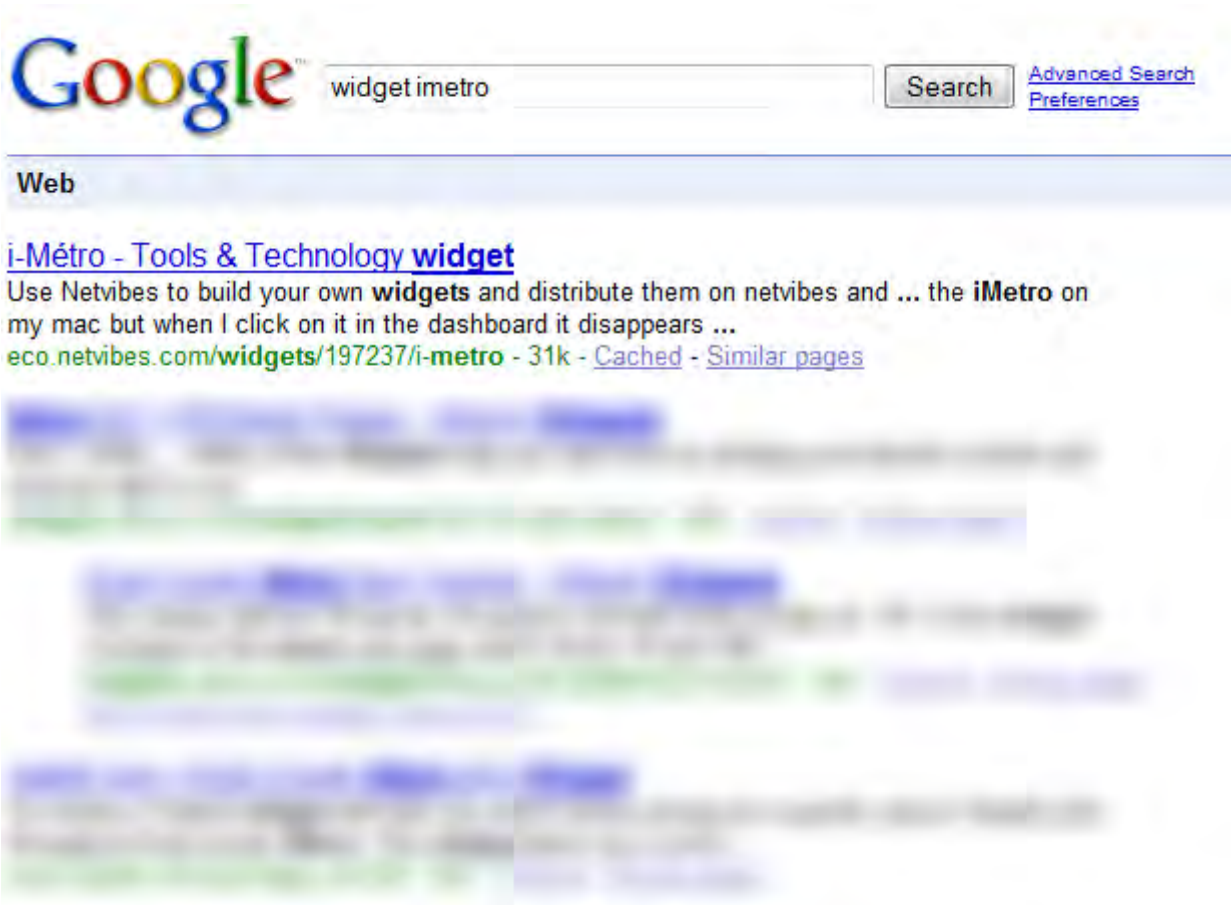
[NEW!] Widget Sharing features

The image shows a screenshot of a web browser with a 'Share widget' dialog box open. The dialog box is titled 'Share widget' and contains the following elements:

- Title:** WSJ.com: Law Blog - WSJ.com
- Options:** Social Networks, Send by e-mail, Install outside Netvibes
- Social Networks:** Netvibes (with a green plus icon), Anonymous, Connect (Facebook), Twitter
- Users:** freddy mini, freddymini
- Comment:** (optional) Hi, check out this cool widget!
- Buttons:** Share or Cancel

The background shows a news page with headlines from CBS News, Google News, and The Wall Street Journal. The WSJ.com logo is visible in the top right corner of the page.

Automatic SEO



- ▶ Big audience: 500,000,000 widgets served per month

- ▶ Built-in word of mouth: Activity feeds, multi-channel broadcasting, sharing

- ▶ Automatically SEOed: more than 2,000,000 pages indexed in Google

3. Get to the Top of the Stack

Best Practices

Netvibes Sponsored Placement

Netvibes Ecosystem Best Practices:

1. Widget Gallery Optimization

Stations Vélib à Paris

Created by [Tristan](#) Last updated on Oct 28, 2008 8 comments

+ Add to Netvibes Add to my desktop

Stations Vélib' - Paris à velo.net

Favoris Carte interactive Connexion

Stations préférées
x [1001] Ile de la cite pont neuf 16 0

Pour ajouter d'autres stations, allez sur la carte et cliquez sur l'étoile jaune des stations
Dernière vérification à 01:48:35
Plus d'infos et d'outils sur <http://www.parisavelo.net/>

Also available on:
8 Apple Firefox Internet Explorer Windows

Share Source

Added on: Aug 1, 2007

Tags: paris, vélo, velib, Vélib', vélos

Rating (5 votes) You have not rated this item yet.

Total installed: 221453

Trend since last week: ↑

Most used platforms:
+ 91% 0% G 8%
0% 0% 0%

Nombre de vélos (et bornes) disponibles dans vos stations préférées en un clin d'oeil.

Très fiable : Stations mieux placées. Plus de 100 corrections par rapport à la carte officielle

Très facile : Saisie d'adresse semi-automatique (autocomplete)

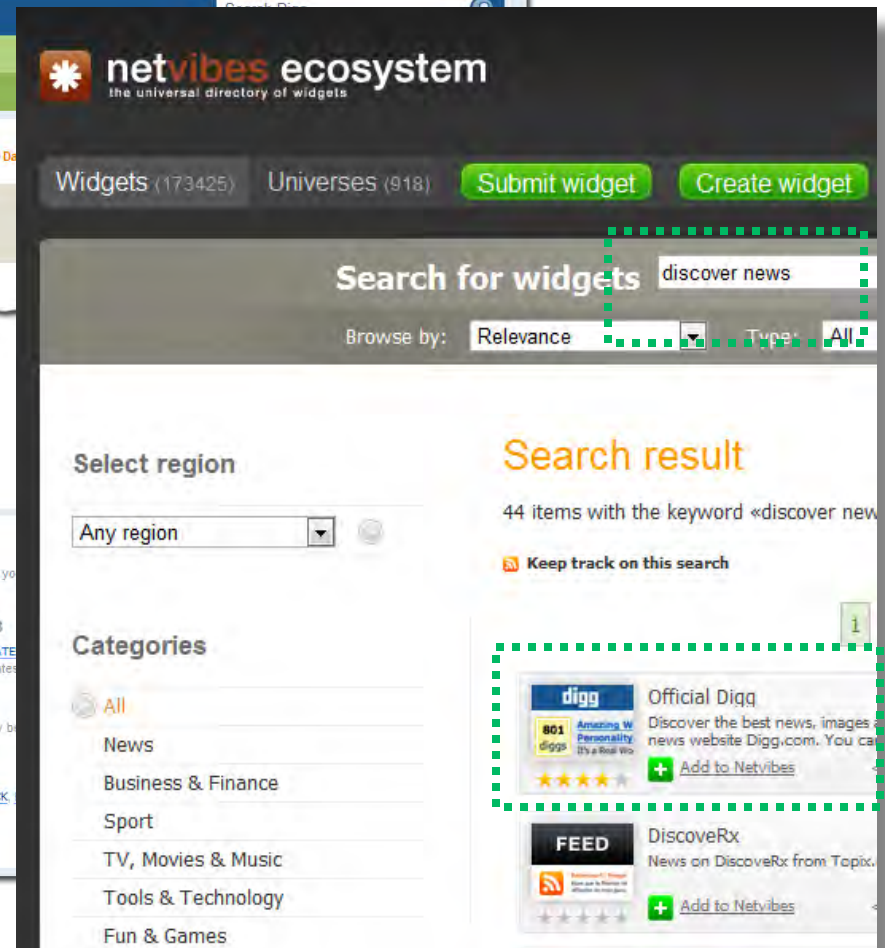
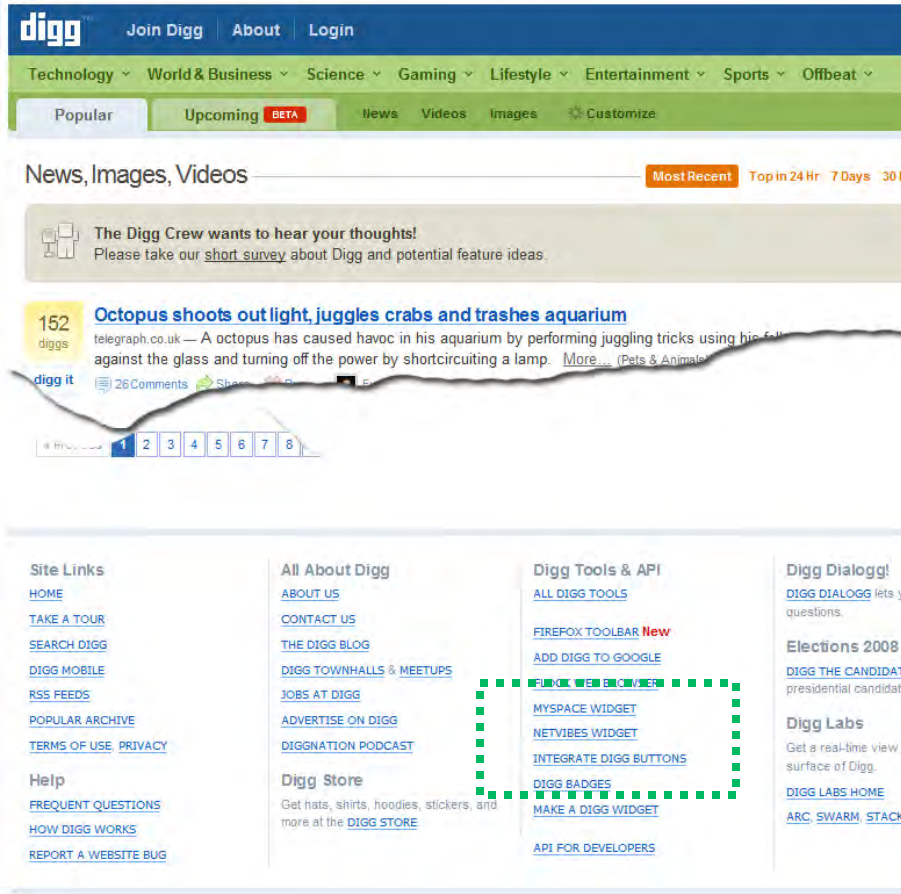
Très complet : Synchronisé avec le site <http://www.parisavelo.net/> pour encore plus de services

- Keywords in title
- Specific tagging
- Focused description

Example –
Stations Velib a Paris:
No promotion
Tristan's own dev.
221,453 installs, all FR
8% on iGoogle

Netvibes Ecosystem Best Practices:

2. Link and promote yourself



The Widget Fast Track: Netvibes Sponsored Placement



- **Top of the stack visibility.** Guarantee recurring user engagement of your widgets by directly inserting them within Netvibes.com personal startpages
- **Performance based.** CPI model based only on actual user installations
- **Maximum exposure.** 9 mo. ave. widget lifespan, 17x clicks/mo.

Thanks!

Freddy Mini

CEO

freddy@netvibes.com