

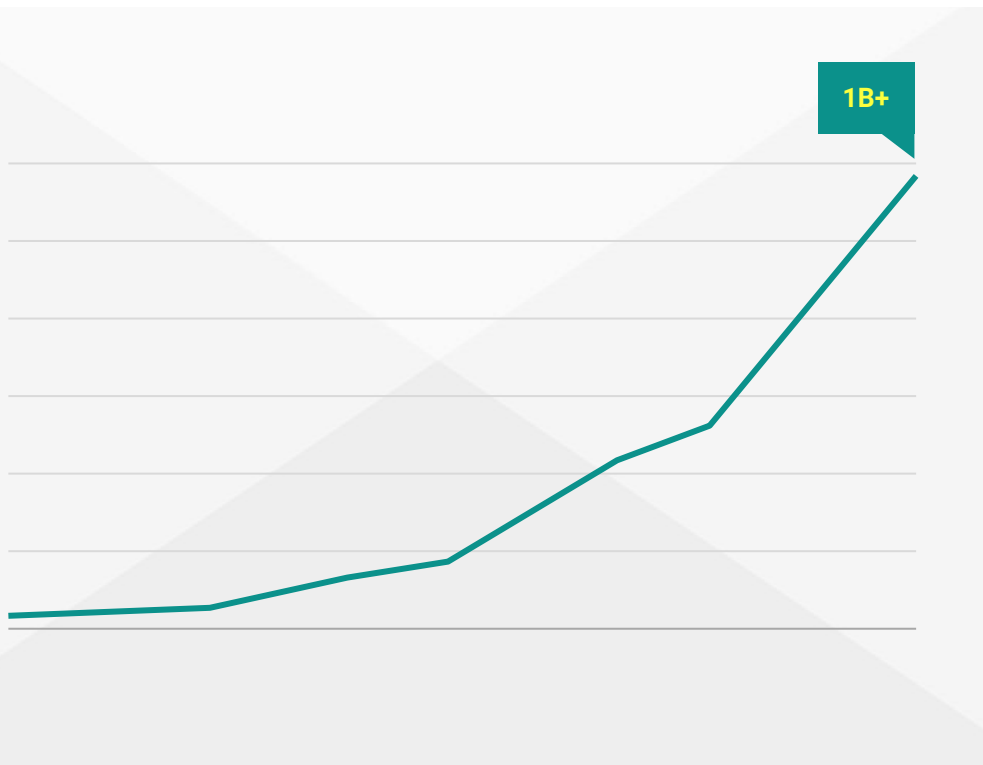
You say you want a mobile revolution



Mark Bennett

Director, Google Play EMEA

1+ Billion active devices



200+

OEMs developing
for Android

330+

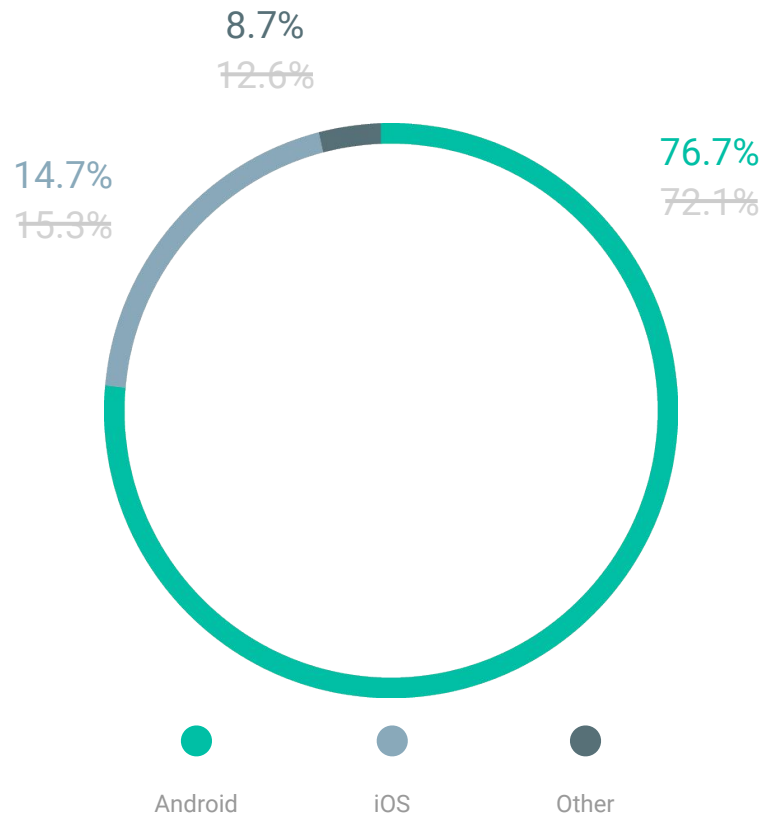
Operator
partnerships

1.5M

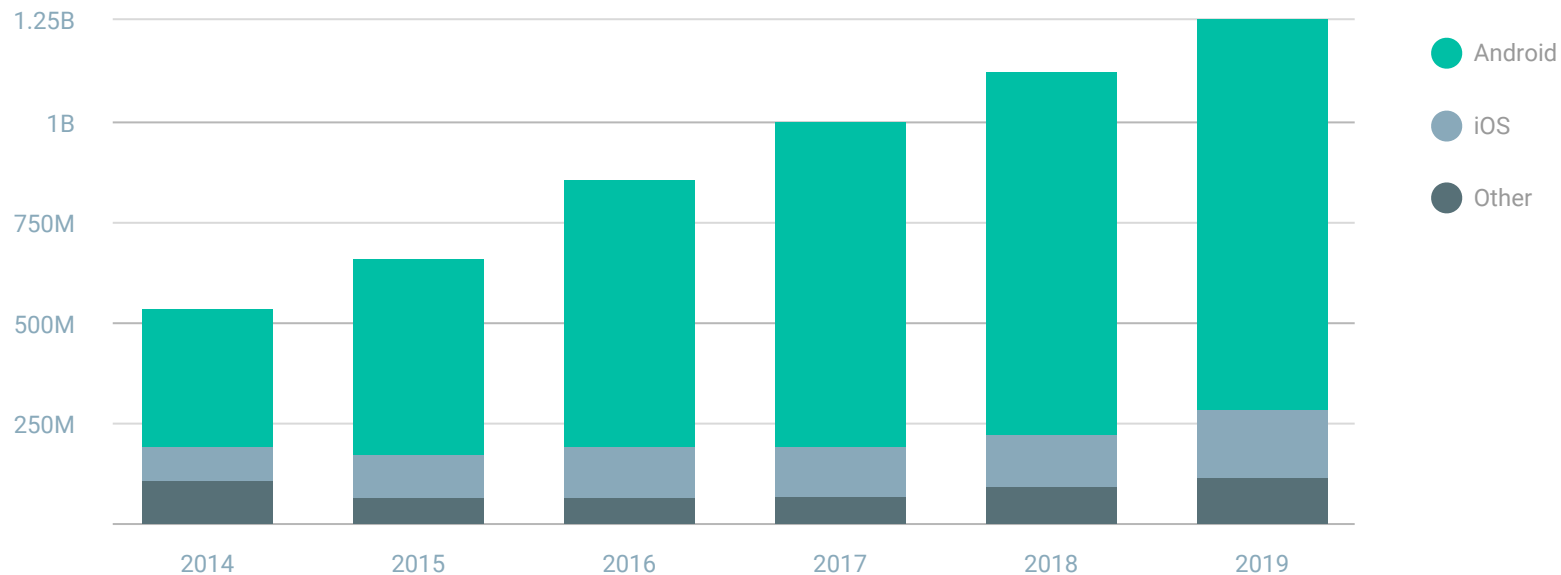
Android devices
activated daily

~~72%~~ **77%**

of EMEA's
smartphones run
Android



EMEA smartphone installed base forecast



What's new this year

Android Marshmallow

- Smarter Batteries
- Control & Security
- Now on Tap

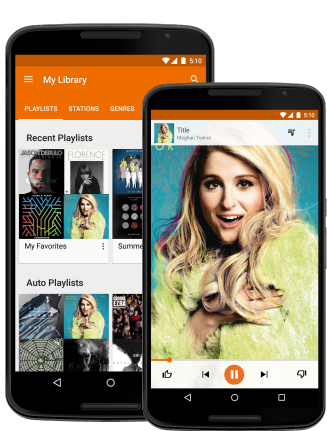




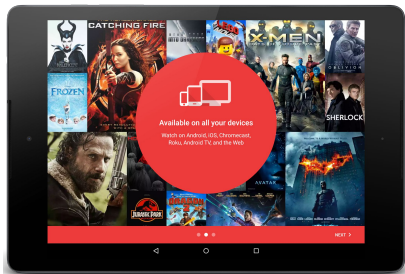
the best of Google,
ready for you



A world of entertainment at your fingertips



Music



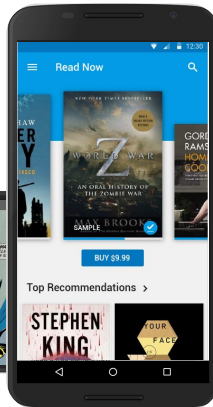
Movies



Apps & Games



Books



Newsstand



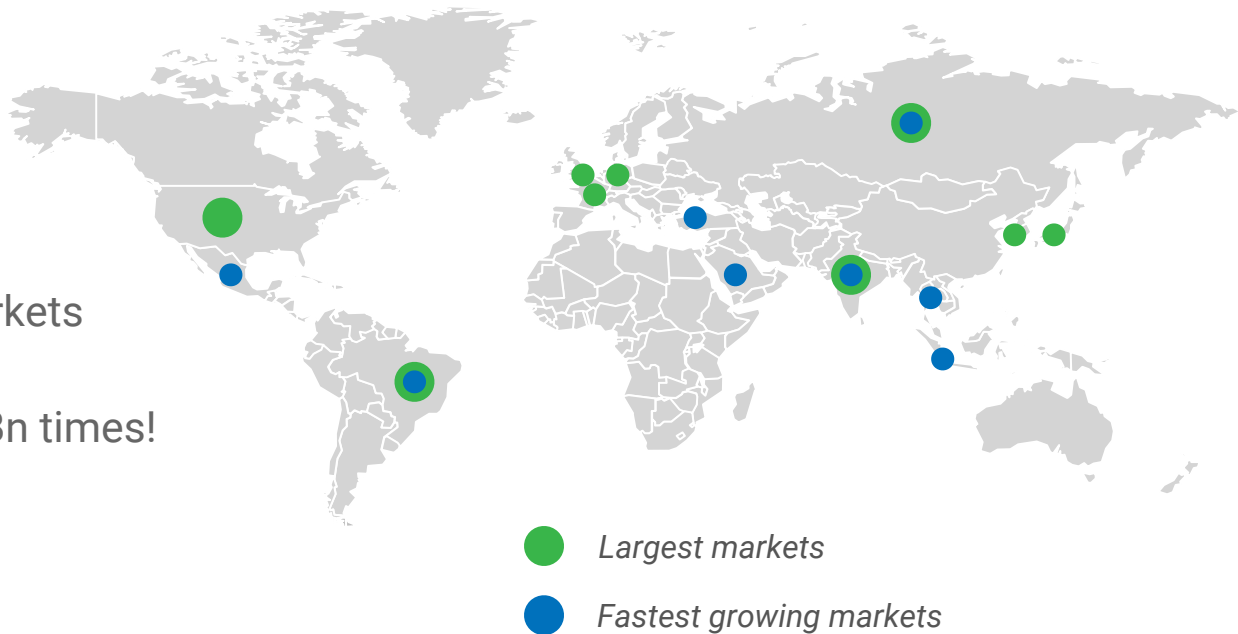
Google Play is truly global

Majority of downloads happen internationally

People from 200+ countries
download apps on Google Play
every day

Google Play has 134 buyer markets

1M Apps downloaded over 50Bn times!



It is paying off
for developers

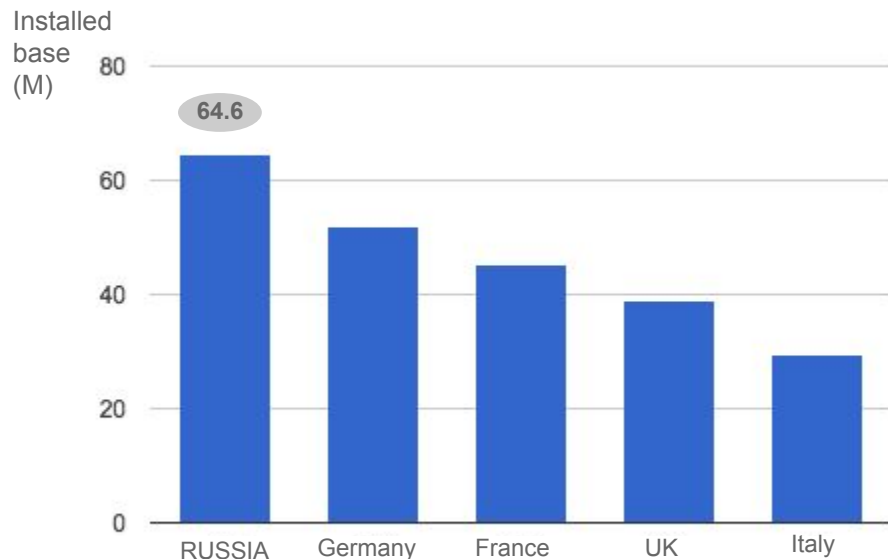
~~\$5 Billion~~
\$7 Billion

[Feb 2014 - Feb 2015]



Russia is a key market for Google in EMEA & globally

Android users



Mobile apps installs



Top Countries by Downloads
Google Play Q3 2015

Rank	Country	Rank Change vs. Q2 2015
1	United States	N.C.
2	Brazil	N.C.
3	India	N.C.
4	Russia	N.C.
5	Mexico	N.C.

Launching on Android first

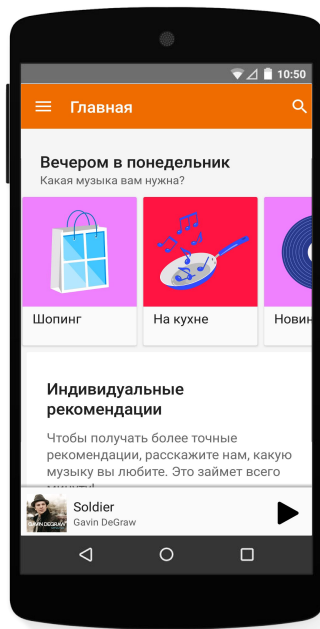
"We productively work with Google Play for many years. Might & Glory exclusive launch on Android extremely impressed us with the results"

Oleg Spilchevskiy, Games Lead, my.com

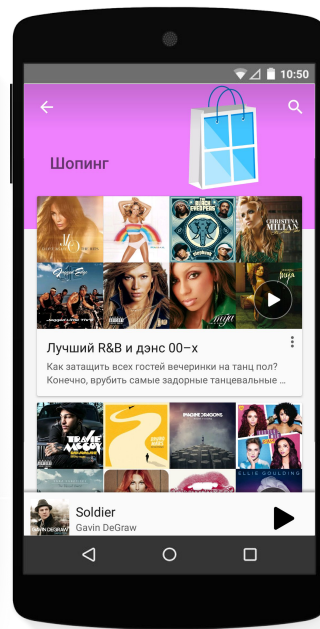


Play Music Concierge coming to Russia!

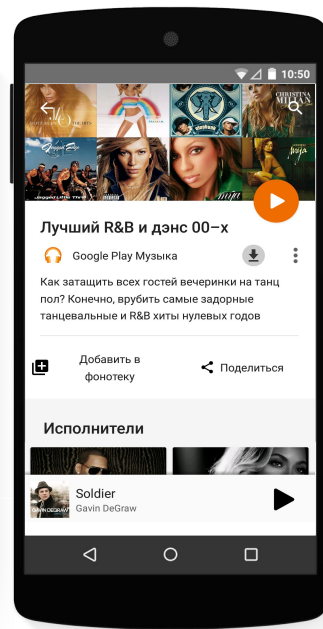
- Curated music stations & playlists
- Based on time and context
- Free-of-charge with subscription



Selection of playlist categories



Playlist category



Curated playlist

Play Music is becoming more accessible

Monthly subscription price

~~189 руб.~~
159 руб.



Google Play Музыка

3 month free special offer
on all Samsung smartphones



SAMSUNG x  Google Play

More payment options in more countries

61
new forms of
payment in **32**
markets

400M
users with access
to a new form of
payment



33 countries
25 in 2014



28 countries
18 in 2014



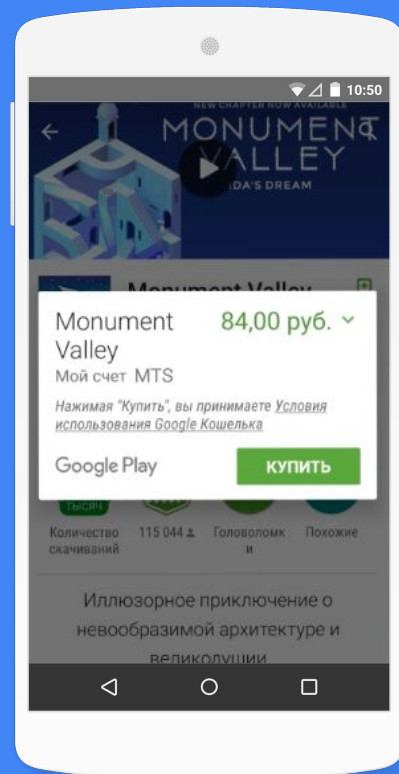
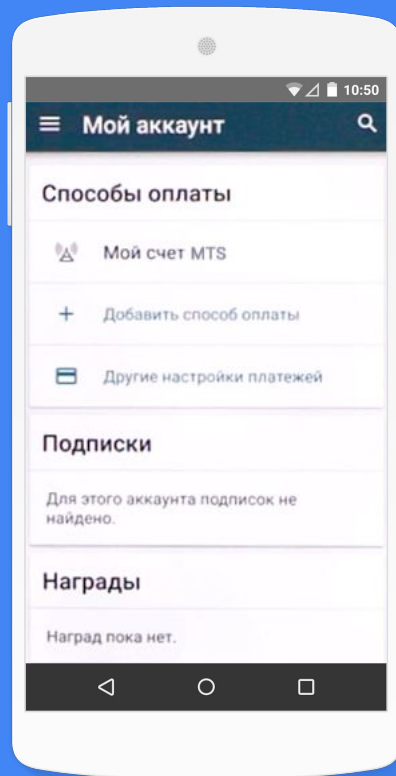
21 countries
12 in 2014

MTS direct carrier billing

MTS direct carrier billing launching in December 2015

Easy payment option for 76 million* Russian subscribers

95% of Russian mobile users are covered with direct carrier billing



More opportunities: we're where our users are



ANDROID WEAR



PHONES



TABLETS



ANDROID TV



ANDROID AUTO

More opportunities: Accelerated Mobile Pages

- Instant load of your content on mobile
- Simplified format that is easy to implement
- Support of all advertising and analytics solutions
- Open source project available for everyone



HTML5
(AMP HTML)



JavaScript
(AMP JS)



CSS3
(Custom styling)



Global Proxy Cache
(AMP Cache)





Thank you



Mark Bennett

Director, Google Play EMEA

