

# The Skype is the Limit (with Dalbir Kang)

Locations	Centre for Professional Development – B1 on the Edgbaston Campus map
Date(s)	Tuesday 1st May 2012 (13:00-14:00)
Contact	<b>Andy Wright</b> ( <a href="http://www.birmingham.ac.uk/university/colleges/mds/edtech/staff/list.aspx?ReferenceId=30023&amp;Name=mr-andrew-wright">http://www.birmingham.ac.uk/university/colleges/mds/edtech/staff/list.aspx?ReferenceId=30023&amp;Name=mr-andrew-wright</a> )
Download	<a href="#">Add to Calendar (/university/colleges/mds/edtech/events/past/skype.aspx?ical=true)</a>

## The Skype is the Limit - Video Conferencing - with Dalbir Kang

Come and discuss the many potential advantages and pitfalls of using Skype for communicating directly with people around the country and around the world!

Skype: A Coming Of Age Story – Infographic:

**SKYPE**  
A COMING OF AGE STORY

Like all of us, it began as a mere twinkle in the eye of its creators. In less than 10 years, it had matured into a beautiful adult. Skype has certainly made its Swedish, Danish, and Estonian parents proud, with its latest life accomplishment being the netting of a cool \$8.5 billion from Microsoft for the privilege of utilizing it. But Skype wasn't always that lovable and convenient communication tool that we all know and love. In fact, it wasn't until his older brother Kazaa went to prison that he came to exist in the first place.

**SKYPE IS BORN**

Kazaa\* owners **Niklas Zennstrom** & **Janus Friis** celebrate the birth of Skype, a free VOIP (Voice Over IP) program developed using the same peer-to-peer concept as Kazaa.

\* Kazaa - P2P file sharing program that was the most downloaded software in history.

**2003**

**Origin of the Name:**  
~~SKY PEER-TO-PEER~~  
 (Too Long)  
 ▼  
~~SKYPER~~  
 (Domain Name Taken)  
 ▼  
**SKYPE**  
 (Bingo!)

**2004**

**GROWING UP**

As broadband takes off, Skype begins to blossom into a fine young program,



**Freemium Model:**  
Basic product is free, users can pay for advanced features.



Roughly 6% of users pay the **2.3 cents** per minute to call cells and landlines.



The average paying user spends **\$96 per year**.

**CLICK ME**

**Advertisements** supplement income.



Centralized engineering team in **Estonia** keeps everything running



2005

## FIRST JOB

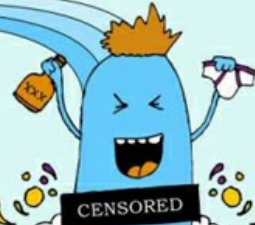
eBay acquires Skype for **\$2.6B**, half in cash and half in shares, but quickly discovers it can't figure out how to use it to turn a profit. Meanwhile, Microsoft acquires Skype competitor Teleo.



2006

## NEW SKILL SET

Skype adds **video calling** capabilities ("videotelephony").



2008

## SKYPE GONE WILD

**TOM**, Skype's partner in China, is caught storing transcripts of chat conversations containing politically controversial content.



2009

## SKYPE GETS FIRED

After taking a **\$936M** loss, eBay sells **70%** of Skype back to investors for **\$2B** but retains **30%**.



2010

## A NEW CAREER

Skype files an **IPO**, but then delays and then calls it off. By the end of 2010, Skype has **663M** users, and **13%** of the international call market.

In the first 6 months, Skype users spent **95 billion minutes** talking on voice and video chat. That's **180,000 years** of total talk time in 6 months.

**40%** of all minutes talked are now using video chat.

By the end of 2010, Skype had **663M** users and **13%** of the international call market.

**Users / Subscribers:**

**SKYPE** 663M

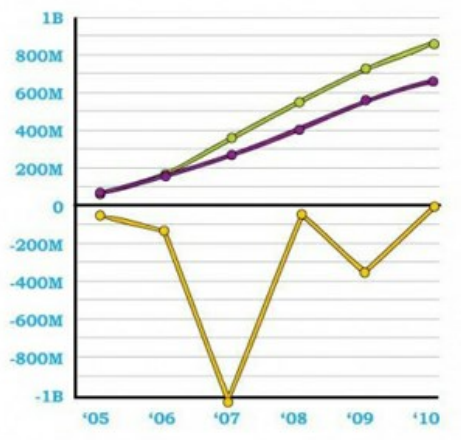


FACEBOOK 600M

VERIZON 104M

AT&T 97.5M

### SKYPE STATISTICS



SKYPE USERS | REVENUE | NET INCOME

Though Skype can generate serious revenue, it hasn't been able to figure out how to make serious profit. This will be a **big problem** for Microsoft to try to solve.

### MR POPULAR

Microsoft acquires Skype for **\$8.5B**, 10 times Skype's 2010 revenue.

On March 28, 2011, **30M** people around the world were using Skype - a new record.

**40%** of all minutes talked are now using video chat.

2011

#### COMPETITORS

##### GOOGLE TALK

Launched in 2005, Google Talk is another VoIP client with video chat capabilities for desktop and mobile.

##### APPLE FACETIME

Apple's answer to Skype video chat for the iPhone. Though it also uses VoIP technology, it currently only functions over Wi-Fi (no 3G capability yet).

#### INTEGRATION OF SKYPE



Windows phones to compete with Google Voice on Android phones



Xbox Live for use with Kinect



Office for business conferencing

After a midlife crisis, Skype has turned things around big time. Though it's yet to be seen how he'll fare on his new career path, one thing is for sure: his new bosses at Microsoft are confident that he's going to be a really big deal.

Created By:

ONLINEMBA.COM

# Register your interest in attending one of our training events...

Registration is not required to attend our training events, however we would appreciate if you could take the time to complete the form below.

**\*Required**

**Name \***

**Email address \***

**Telephone number**

**Which event would you like to attend? \***

If you would like to attend more than one event, please complete this form multiple times

**Submit**

*Never submit passwords through Google Forms.*