

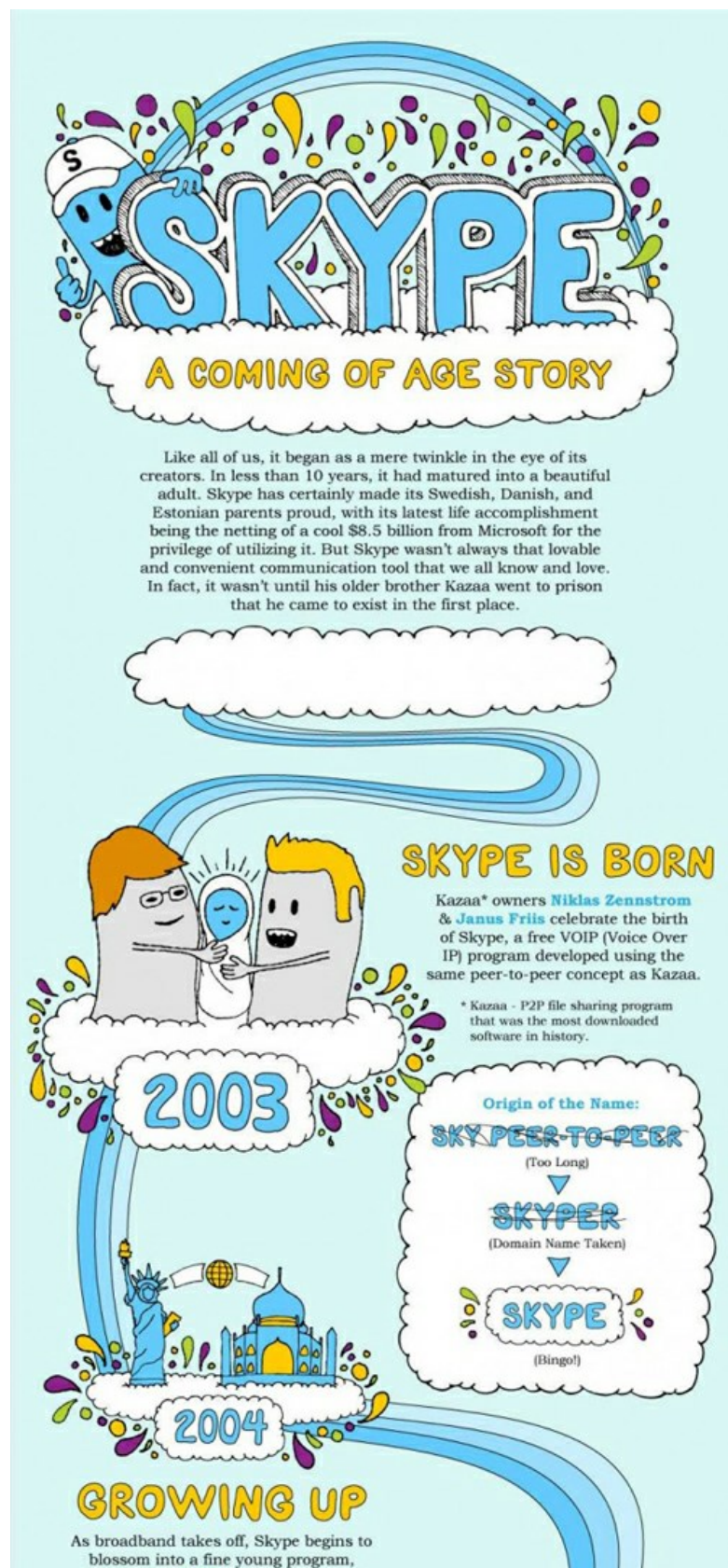
The Skype is the Limit (with Dalbir Kang)

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

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:



raising nearly \$20M to help fuel growth



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.



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.

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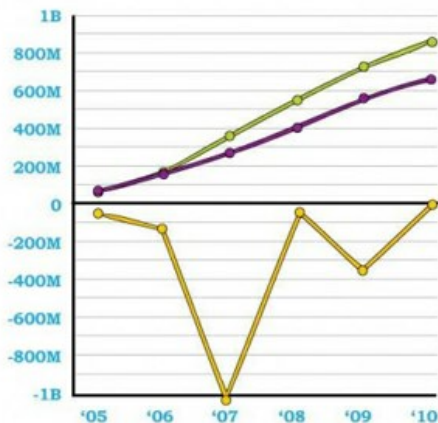
Users / Subscribers:

SKYPE 663M

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

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.

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