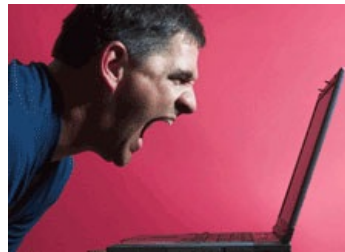


December, 2009

In This Edition:

- [How to Measure Application Value: The Application Value Matrix](#)
- [Integrated Content Network: Improving User Experience and Increasing Distribution Opportunities](#)
- [A Proactive Approach is Needed to Improve Application Discovery](#)
- [Don't Overlook Software Libraries as a Consumer Software Distribution Tactic](#)
- [Our Favorite Windows Apps](#)



W3i News



Feature Article Written by:
Eric Montag
Product Manager

How to Measure Application Value: The Application Value Matrix

On a regular basis, it's important to take a look at the application user experience and try to understand the value...
[Full Story](#)

Integrated Content Network: Improving User Experience and Increasing Distribution Opportunities

As a clear investment in our application network, content discovery and furthering distribution opportunities for our advertising partners...
[Full Story](#)

A Proactive Approach is Needed to Improve Application Discovery

As I was reading about the growing use of social media as a device for content discovery, a couple things became clear to me...
[Full Story](#)

Don't Overlook Software Libraries as a Consumer Distribution Tactic

When looking to distribute free consumer software, there are many different methods of distribution. Some of the more successful distribution methods are...
[Full Story](#)

Our Favorite Windows Apps

Screensaver.com
'Tis the Season! 3D Snowy Cottage Screensaver.
[Visit Site](#)

Paltalk Scene
Explore Your Online World of Chat Sites.
[Visit Site](#)

Follow W3i

[W3i on Twitter](#)

[Join our AppNet LinkedIn Group](#)

Consumer Application Thought Leaders

Interview with Kris Tufto: December 10, 2009

Kris Tufto was the CEO of Minnesota-based, Jasc Software during their growth phase from 1998 to 2005, a period that saw Jasc grow from what was rumored to be \$5 million in revenue to over \$30 million in revenue before their eventual sale to Corel in 2004. Jasc Software was most widely known for their Paint Shop Pro graphic editing program. Kris is presently working on his second ramp up at Minnesota-based Marketing Bridge, a SaaS-based channel automation software.

Rob Weber is a co-founder and VP of Business Development at W3i, provider of marketing solutions that increase distribution, revenue, and engagement for consumer applications.
[Full Interview](#)

Learn About Our Referral Program!

[Contact W3i »](#)

Looking for increased revenue or distribution for your consumer application?

Increase revenue or distribution for your consumer application by joining the W3i Application Network. The W3i Application Network uses the demand for free/trial applications to promote additional value-added applications during installation, when the user is in the download mindset. The W3i Application Network is driven by InstallIQ™, a proprietary Windows installer manager. InstallIQ™ is the first installation system to be certified by the TRUSTe Trusted Download Program.
[Learn more»](#)