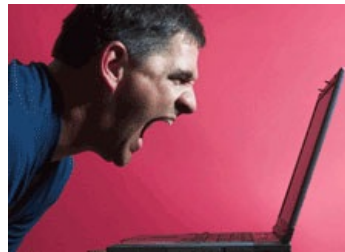


January, 2010

**In This Edition:**

- [Five Application Trends Coming Out of 2010 CES](#)
- [Add-On-Con Recap: Browsers Aim to Lead All Application Platforms](#)
- [Three Application Predictions for 2010](#)
- [How to Drive Application Discovery: Tips for Guerilla and Paid Marketing](#)
- [Our Favorite Online Consumer Apps](#)



**W3i News**



*Feature Article Written by:*  
**Rob Weber**  
Vice President of Business Development  
and Co-Founder

**Five Application Trends Coming Out of 2010 CES**

Consumer apps were everywhere at the 2010 CES show. Here are five of the application trends for online application marketers that I noted from my attendance at CES...  
[Full Story](#)

**Add-On-Con Recap: Browsers Aim to Lead All Application Platforms**

Recap of the Add-On-Con conference breaking down the buzz surrounding browsers, add-on business models, and add-on distribution channels in three postings starting with browser buzz...

[Part 1: Add-On Browser Buzz](#)

[Part 2: Add-On Business Models](#)

[Part 3: Add-On Distribution Channels](#)

**Three Application Predictions for 2010**

Three application predictions for this year, showing the application landscape's constant shift and change to meet new user and market demands...

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**How to Drive Application Discovery: Tips for Guerilla and Paid Marketing**

Consider the following proven guerilla and paid application discovery tips when formulating your app marketing strategy...

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**Consumer Application Thought Leaders**

**How the Evolution of Software Bundling has Affected Software Distribution and How to Apply to Your Application Business**

The blogosphere is covered with posts that would have us believe that desktop applications and software are already dead (cloud, mobile, SaaS); however, retail sales for desktop applications and software are a multi-billion dollar industry. In April 2009, the NPD Group reported that PC software retail sales were around \$3.4B per year and holding steady. The major change, however, is the impact the web is having on how desktop applications and software are distributed.

I will first start with a brief background of OEM software bundling, then discuss a new type of software distribution that we call recommendation based distribution, and then conclude with answers to FAQs regarding recommendation based distribution.

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