



Download sites: a great opportunity



# What is Softonic?

- Biggest software download portal in Europe & LatinAmerica
- Available in 8 different languages (10 languages by the end of 2010)



- Offices in Barcelona, San Francisco, Tokyo and Shanghai.
- Supporting most important platforms: Windows, Mac, Mobile (iPhone, Android, Symbian)
- Over 100,000 titles tested and reviewed by our local editors



symbian



## How big we are \*?

- 2,7 million downloads / day
- 5 million software searches / day
- 80 million unique visitors / month
- 610 million page views / month

\* March 2010 data

# Why are we here?

In December 2009, Digital River invested in Softonic, creating the most relevant **global partnership** in the Software industry.



## Digital River

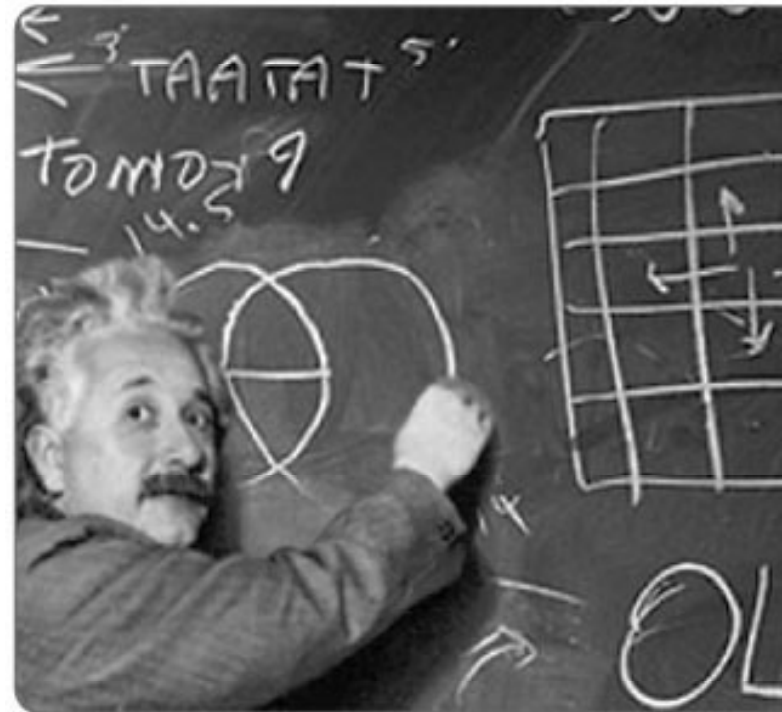
- The best transactional platforms to manage your sales
- The largest expertise to increase your conversions

## Softonic

- The largest global audience interested in Software
- High quality and localized content and services

**Clear benefits for YOU!**

Good things to  
know about  
download sites



# Good things to know about download sites

Very fragmented market with many local players

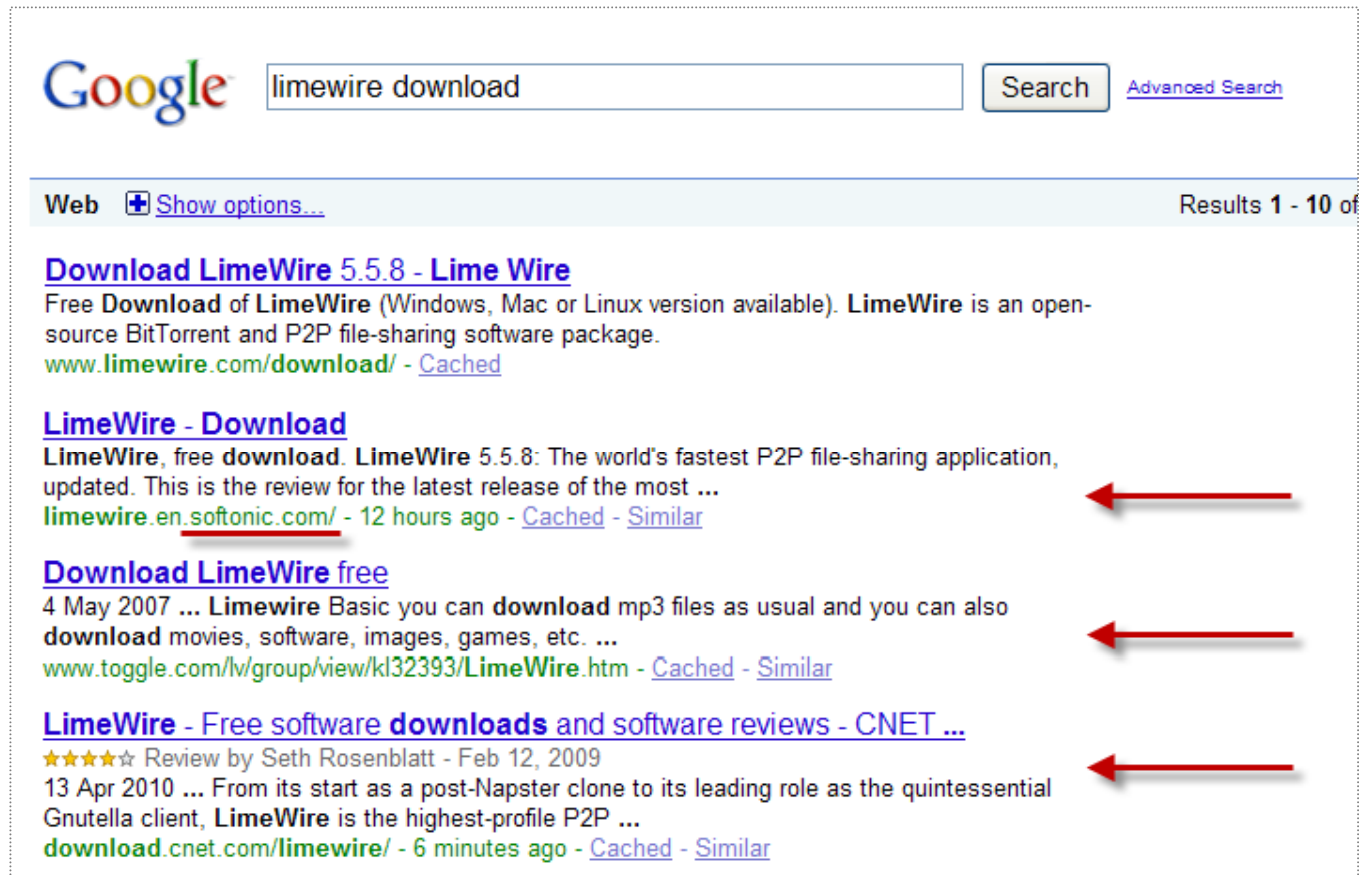
Hard and expensive to reach top positions in more than one market



Softonic is the ONLY Global player

# Good things to know about download sites

Very well positioned in Google: download sites take first results



Google   [Advanced Search](#)

Web [+ Show options...](#) Results 1 - 10 of

**[Download LimeWire 5.5.8 - Lime Wire](#)**  
Free **Download of LimeWire** (Windows, Mac or Linux version available). **LimeWire** is an open-source BitTorrent and P2P file-sharing software package.  
[www.limewire.com/download/](http://www.limewire.com/download/) - [Cached](#)

**[LimeWire - Download](#)**  
**LimeWire**, free **download**. **LimeWire** 5.5.8: The world's fastest P2P file-sharing application, updated. This is the review for the latest release of the most ...  
[limewire.en.softonic.com/](http://limewire.en.softonic.com/) - 12 hours ago - [Cached](#) - [Similar](#) ←

**[Download LimeWire free](#)**  
4 May 2007 ... **Limewire** Basic you can **download** mp3 files as usual and you can also **download** movies, software, images, games, etc. ...  
[www.toggle.com/lv/group/view/kl32393/LimeWire.htm](http://www.toggle.com/lv/group/view/kl32393/LimeWire.htm) - [Cached](#) - [Similar](#) ←

**[LimeWire - Free software downloads and software reviews - CNET ...](#)**  
★★★★☆ Review by Seth Rosenblatt - Feb 12, 2009  
13 Apr 2010 ... From its start as a post-Napster clone to its leading role as the quintessential Gnutella client, **LimeWire** is the highest-profile P2P ...  
[download.cnet.com/limewire/](http://download.cnet.com/limewire/) - 6 minutes ago - [Cached](#) - [Similar](#) ←

# Good things to know about download sites

Users rely and trust independent expert reviews

UGC (ratings/ comments) is key for other users

Users demand Virus-Free guaranteed services

### User opinions about VLC Media Player (61)

Sort user reviews by: [Date](#) | [Best rating](#) | [Worst rating](#) | [Views](#) | [Usefulness](#)



**SubRider618**  
(1 User reviews)

**A Great Media Player, But...** 10/10  
about VLC Media Player - 13 Aug 2009

VLC makes an excellent media player, in all respects - and it's free. The only thing I don't like was that the download site, softonic.com, attempted to sell me a "faster download route" for 2.99. ... [read more](#)

Liked by 63 of 64 [Review it!](#)



**l.p.k.**  
(11 User reviews)

**VLC very kool** 10/10  
about VLC Media Player - 14 Jun 2009

VLC is a very useful media player,it has one really outstanding feature,it can repair failed downloads,this i find is the best! you can disable subtiles,it has a equalizer,and much more.... [read more](#)

Liked by 65 of 67 [Review it!](#)



**100% safe downloads, faster too**

Download from our own servers, 100% virus free and always available.

**Softonic rating** ★★★★★  
**EXCELLENT**

**User Rating** 8/10  
65 ratings

- Usability ██████████
- Stability ██████████
- Installation ██████████
- Functionality ██████████
- Appearance ██████████

[Review it!](#)

### Editor's Review

 **"Explore the globe"**  
by Cyril Roger

Google's satellite imagery software has truly changed the way we look at the globe. The application lets you zoom in on any part of the world and for some places, observe features from meters away.

Google Earth not only displaces satellite images

# Good things to know about download sites

The sites' activity shows interesting market trends



What are users  
of download sites  
looking for?



# Good products!

According to our latest user survey, these are the biggest concerns:

- **Security!** -> Virus/ malware / spyware free
- **Easy** to use, to install and to uninstall
- **Trustful** and professional source
- **Customer Support**, tutorials and video reviews



# Different countries, similar interests



## Popular searches

Most popular searches among our users

adobe flash player adobe reader **antivirus**  
ares **avg** dictionary firefox free antivirus  
free games google earth internet  
**explorer** itunes limewire **msn**  
nero **photoshop** screensavers spybot  
windows media player yahoo messenger



## Recherches populaires

En ce moment vous cherchez...

**antivirus** antivirus gratuit ares **avast**  
avg firefox google earth **internet**  
explorer itunes **jeux jeux gratuits**  
limewire **msn** msn messenger  
**photoshop** screensavers skype telecharger avast  
utorrent wallpaper



## Le parole più cercate

Le ricerche più popolari tra i nostri utenti

**antivirus** antivirus gratis avast avg  
**emule** firefox **giochi giochi gratis**  
google earth limewire messenger  
**msn** msn plus nero **photoshop** sfondi  
desktop skype spybot wallpaper windows  
media player

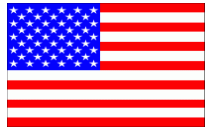


## Aktuelle Suchen

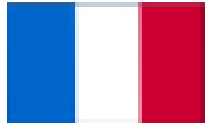
Die häufigsten Suchbegriffe unserer User

**antivirus** avira **emule firefox** flash  
player google earth **internet explorer** itunes  
**kostenlose spiele limewire**  
mozilla firefox mp3 player **msn** msn  
messenger nero skype **spiele**  
wallpapers windows media player winrar

## How to attract them...



US users need Virus-Free guarantee and High Download speed



71% of French and English speaking users are interested in video screencasts/reviews of software



German users are the ones that rely the most on user comments, but they hardly leave a comment



Spanish speaking countries, specially in Latin America, have the most active user communities, ratings and forum posts

# Search trends

Analysis made from the [TOP 50 most searched terms](#) in Softonic's internal search engine

- 60% of the searches include a brand/ name of the product (*msn messenger, photoshop, winrar, internet explorer, AVG, Nero, Firefox, microsoft office, Google Earth, etc...*)
- When the name is not known, then users search for generic terms: antivirus, download youtube videos, free games, pictures in DVD, flash games, home finance, etc...
- 28% of the searches include the word "FREE" (but free software doesn't mean it is for free)

# Finding the “perfect-fit”

Analysis made out of the [TOP 50 most searched terms](#) in Softonic’s internal search engine

- Users filter search results by the following features
  - 1st filter: Sort by “Editor rating” and “User rating”
  - 2nd filter: See only those available in “My Language”
  - 3rd filter: Show only “FREE” products
  - 4th action: “Compare” similar ones



What are users  
actually  
Downloading?



# By categories

## These are the largest segments

- **Consumer security:** *avg, avast, kaspersky, avira, symantec, panda, ...*
- **Utilities & Multimedia:** *nero, vlc player, photoscape, gimp, winrar*
- **Internet tools, Communication, VoIP:** *skype, ares, limewire, messenger, gtalk,...*
- **Games:** *free, demo versions, flash and online games*



# Cultural differences in the same Category

## Security Software Top Downloads from the past 7 days in Spain, France and the USA



### Top Descargas

Programas más descargados (últimos 7 días)

- 1. avast!
- 2. AVG
- 3. ESET NOD32
- 4. Kaspersky Anti-Virus 2010
- 5. Avira AntiVir Personal
- 6. Panda Cloud Antivirus
- 7. Norton AntiVirus
- 8. Malwarebytes Anti-Malware
- 9. SpyBot Search & Destroy
- 10. Panda Antivirus

[▶ Ver top descargas](#)



### Top téléchargements

Les plus téléchargés cette semaine

- 1. Avast!
- 2. Avira AntiVir Personal Free Antivirus
- 3. AVG Anti-Virus System
- 4. MSN Virus Remover
- 5. Kaspersky Anti-Virus
- 6. NOD32 Antivirus
- 7. PC Tools AntiVirus Gratuit
- 8. Avast! Pro Antivirus
- 9. Norton Internet Security
- 10. Norton AntiVirus

[▶ Voir les Tops](#)



### Top Downloads

Top Downloads Semanal

- 1. Avast!
- 2. AVG Anti-Virus
- 3. ComboFix
- 4. Revealer Keylogger
- 5. Avira AntiVir
- 6. Avast! (PT-PT)
- 7. ESET NOD32 Antivirus
- 8. SnadBoy's Revelation
- 9. MSN Virus Remover
- 10. Microsoft Security Essentials

[▶ Mais Top Downloads](#)

Top Downloads = GLOBAL leaders with a LOCAL approach.

# How to get the most out of a Download site



## Tips & Tricks:

# Market Intelligence



- Take advantage of the available information in download sites
- Identify Opportunities and Threats
- Take user and editor ratings and feedback to improve your product
- Analyze what makes other products succeed in top lists and user comments

## How to get a good review

Our 50 Editors look at:

- It says what it can do, not more
- Easy to use, friendly interface, local language
- Safe products, no malware and not breaking down the computer
- Tutorials, help documents, video reviews, etc... Customer Support
- How good is the product compared with competitors?
- Only upload quality products - 80% are not submitted to the website



# Tips & Tricks

## Catch the users' attention

- Get your product in the local Tops with Free Hosting deals
  - ➡ “Snowball effect” multiplies downloads and builds your brand!

 Top Descargas Programas más descargados (últimos 7 días)	 Top téléchargements Les plus téléchargés cette semaine	 Top Downloads Top Downloads Semanal
1. avast!	1. Avast!	1. Avast!
2. AVG	2. Avira AntiVir Personal Free Antivirus	2. AVG Anti-Virus
3. ESET NOD32	3. AVG Anti-Virus System	3. ComboFix
4. Kaspersky Anti-Virus 2010	4. MSN Virus Remover	4. Revealer Keylogger
5. Avira AntiVir Personal	5. Kaspersky Anti-Virus	5. Avira AntiVir

# Catch the users' attention

- Target your advertising to the max reaching the user in the right place at the right moment:



- Search results (*keywords*)
- Product review (*category*)
- Moment of downloading (*affinity*)

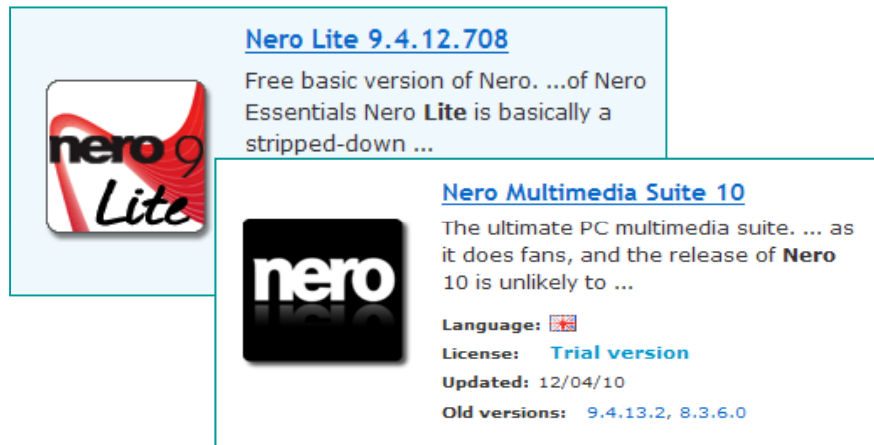
## Improved reputation techniques

- Editor's rating Badge
- Editor's quote
- User ratings
- Security Seal
- Pick of the day
- Awards
- Exclusive launches



## Rising alternative business models


- Lite version of Paid product to give away for free (upselling)



The screenshot shows two software listings from Softonic. The first listing is for 'Nero Lite 9.4.12.708', described as a free basic version of Nero. The second listing is for 'Nero Multimedia Suite 10', described as the ultimate PC multimedia suite. Both listings include a logo, a description, and technical details like language, license, and update dates.

**Nero Lite 9.4.12.708**  
Free basic version of Nero. ...of Nero Essentials Nero **Lite** is basically a stripped-down ...

**Nero Multimedia Suite 10**  
The ultimate PC multimedia suite. ... as it does fans, and the release of **Nero 10** is unlikely to ...

Language:   
License: **Trial version**  
Updated: 12/04/10  
Old versions: 9.4.13.2, 8.3.6.0

### Softonic Toolbar

Search engines, radio, games, online TV, the best programs and much, much more, all from inside your browser

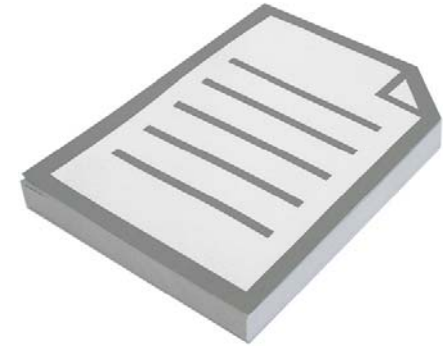


Download and install Softonic Toolbar - **Recommended**

- Bundle your product with a promotional add-on and spread it out



# Some final words...



- Highest demand from users is in Security, Multimedia, Communications and Utilities.
- Biggest issues are “malware-free” guarantees, brand recognition and trust, good quality products and easy to install/ uninstall and to use.
- Localization is key: speak the users’ language and solve local needs
- Users search for brands they know. If you don’t have a brand, try to build it - get on Top Downloads lists and maximize distribution.
- Users tend to search for free products: try alternative business models to upsell later on (“free” doesn’t mean it’s for free)
- Your clients trust independent reviews and user comments

Thank you for your attention

謝謝

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Softonic

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*VP Marketing & Sales*  
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