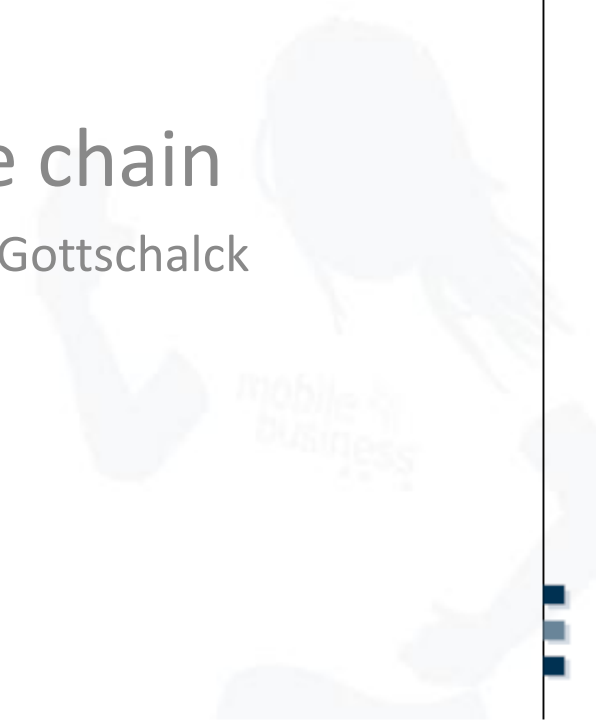


Telecommunication strategy of Google

II: Telecommunication value chain

Ruxandra Catalina Boscaneanu and Christian Gottschalck



Value Chain



Value Chain



Google's User Equipment



- Google Phone G1
- Nexus One
- Nexus S

- Google Android



Web 2.0 mobile Applications/Contents



- Google Search
- Google Translate
- Google Mobile App
- Google Maps
- YouTube
- Google Buzz
- ...



Web 2.0 mobile Applications/Contents



- Google Search
- Google Translate
- Google Mobile App
- Google Maps
- YouTube
- Google Buzz
- ...

twitter

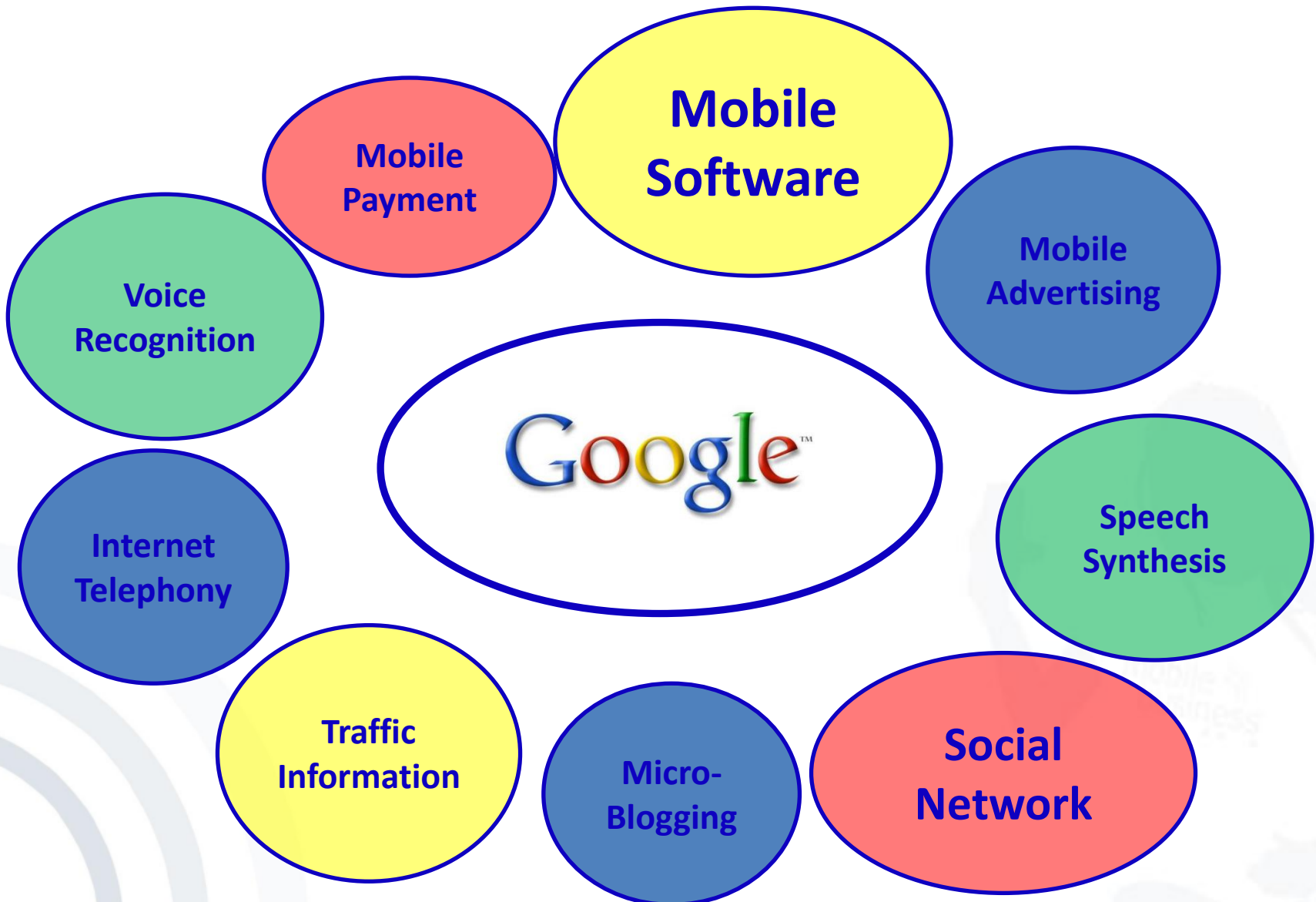
facebook



Value Chain



Acquisitions



List of Acquisitions

| Date | Company | Specification |
|-----------|--------------|---------------------|
| Dec. 2004 | Zipdash | Traffic Information |
| May 2005 | Dogeball | Social Network |
| July 2005 | Regwireless | Mobile Browser |
| Aug. 2005 | Android | Mobile Software |
| Dec. 2005 | allPAY | Mobile Software |
| Dec. 2005 | bruNET | Mobile Software |
| Aug. 2006 | Neven Vision | Mobile Technology |
| Sep. 2007 | Zingku | Social Network |

List of Acquisitions

| Date | Company | Specification |
|------------|----------------|---------------------|
| Oct. 2007 | Jaiku | Micro-blogging |
| Nov. 2009 | AdMob | Mobile Advertising |
| Nov. 2009 | Gizmo5 | Internet Telephony |
| April 2010 | BumpTop | Desktop Environment |
| May 2010 | Simplify Media | Music Syncing |
| Oct. 2010 | Blind Type | Touch Typing |
| Dec. 2010 | Phonetic Arts | Speech Synthesis |
| Jan. 2011 | SayNow | Voice Recognition |
| April 2011 | TalkBin | Mobile Software |

Android

- Is a **software stack** for mobile devices.
- Purchased by **Google Inc.** in 2005.
- Google and other members of the **Open Handset Alliance** collaborated on Android's development and release.
- World's best- selling **Smartphone platform.**



Android

BumpTop

Desktop Environment

Simplify Media

Music Syncing



TalkBin

Mobile Software

Blind Type

Touch Typing

Zetawire

Mobile Payment

mobile
business

Remarks

• Google started in 2004 to acquire companies in the market of telecommunication.

• Most of the acquisitions were made in 2005 and 2010.

• Most of the acquisitions made, are in Mobile Software and in Social Networking.

• Most of the companies acquired were also integrated into the company.

• The details of the transactions were not disclosed, most of the time.