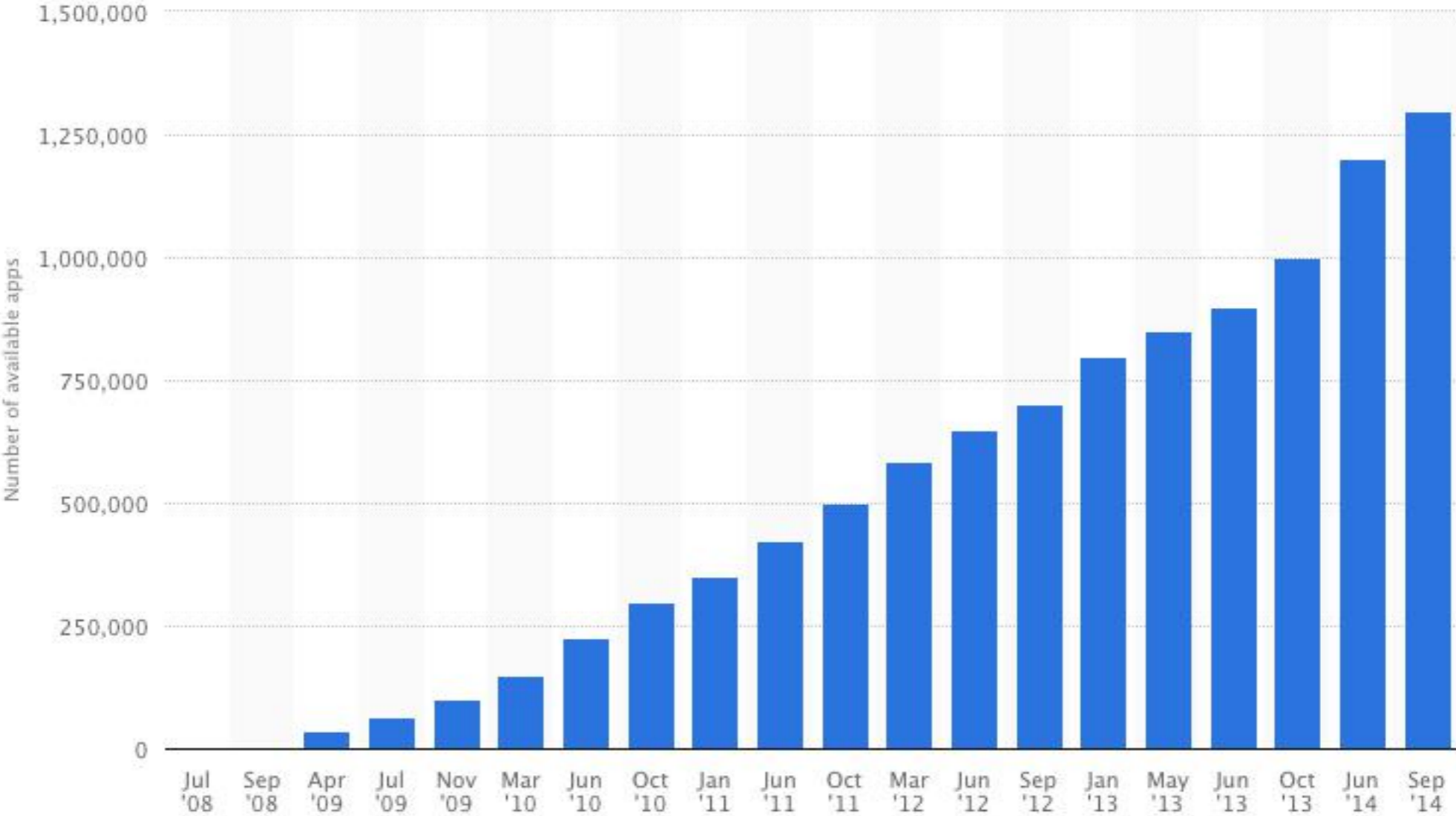


“It’s not a technology race it’s a customer race”

– Nicholas Lovell



**Number of available apps in the Apple App Store from July 2008 to September 2014**



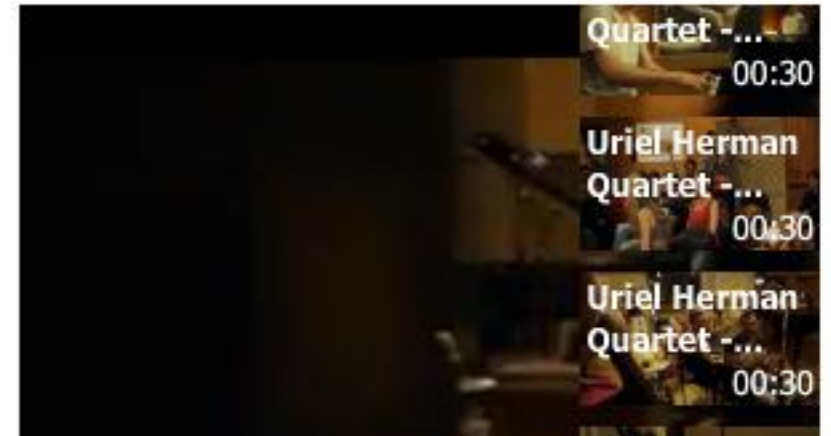


M · News · World news · CCTV footage

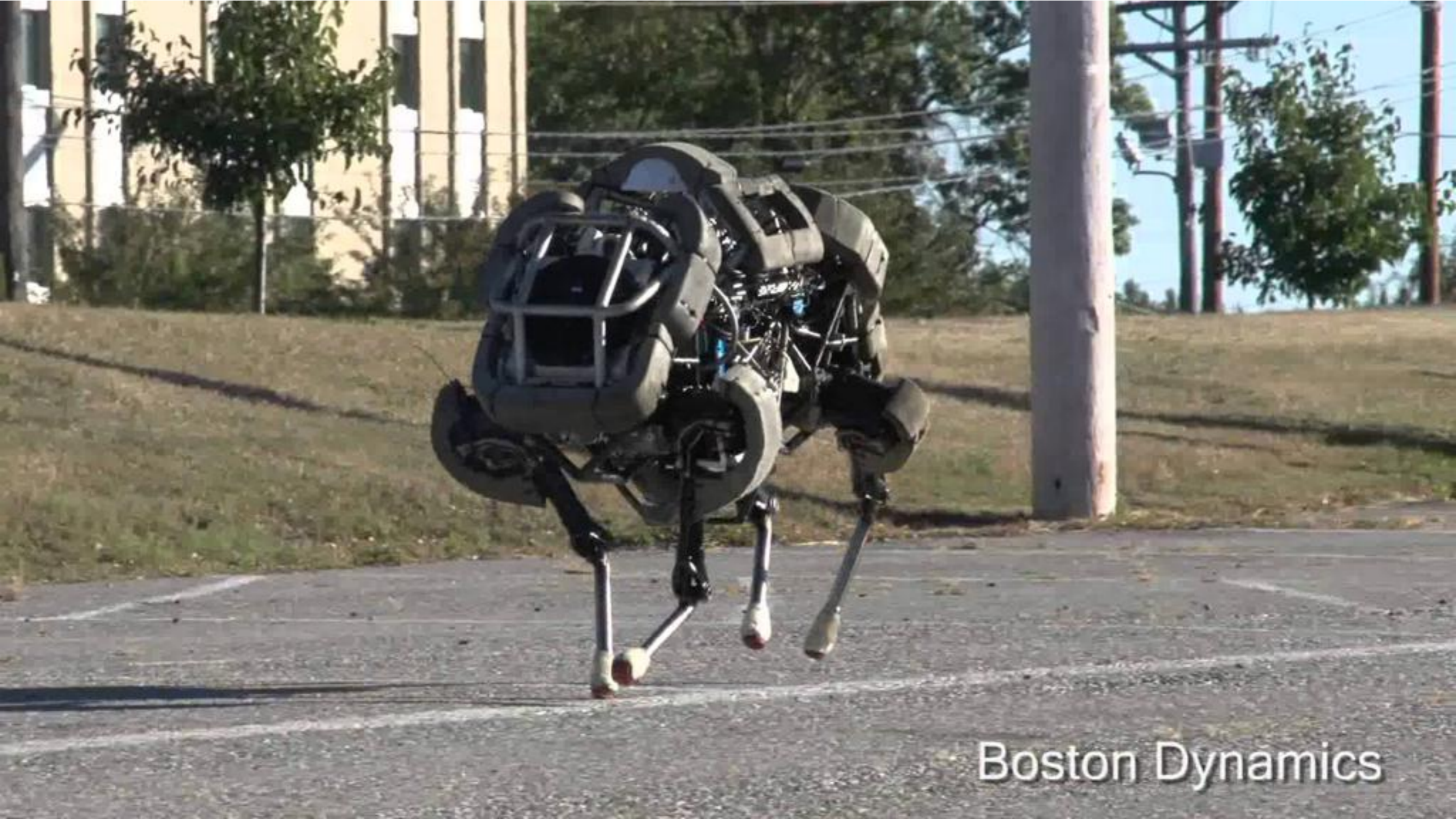
# Tragedy as computer gamer dies after 19-hour session playing World of Warcraft

12:38, 3 MAR 2015 | UPDATED 12:04, 4 MAR 2015 | BY GARETH ROBERTS

CCTV footage shows Wu Tai, 24, in his final moments as he slumps at a desk in an internet cafe after a marathon stretch playing the role-play game



	X	O
	X	
	O	



Boston Dynamics

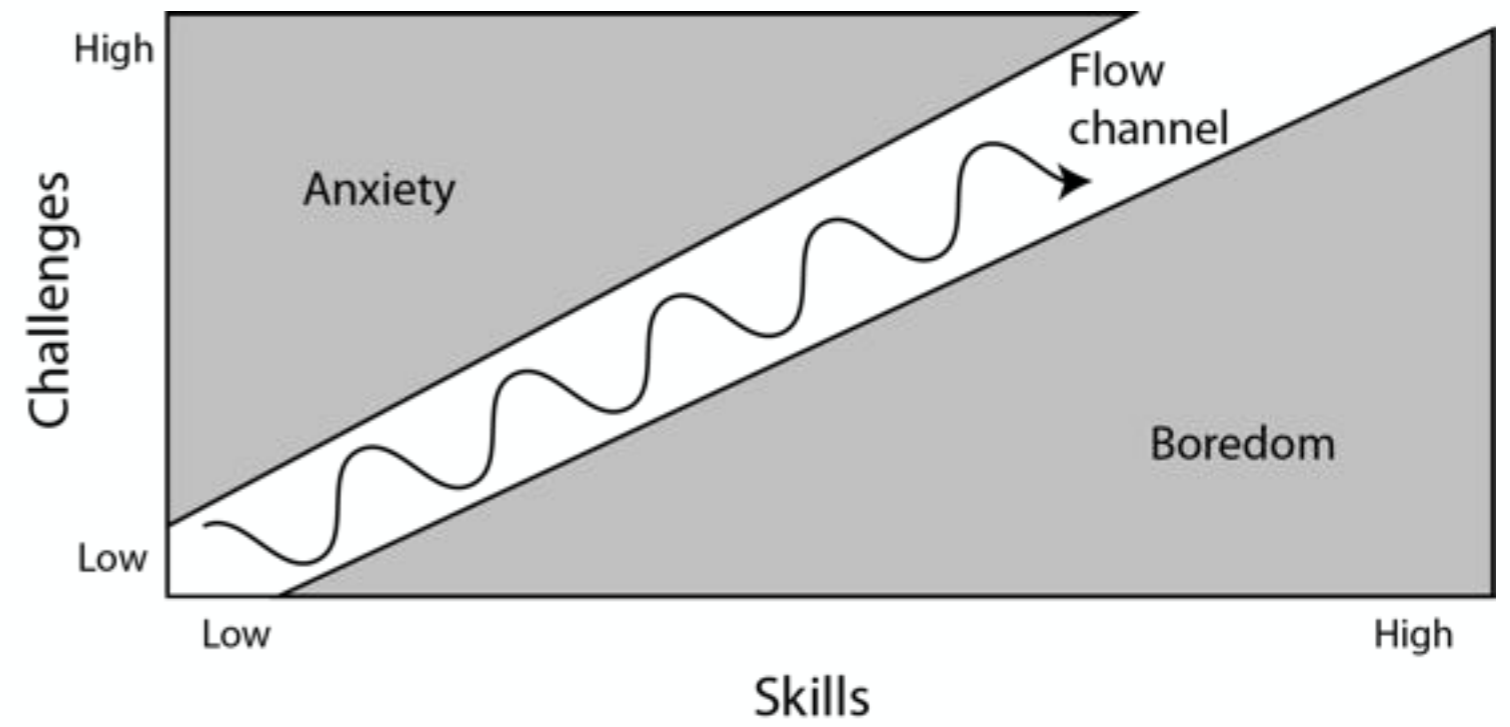


Action



**BuzzFeed**





#1?!

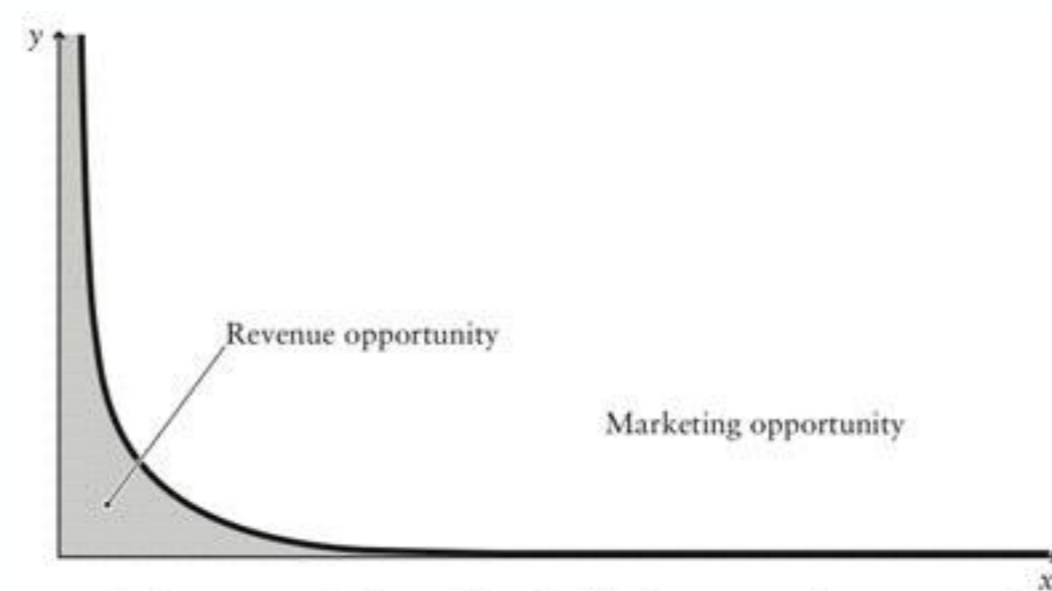


# New Models



\$1.4bn / y

4% pay



x-axis: Every person in the world, ranked by the amount they are prepared to spend with you  
y-axis: Amount a person is prepared to spend with you

# SKATER



SKATER

PLAYER GEAR SPOTS MATCH RUNS

GEAR

SHOES 3

**BAKER**  
EXPERIMENTAL

SHAKE JUNT GRIP  
Green/gold tie dye

SPITFIRE WHEELS  
Bighead Orange

THUNDER TRUCKS  
Tone Locs Red

**FIGGY MUERTOS 2**  
Pro Deck 10 ★ +





**NETFLIX**



Free product  
Free distribution  
Behavioural data

