Building the Skype brand

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Blahblah about me.

What's this "Skype" thing?



An application you use to talk through the internet.



An application you use to talk through the internet.

For free. Forever.



A small, big company. 160 people in 15 countries.





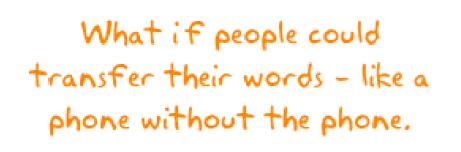
The people of Skype

Assistant Vice President, Business Development Business Development, Wifi Alliance Manager, Greater China Product Manager, Embedded Systems & Linux Desktop Usability Manager Interaction designer Localization Manager Partner Integration Manager CEO Security Ops Carrier Ops Customer Support Data miner Community Manager QA Manager Developer (backend) User Interface Developer, Windows Library Developer Web Developer Financial Controller Head of Recruitment Marketing PR Legal Counsel Skype

Why make Skype?



No more paying for talking



And without the phonebill.



Where are we now?

3 million people online as we speak.

45 million registered users.

10 billion minutes served.



From 0 to 45 million without paying to get users.



"We're the users, so we dictate how in the end this program is gonna go. Skype is as much our product as it is theirs. We don't develop it, but we're the userbase. We're the customer."

davidthemarine



The brand is the product is the brand.



Do simple things really well.



Release all the time.



Evolve



Open up



Viral features



Stuff we like

Free.

Share.

Whole world.

Calls.

Baboon.

25



Stuff we don't like



Peer-to-peer.

VoIP.



supercalifragalisticexpealadocious.



Questions.

(btw, we're hiring...
skype.com/jobs)

Skype Me: 'malthe'

