



## Marketing Update for Q2/ 2007

August 15, 2007

## Press Releases in Q2



- New Project Releases Continue to Drive Adoption of Eclipse in the Embedded and Device Development Community
  - Press release at the Embedded System Conference
  
- PageOne is the new PR agency for the Eclipse Foundation

# EPIC Stats



- Number of Plug-ins - 878 (last quarter 813)

<b>Month</b>	<b>Visits</b>	<b>Visits Per Day</b>	<b>Unique Sites</b>
October	463,205	14,942	113,069
November	519,930	17,331	144,700
December	491707	15,861	122,886
January	517771	16,702	128223
February	470295	16796	118125
March	618519	19952	148521
April	566408	18880	133987
May	611651	19730	141217

# Launch Eclipse Live

- Promote Eclipse oriented multi-media content
- Produce 2 webinars per month
  - Thanks to Adobe support
- Encourage member organizations to promote their content on Eclipse Live



The screenshot shows the Eclipse Live website interface. At the top, there's a navigation bar with 'HOME', 'SCHEDULE', 'ARCHIVE', and 'SUBMIT A RESOURCE'. Below that, a search bar and a 'Stay up to date with Eclipse Live' notification. The main content area is divided into several sections:

- Featured:** A section titled 'Why Software Vendors have Embraced Eclipse' by the Eclipse Foundation, dated October 11, 2006, with 6 views and 0 comments.
- Upcoming:** A section listing upcoming webinars:
  - 'The Dynamic Languages Toolkit Project - Tools for Ruby and Tcl Developers' by Eclipse Foundation Webinar, scheduled for June 20, 2007, 11:00 am Eto/MT-4.
  - 'Intalio/SPMS 5.0 Presentation Member Webinar' by Eclipse Foundation Webinar, scheduled for June 20, 2007, 9:00 pm Eto/MT.
  - 'Eclipse Modeling - What's New for Europa' by Eclipse Foundation Webinar, scheduled for June 27, 2007, 11:00 am Eto/MT-4.
  - 'CDT 4.0 - Reaching for Uberness' by Eclipse Foundation Webinar, scheduled for July 12, 2007, 1:00 pm Eto/MT.
- Most Recent:** A list of recent content including 'Europa Podcast Series: Doug Gaff of the BSDP Project' and 'Europa Podcast Series: Oisín Hurley of the STP Project'.
- Most Popular:** A list of popular content including 'Eclipse Rich Client Platform' and 'Building Rich Clients using Eclipse RCP'.
- Highest Ranked:** A list of highest ranked content including 'Building Rich Clients using Eclipse RCP' and 'The BDDP Target Management Project'.

# JavaOne Participation



- Eclipse Foundation had a booth at JavaOne
  - Demoed 12 different Eclipse projects
  - Distributed 1000 CD of Eclipse and Apache Harmony
- Co-marketing promotion with Member companies
  - Distributed 800 shirts and hats.
  - 18 members companies participated
  - Generate 700+ leads for participating companies

# Europa Launch



- Community Outreach
  - EclipseZone Podcast Series
  - Eclipse Webinars on Eclipse Live
  - Webinars on BZ Media
  - Videocast with Redmonk
  - EPIC Podcast Series with Member Companies
  
  - Encourage people to link to the Europa graphic
  - Write a review, Win a shirt contest
  
- Press and Analyst
  - Briefing Redmonk, Forrester, Gartner, Interarbour
  - Press briefings with major tech magazines
    - NOTE: expect cover story in Dr Dobbs

# Upcoming Q3 Activities



- RCP Training Seminar Series
- Market Research Survey with Evans Data
- Organize Eclipse Plugin Fest at Eclipse World
- Marketing Symposium at Members Meeting in Chicago