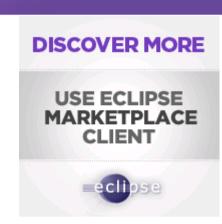# Marketing Update for Q2/ 2011

Eclipse Marketplace Client Update

- Over 295 products now installable
  - Up from 246 in Q1

- Average 2000+ successful installs per day

- MPC 1.1 Release for Indigo
  - Branded third party catalogs
  - Drag and Drop Installation from web pages

Rank	Solution	Count
1	Subclipse	6949
2	Maven Integration for Eclipse	6184
3	Subversive - SVN Team Provider	4336
4	EGit - Git Team Provider	3837
5	Eclipse Color Theme	3802
6	JBoss Tools (Helios)	3298
7	Google Plugin for Eclipse	3103
8	Spring IDE	2710
9	PyDev - Python IDE for Eclipse	2452
10	FindBugs Eclipse Plugin	2230
11	EclEmma Java Code Coverage	1414
12	SpringSource Tool Suite	1412
13	MercurialEclipse (was: HgEclipse)	1178
14	GlassFish Java EE Application Server Plugin for Eclipse	1127
15	Checkstyle Plug-in	1006
16	eUML2 Studio edition	855
17	JRebel for Eclipse	811
18	TestNG for Eclipse	664
19	Atlassian Connector for Eclipse	662
20	UML Lab	660
21	Oracle Enterprise Pack for Eclipse	636
22	VJET JavaScript IDE	597
23	Maven Integration for Android Development Tools	574
24	AnyEdit Tools	442
25	PTI - PHP Tool Integration	430

Eclipse Marketing Programs

- Q2 Results

  - $57K revenue

  - Participants: Actuate, Google, Froglogic, Zero Turnaround, Vmware, Cloudsoft, Yatta, Xpolog, itemis

  - For month of June we sold 100% of capacity

- Q3 Outlook

  - We have stopped offering discounts to initial participants due to demand

  - $46K revenue booked so far

  - Expect $60K revenue booked

Eclipse Community Survey

- Annual survey via the eclipse.org web site

- 624 respondents

- Information will be made available to all member companies and details will be presented to the membership

- A report is also made available for the wider community. In the past it has been a well received source of information.

Indigo Launch Plan

- Friend of Eclipse campaign to get 500 Friends; last year we had over 480

- Indigo DemoCamps

    - 34 cities, many new locations: Boston, Atlanta, Montreal plus others

- Indigo Press Release will be timed with the release

New Eclipsecon Web Site

- Brand new Drupal-based conference web site

  - Old site was custom built and fragile

- Brand new graphics and logo for EclipseCon

Orion and OrionHub

- 3798 subscriptions to OrionHub

- Good pick on mailing list participation, ex. Mozilla's potential participation

- Project team aiming to self-host on orion.eclipse.org by end of June