



Intel Software Media Day

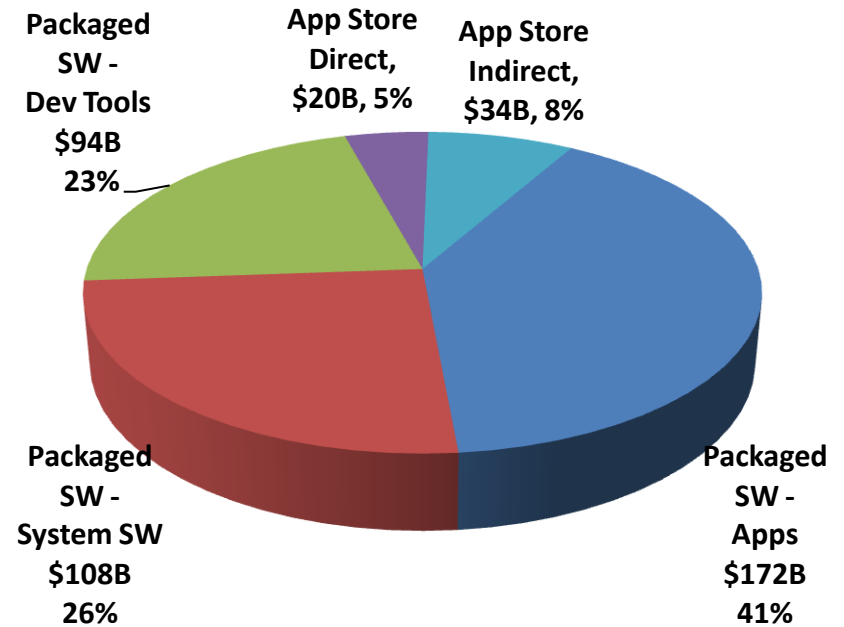
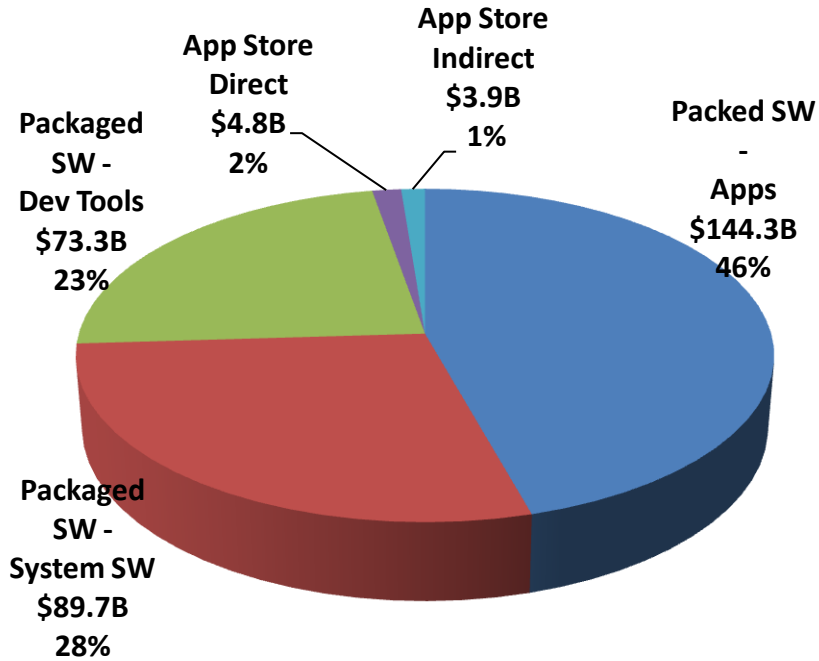
Executive Panel

Christos Georgiopoulos - Moderator

VP of Intel Developer Relations Division
Intel Software and Services Group

September 8, 2011

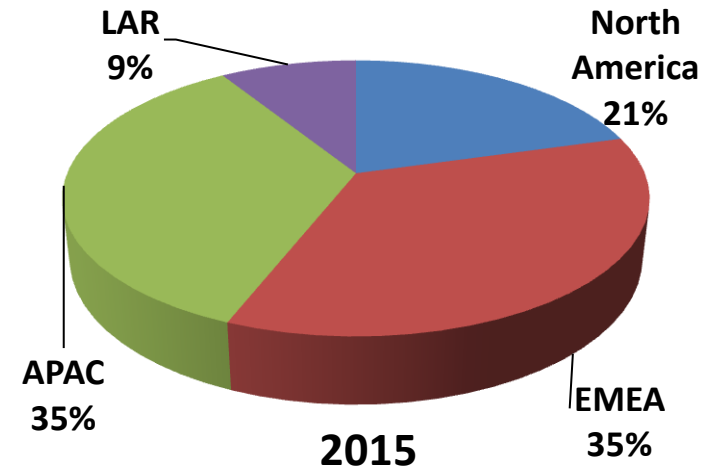
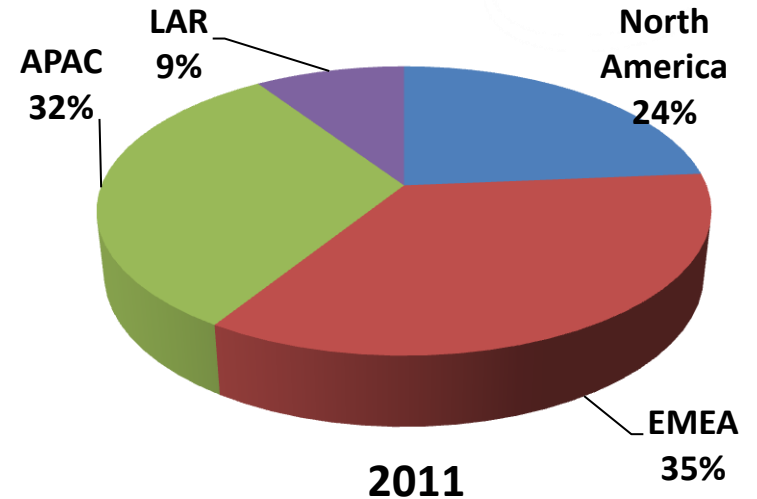
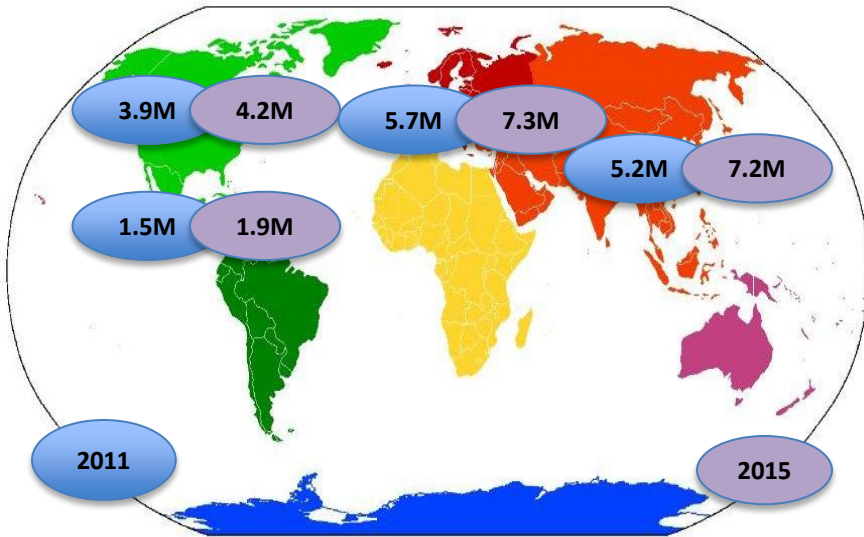
SW Ecosystem Revenue Perspective



2011 Estimate: \$316B

2014 Estimate: \$428B

Geographic Distribution of Developers



Global Developer Population Ranking: 2011 vs. 2016

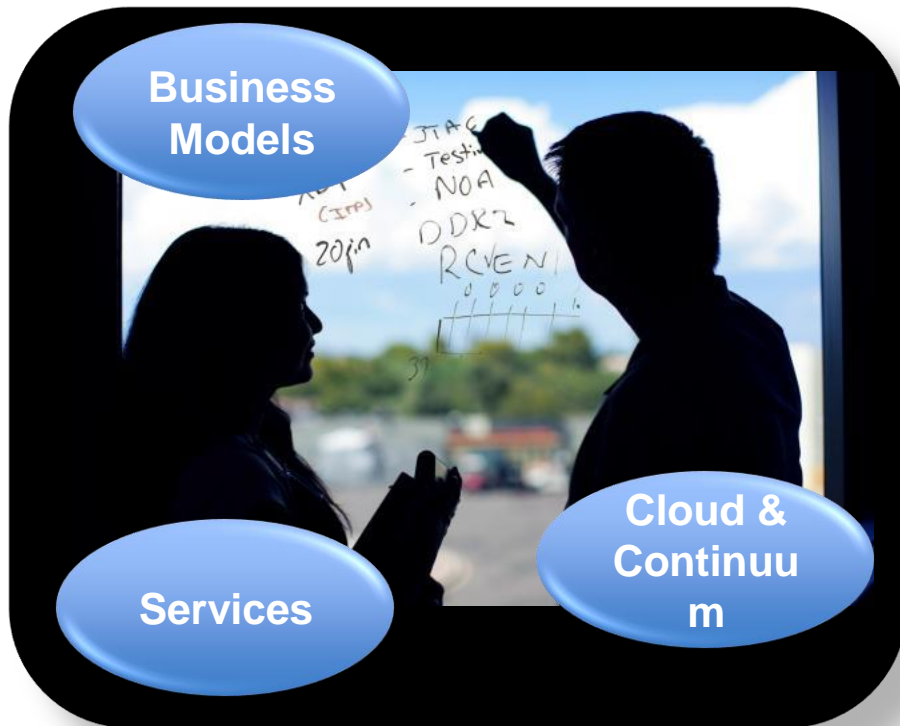
Country	2011	Country	2016
United States	3,450.2	India	3,921.9
India	2,259.6	United States	3,897.5
China	823.2	China	1,307.2
Russia	713.6	Russia	1,057.0
Japan	498.0	Brazil	528.6
Germany	428.4	Japan	527.9
United Kingdom	413.0	Germany	473.0
Canada	399.3	United Kingdom	457.6
Brazil	391.6	Canada	445.8
Italy	331.0	Italy	363.8
Spain	277.3	Korea (South)	340.5
Korea (South)	270.4	Thailand	335.7
France	267.9	Poland	319.4
Poland	258.6	Spain	308.8
Thailand	247.9	France	299.2

(all figures in thousands)

Global Developer Population and Demographics Survey: Volume I, © 2011 Evans Data Corp.

SW Ecosystem Trends

Changing Developer Expectations



Evolving Programming Landscape

SW Ecosystem Trends Panelists

Christos Georgiopoulos, VP and GM Intel Developer Relations Division



Lincoln Wallen, DreamWorks, Head of Research and Development



Mike Evans, Redhat, VP of Business Development

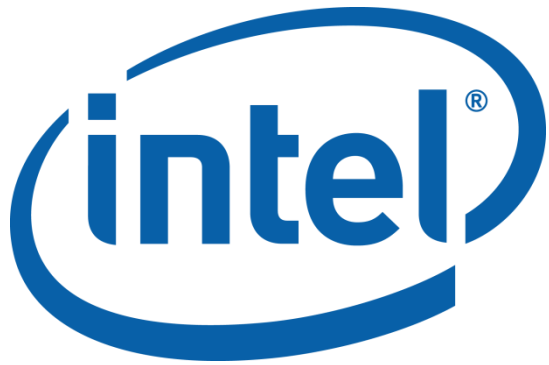


Sethu M, SAP, Exec VP of Technology Strategy and Product Architecture



Ken Schneider, Symantec, VP of Technology Strategy and Fellow





Q&A

Thank You!