

MEDIA PARTNERSHIP

THE ANALYST OF THE DEVELOPER ECONOMY

OUR MANTRA

We help developers understand the world and the world understand developers

We reach 40,000+ developers, in 160 countries annually.

We reach out to all types of developers, from hobbyists to enterprise, and across different types of development. We track developer experiences across platforms, revenues, apps, dev tools, APIs, segments and regions.

Our goal is to shed light into who developers are: where and how many, why they're using competing tools, and where they are going next.









We are a team of 20 driven professionals, passionate with data-driven decision making and the developer ecosystem.

















ENGAGING DEVELOPERS

Our research program captures the pulse of major development trends:



INDEPENDENT

No vendor, community or other partner owns our surveys or data



GLOBAL REACH

160 countries40.000+ developers



LOCALISED QUESTIONNAIRE

English, Chinese (Simplified/Traditional), Spanish, Portuguese, Vietnamese, Russian, Japanese, Korean



DEEP DIVING INTO DEVELOPMENT AREAS

Mobile, IoT, backend, web, desktop, AR/VR, machine learning, data science and game development



FREQUENT & CONSISTENT

To capture the trends:

Biannual

[Oct-Dec and May-Jul]

6 week duration



GROUND-BREAKING METHODOLOGY

Online Questionnaires & State-of-the-art analysis

More here



FOCUSING ON THE AREAS OF INTEREST

Programming languages, platforms, app categories, tool categories, revenue models, and loT verticals



FUN

Themed survey, personalized experience



DEVELOPER ECONOMICSPARTICIPATION REWARDS



FREE INSIGHTS ON THEIR PERSONALISED DEVELOPER PAGE

A quick and useful overview of actual trends and technologies, so they are up to speed with what 's happening now!



INTERESTING & FUN SURVEY EXPERIENCE

A themed survey to spice up the navigation across questions.

A fun "What kind of developer are you" quiz to incentivize survey completion.



PRIZES TO REWARD LUCKY PARTICIPANTS FOR TAKING THE TIME TO SHARE

Developer-specific prizes: from software licenses to training and hardware!

Rewards for developers who share the survey.

MADE BY DEVELOPERS!

A relevant, useful and fun survey



CONTRIBUTING TO THE COMMUNITY

Our free research products present the most important findings from our surveys & Empower developers of all shapes and sizes to make the right decisions!

STATE OF THE DEVELOPER NATION REPORT



STATE OF THE DEVELOPER NATION INFOGRAPHIC



TOOLS & TECHNOLOGIES ONLINE DIRECTORY BASED ON OUR SURVEYS



GRAPHS WITH KEY TRENDS AS FOUND IN PREVIOUS SURVEY



MEDIA PARTNERSHIP

JOIN US!

UNLOCK BENEFITS
& EMPOWER YOUR DEVELOPERS





PARTNER PROGRAM

BENEFITS

Spread the word about our survey! Share with your community of developers and help their voices be heard!

In return, we will help you:



Reach our vibrant community of developers & get exposure to our global developer network



Get valuable **data trends** on your
community
benchmarked against
global or local averages



Access first-hand
research content to
share with your
community of
developers

SEE THE FULL VALUE!





100+

500+

PARTNER PROGRAM

MORE RESPONSES, MORE BENEFITS

		O RESPONSES	RESPONSES	RESPONSES	RESPONSES	
BRAND VALUE	Logo on partners page At developereconomics.com/media-partnership	⊘	>	②	②	
	Logo inside free SoN publications Including SoN report and infographi		②			
	Inclusion in Developer Economics weekly Mention job openings, product updates, event or developer resources				②	
	Guest blog post on developereconomics.com/blog See guidelines here					d
DATA & INSIGHTS	Q4 2018 Data trends 30+ key graphs showing global average trends		②	②	②	
	Q4 2018 Data trends 30+ key graphs showing TRENDS IN YOUR COMMUNITY				②	d
	Access to a premium report Choose a report on Mobile. IoT, cloud or desktop*				>	d
SHAREABLE RESEARCH CONTENT	Distribution rights of SoN infograhic		②		②	
	Full distribution rights of SoN report				>	
	Get a customized version of SoN report including your own foreword				②	

PARTNER PROGRAM

WHAT IT TAKES

It's perfectly streamlined!

It is Easy & Fast. We promise.

WE PROVIDE

A custom promo link for you to share with your community

A variety of material: texts, banners, social-media texts so that you can mix & max to create your campaign

A real-time updated private dashboard for you to monitor your community's participation

ALL YOU NEED TO DO

- Spread the word about our survey
 - During Nov 19th Jan 14th
- Use your custom promo link and the material provided by us

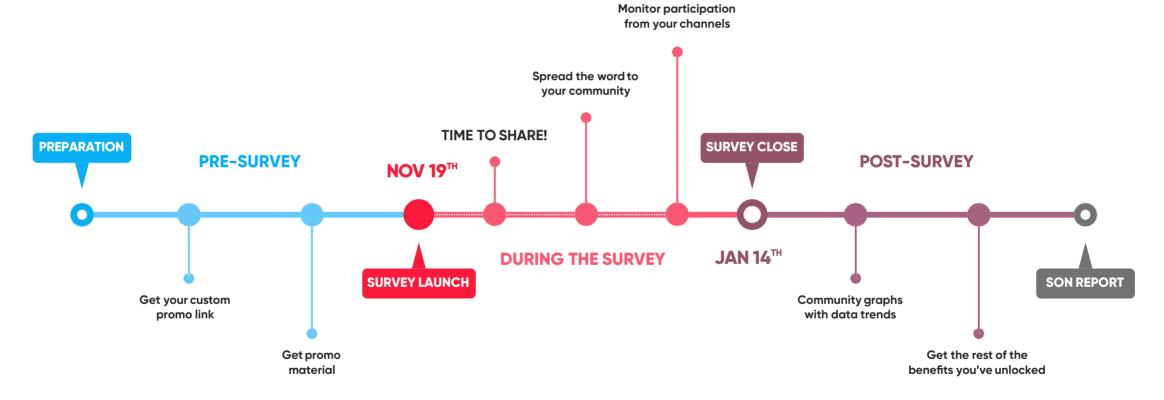
Share in Newsletters, Dedicated emails, blog posts, Social Media or any other communication channel! Every share counts!





PARTNER PROGRAM

ACTIVATION ROADMAP





LET'S TALK

emilia@slashdata.co | *Skype: aimilia*.bouzioukou





APPENDIX

DEVELOPER ECONOMICS

TAKING THE PULSE OF THE GLOBAL DEV COMMUNITY

The voices of developers from local and global communities are heard!

We are supported
by the entire
developer
community - from
the largest Internet
and software
company to the
smallest local
Meetup!

































































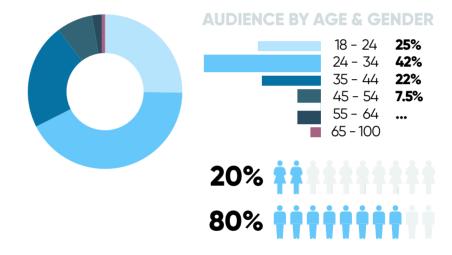
CHANNEL REACH

CHANNEL OVERVIEW

13,000 MONTHLY SITE VISITORS

TOP VISITING COUNTRIES





NEWSLETTER

13,580

RECIPIENTS OF WEEKLY NEWSLETTER

Featuring industry news, events, developer resources, jokes and guest content by our partners 1,800 FOLLOWERS
490 FOLLOWERS

DEVELOPER ECONOMICS MEDIA PARTNERSHIP

SPONSOR A PRIZE

WANT TO SPONSOR
A SERVICE OR PRODUCT
FOR DEVELOPERS?

- Listed above standard prizes
- Includes your organisation name as sponsor
- Randomly selected winner
- Viewed by 150,000+ developers who land on our survey

