

HACKING 101

and everything else you need to get started with
Yahoo Mobile Developer Suite

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Term **hacking** has a lot of different meanings

WHAT IS A HACK?

An **innovative solution** to a real world problem; quick and dirty **workaround**, yet effective.

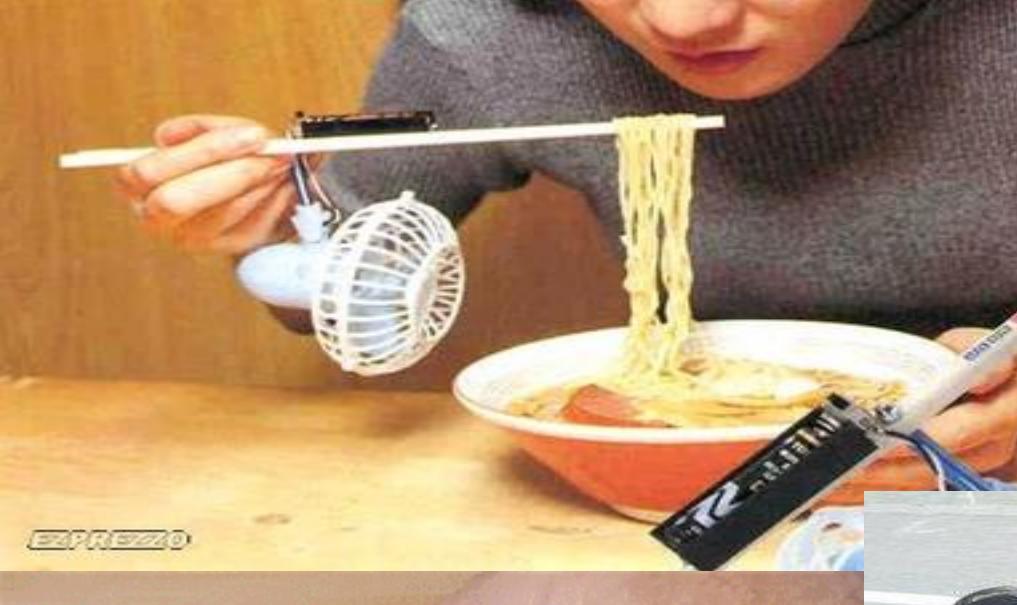
Hacking is nothing new



Wooden bathing suits
(Washington, 1929)



Hacking in a hostel room



ESPRESSO



DaveHacks.com



Life Hacks

Ai

However, today we are
looking for **software**
hacks

HACKATHON: SIMPLE RULES

- Take something from idea to **prototype** in a day (you have only 9 hours!)
- **Demo** it at the end of day, in **two minutes** or less
- Should be a **mobile app** around one of our focus areas

FOCUS AREAS



Yahoo App Publishing

Build new **engaging ad experiences**



Yahoo Search in Apps

Enhance your mobile apps with **Yahoo search**.



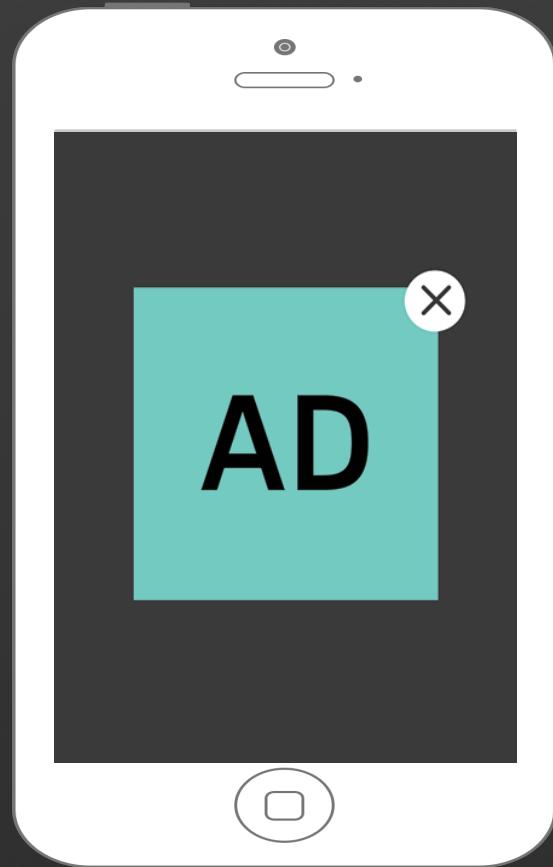
Tumblr API

Find fun and innovative way to **integrate Tumblr** into your apps

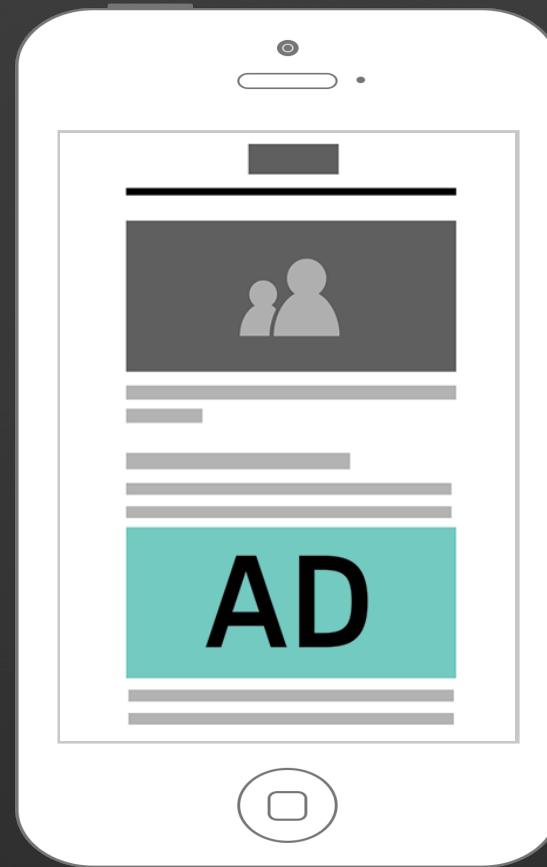
1. YAHOO APP PUBLISHING



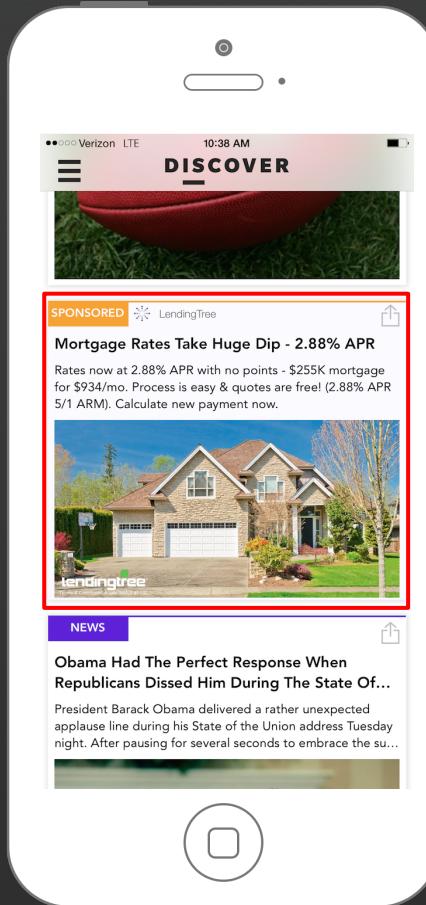
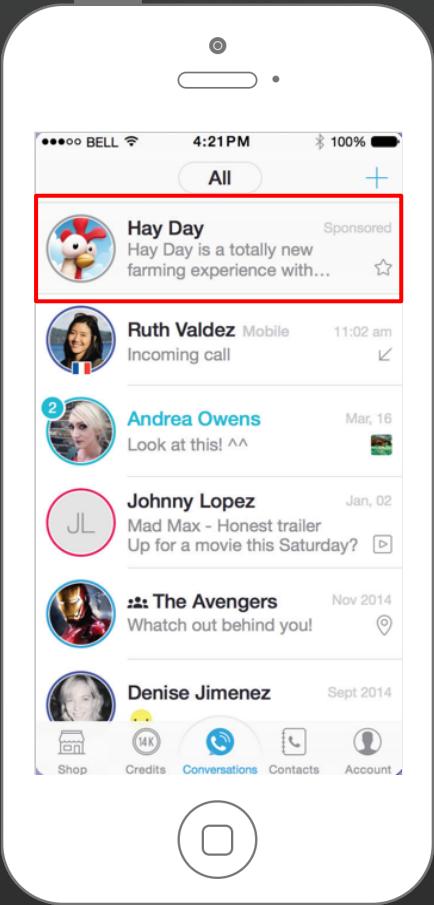
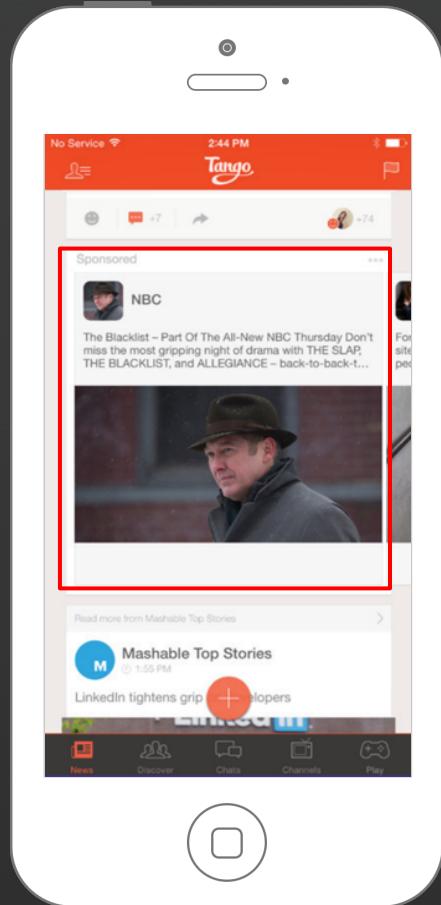
Yahoo App Publishing
enables you to maximize
your mobile ad revenue



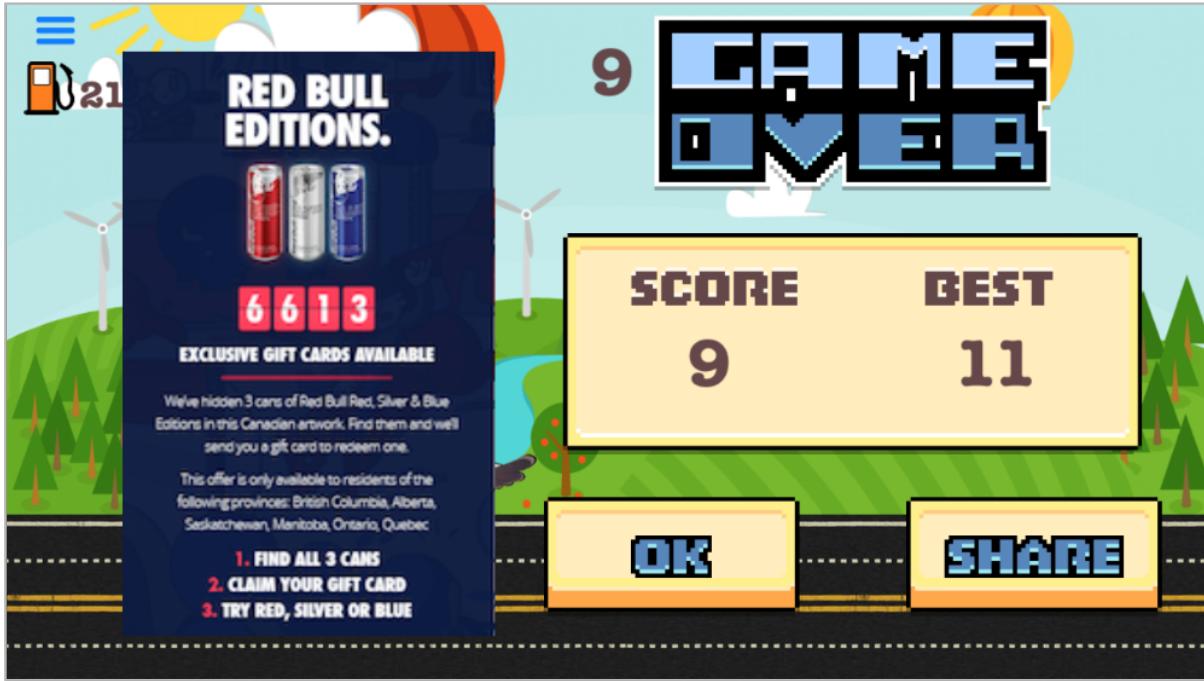
VS



Native ads look, feel and work like all the other content



Yahoo Native Ads in Action



Native Ads in **Games**

NATIVE ADS INTEGRATION

Initialize Ad

```
#import "FlurryAdNative.h"
#import "FlurryAdNativeDelegate.h"
@interface SampleTableViewController () <FlurryAdNativeDelegate>
@implementation SampleTableViewController
- (void)viewDidLoad {
    [super viewDidLoad];
    FlurryAdNative *nativeAd = [[FlurryAdNative alloc] initWithSpace:@"iOSNativeAd"];
}
```

Fetch Ad

```
#import "FlurryAdNative.h"
#import "FlurryAdNativeDelegate.h"
- (void)viewDidLoad {
    nativeAd.adDelegate = self;
    nativeAd.viewControllerForPresentation = self;
    [nativeAd fetchAd];
}
```

Assemble Ad

```
for(int ix=0; ix<adNative.assetList.count; ++ix) {
    if ([asset.name isEqualToString:@"headline"]) {
        self.streamTitleLabel.text = asset.value;
    }
    // Parse rest of ad assets
}
```

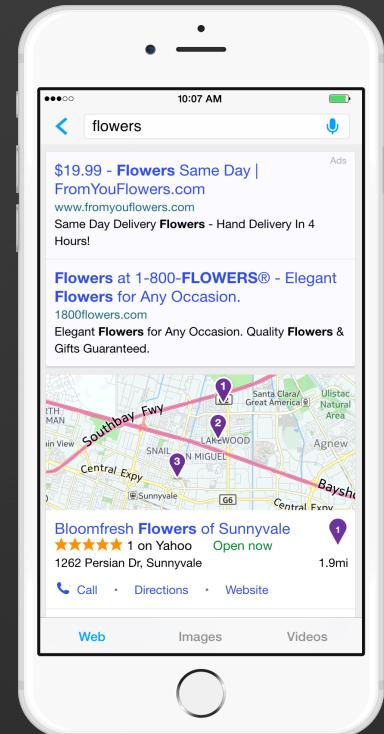
Track Ad

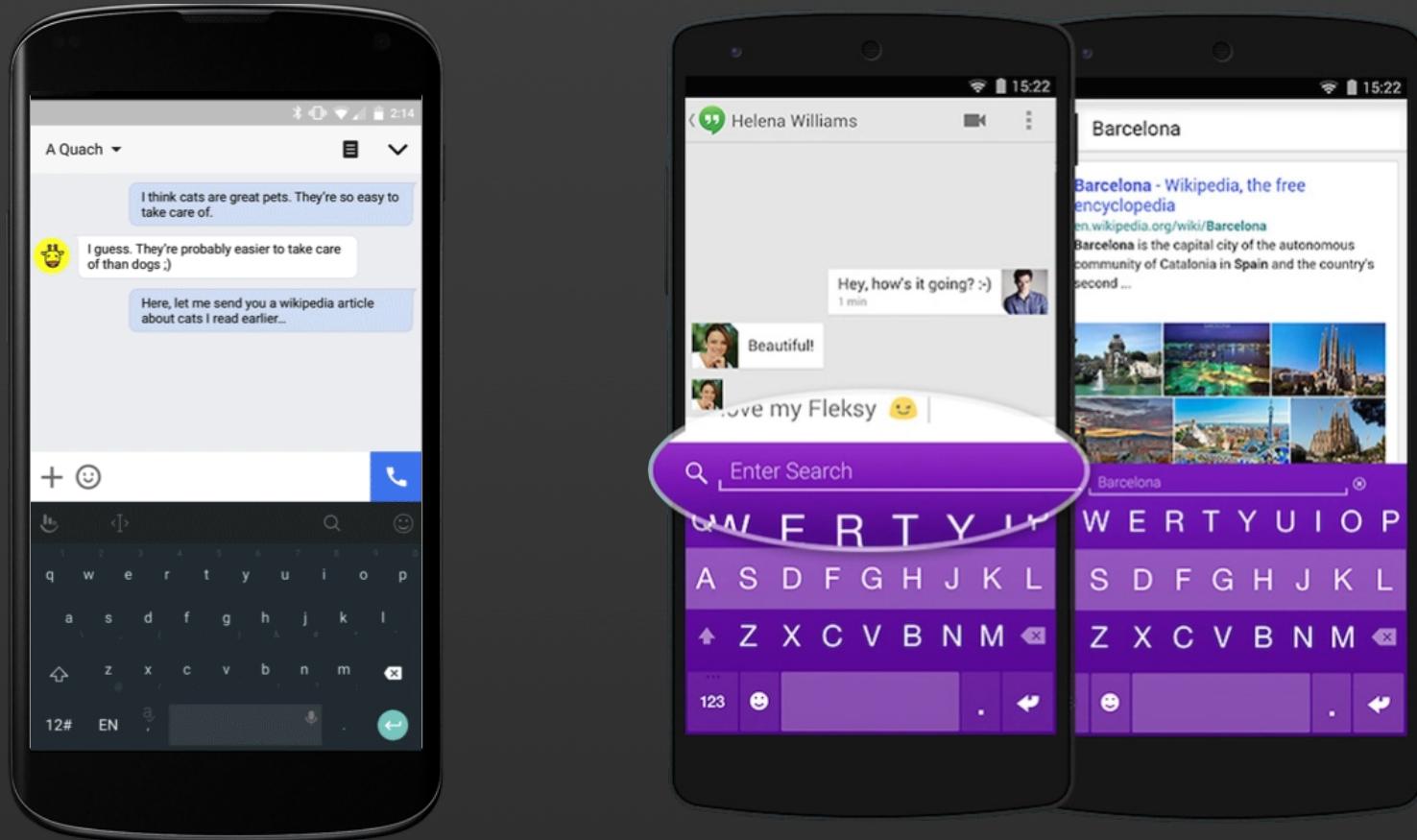
```
- (void)setupWithFlurryNativeAd:(FlurryAdNative*) adNative atPosition:(NSInteger)position {
    [self.ad removeTrackingView];
    self.ad = adNative;
    self.ad.trackingView = self;
}
```

2. Yahoo Search in Apps

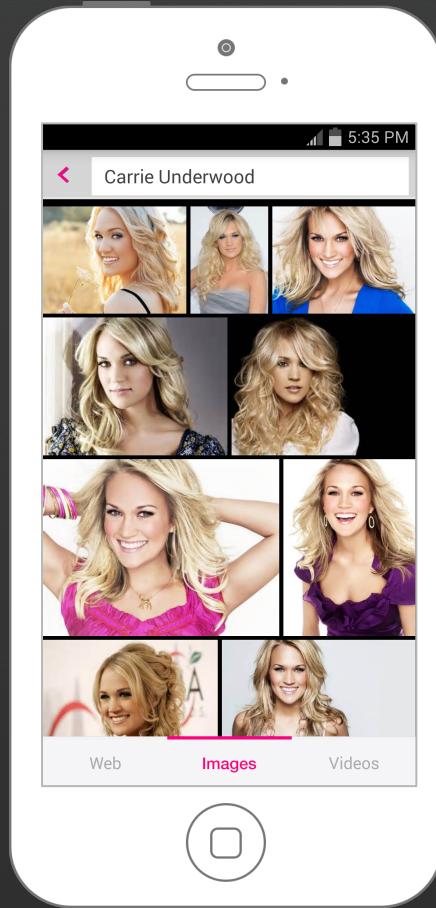
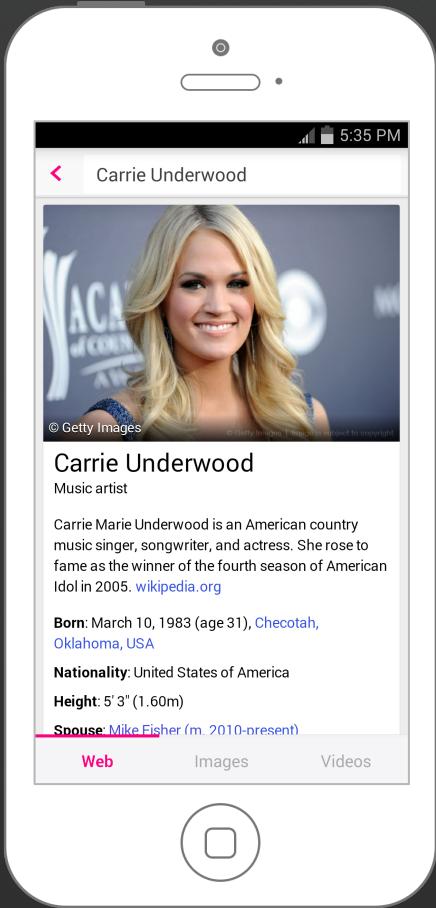
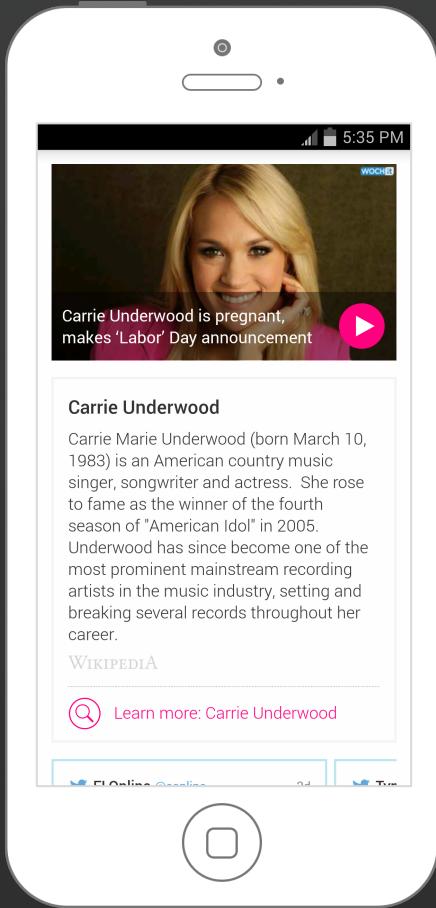


With Yahoo Search in Apps,
your users can **search**, get
auto suggestions and
browse **without leaving your
app.**



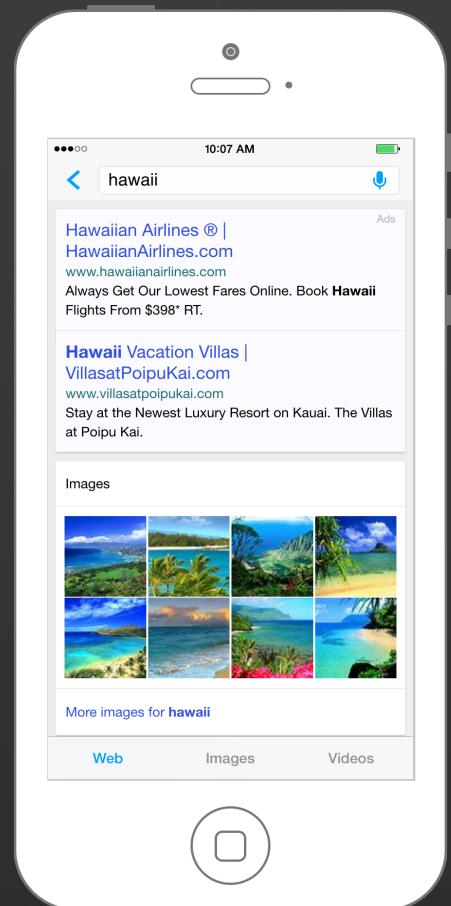


TouchPal, Flexy Keyboards using Yahoo Search



Search Enhances Content - Yahoo News Digest

You can even make money with mobile search ads



Need direct **API access**? Use Yahoo Search API and search web, news and images.

developer.yahoo.com/search

FREE API key at bit.ly/boss-key

3. Tumblr API

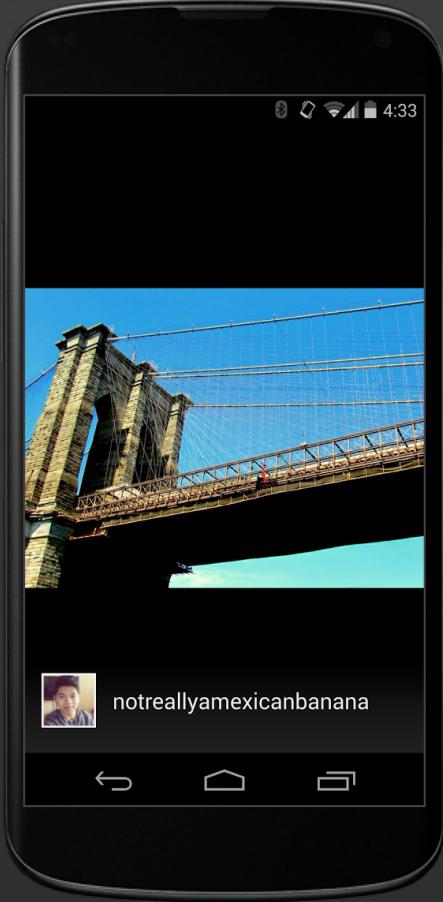
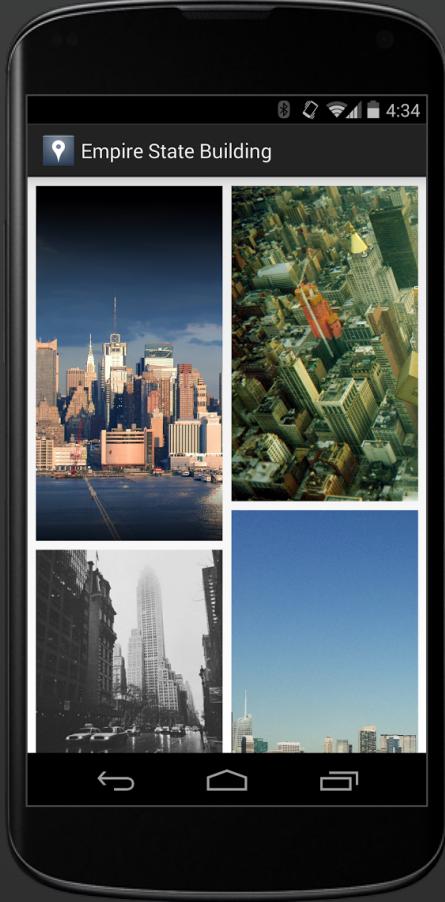
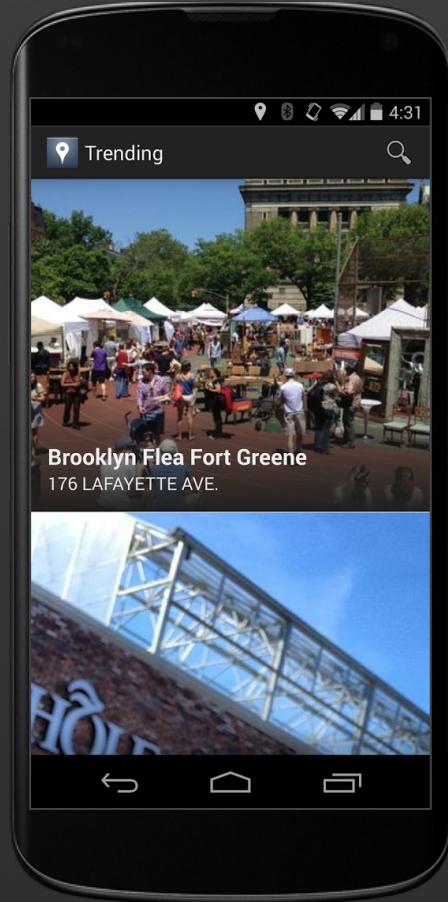


Tumblr API enables
you to **create** unique
posts and **search**
interesting content
from the network

```
{  
  "meta": {  
    "status": 200,  
    "msg": "OK"  
  },  
  "response": [  
    {  
      "blog_name": "fruitsoftheweb",  
      "id": 126675706984,  
      "post_url": "http://fruitsoftheweb.tumblr.com/post/126675706984/bus-rollover",  
      "slug": "bus-rollover",  
      "type": "photo",  
      "date": "2015-08-14 16:02:02 GMT",  
      "timestamp": 1439568122,  
      "state": "published",  
      "format": "html",  
      "reblog_key": "FpKZSIGZ",  
      "tags": [  
        "transparent",  
        "cursing the gif tree",  
        "bus",  
        "crash test",  
        "simulation",  
        "rollover",  
        "HIVE"  
      ],  
      "short_url": "http://tumblr.co/ZCq8Hqlr_TUHe",  
      "recommended_source": null,  
      "recommended_color": null,  
      "post_author": "sloppydemon",  
      "featured_in_tag": [  
        "GIF"  
      ]  
    }  
  ]  
}
```

http://api.tumblr.com/v2/tagged?tag=gif&api_key=<>

api.tumblr.com



Loc: Tumblr meets Foursquare

Tumblr SDK for iOS

An unopinionated and flexible library for easily integrating Tumblr data into your iOS or OS X application. The library uses ARC and requires at least iOS 5 or OS X 10.7.

```
[[TMAPIClient sharedInstance] blogInfo:@"bryan" success:^(id result, NSError *error) {
    if (error) {
        NSLog(@"Bummer, dude: %@", error);
        return;
    }

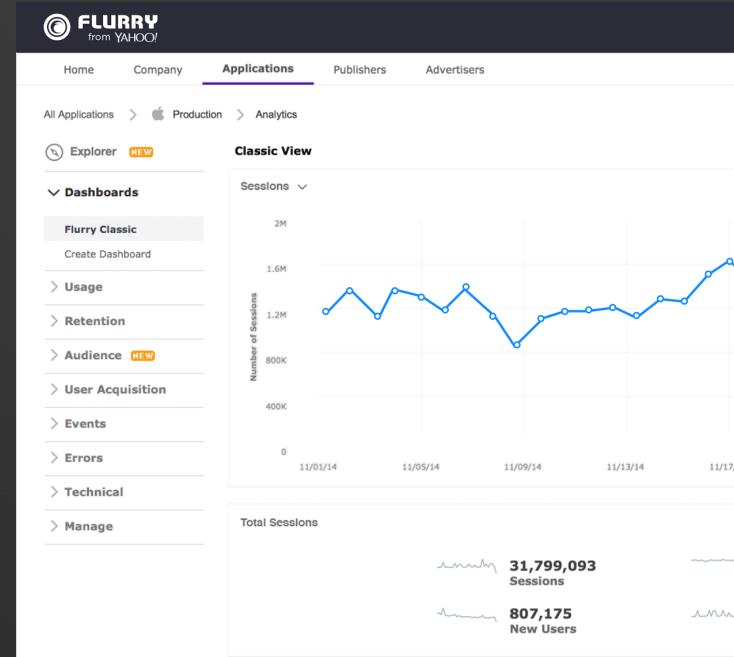
    NSLog(@"Blog description: %@", result[@"description"]);
}];
```

<http://bit.ly/tumblr-quick-start>

One more thing...

Get deep insights into your app usage with **Flurry Analytics**

```
#import "Flurry.h"
- (BOOL)application:(UIApplication *)application
didFinishLaunchingWithOptions:(NSDictionary *)launchOptions {
    [Flurry startSession:@"YOUR_API_KEY"];
}
```



<http://developer.yahoo.com/analytics>

You can do much more with
Yahoo Mobile Developer Suite

developer.yahoo.com

Presenting your hack

DO NOT SHOW US SLIDES ABOUT YOUR HACK



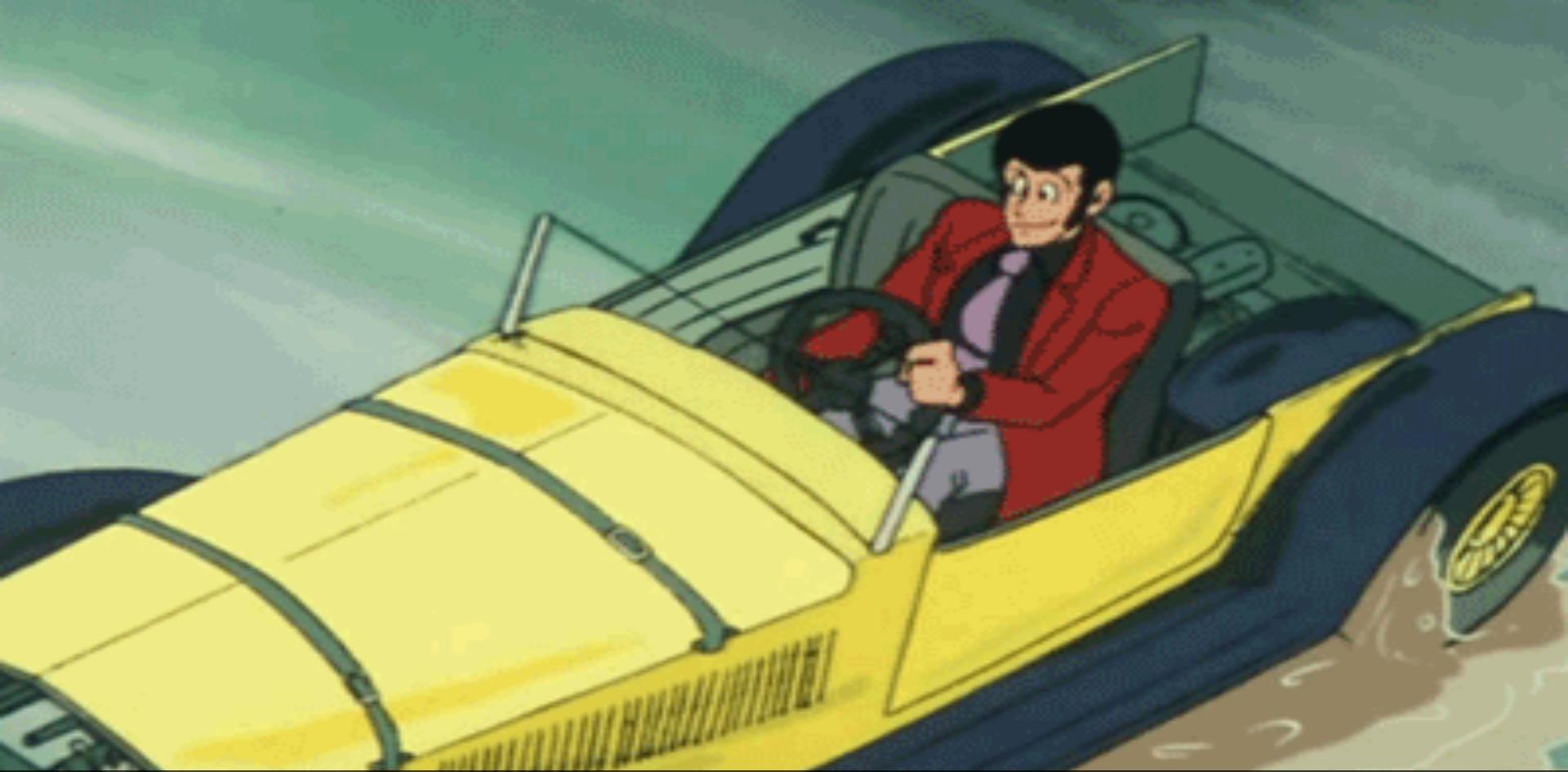
Powerpoint = Fail!



Instead **show us** what you have done



Technical **glitches** happen



Have a **Plan-B**: Screencast, No internet

AND ONCE YOU ARE DONE

Take your hack **live**

Show other hackers what you have done

Stay in touch with @ydn, @FlurryMobile

HERE TO HELP: CHEAT SHEETS

Yahoo App Publishing iOS

developer.yahoo.com/app-publisher

SERVING NATIVE ADS

```
graph TD; INIT[INIT AD] --> FETCH[FETCH AD]; INIT --> ASSEMBLE[ASSEMBLE AD]; ASSEMBLE --> TRACK[TRACK AD]; ASSEMBLE --> CACHE[CACHE]; CACHE <--> FLURRY[FLURRY]
```

About

Yahoo App Publishing enables you to maximize your mobile ad revenue with native and video ads from Yahoo, Flurry, and BrightRoll advertisers. You will get access to thousands of high quality Yahoo advertisers across top categories like retail, telecom and entertainment.

With a variety of formats available, you can choose the strategy that works for you. Integrate in-stream native, video, or standard display ads to fit your app experience.

Getting Started

- Get your API Keys: Start by creating an app. Once you create the app, you'll receive a Flurry API Key, which you'll need when using the SDK. [https://dev.flurry.com/uploadVersionSelectProject.do](https://dev.flurry.com/createProject>SelectPlatformDownload the Flurry SDK: <a href=)
- Add Flurry SDK and required libraries: <http://yahoohub.1KTe05w>
- Create an Adspace: For native ads click placement as "Stream" and for video "I https://dev.flurry.com/appSpotSignup."
- Integrate Ads into your app

Flurry Analytics

developer.yahoo.com/analytics

INTEGRATE FLURRY ANALYTICS

```
graph TD; INIT[INIT FLURRY] --> TRACK[TRACK EVENTS optional]; INIT --> FLURRY[FLURRY]; TRACK --> FLURRY
```

About

The Flurry Analytics SDK provides you with the tools and resources you need to gain a deep level of understanding about your users' behavior in your apps. You can get started with just 3 lines of code and we will capture sessions, users, retention and much more automatically. You can also set up advanced analysis of complex events with metrics, segments and funnels to better track your users' habits and performance.

Yahoo Search In Apps iOS

https://developer.yahoo.com/search-sdk

WEB IMAGES VIDEO ADS

```
graph TD; WEB[WEB] --> IMAGES[IMAGES]; IMAGES --> VIDEO[VIDEO]; VIDEO --> SEARCH[Search in Apps SDK]; SEARCH --> PHONE[Mobile Phone]
```

Search in Apps SDK

Easily add Yahoo Search results and ads to your apps

Add Yahoo search to your app to improve the in-app experience and capture monetizable moments. Capture more of the user experience - no more leaving your app and launching a browser to perform a quick search!

Keep users in your app

Drive engagement

Generate revenue

Make money on your queries

Mobile Search ads provide a simple way to monetize your mobile app without sacrificing user experience. Users see Search as a useful new feature instead of the addition of disruptive ads.

bit.ly/yahoo-cheatsheets

HERE TO HELP: YAHOOOS



QUESTIONS / COMMENTS: TWEET US

#ymdcnyc

HACK RESOURCES

<https://developer.yahoo.com>

<https://github.com/flurry>

<https://gist.github.com/ydn>

<http://yahoodevelopers.tumblr.com/>

<https://api.tumblr.com>

<http://bit.ly/tumblr-quickstart>

<http://bit.ly/yahoo-cheatsheets>

THANKS!

 <http://slideshare.net/saurabhsahni>

 <http://twitter.com/saurabhsahni>

 <http://github.com/saurabhsahni>

 <http://www.saurabhsahni.com>