

The Integrated Operator: A Mobile Perspective

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Integrated operator's perspective on mobile Web



- "One Web" is the ultimate target
 - ♦ Improve access to Web services for mobile devices – “the Internet in my pocket”
 - ♦ Deliver compelling Web user experience across multiple networks and terminals
 - ♦ Enable “author once, publish many”
- Mobile Internet today is facing quite a few challenges
 - ♦ Perceived by users to be broken – rarely works as anticipated
 - ♦ Industry consensus is needed to overcome barriers to mobile access – adoption of well-designed standards is critical

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- **User expectations**
 - ◆ Need “right” content – at the “right place and the right time”
 - ◆ Paid service/content implies higher quality
 - ◆ Mobile operator focused customer relationships

- **Usage factors**
 - ◆ Device form factor and ergonomic limitations
 - ◆ Asynchronous interaction – here and now
 - ◆ Location and context

Illustrative issues: devices and browsers



- Device diversity
 - ♦ Mobile devices tend to be heterogeneous, with highly variable capabilities – unlike the more homogeneous desktop terminals
 - ♦ Diversity of the available hardware/software platforms continues to increase – “author once, publish many” seems to be a pipedream

- Multiple mobile browsers
 - ♦ Optimized for certain content formats – with a variety of proprietary extensions and/or “undocumented features”
 - ♦ Growing number of configurations, versions and releases – often based on arbitrary interpretations of current standards

- ➔ ***CC/PP and UAProf were meant to standardize device descriptions – yet device profiles are hard to find, invalid and/or inaccurate***

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Illustrative issues: content adaptation



- Requirements for content adaptation
 - ◆ Get accurate and reliable information about delivery context
 - ◆ Select “right” content for “right” device
 - ◆ Adapt layout and presentation
 - ◆ Adapt internal navigation
 - ◆ Trans-code image and markup formats as necessary

- ➔ *If a Content Provider develops a service based on a content adaptation solution used by Operator A, could this service be made available to Operator B employing a different solution ?*

Conclusions



- “Mobile Web” and “Desktop Web” of today are different
- Proliferation of increasingly diverse mobile devices with multiple versions of various browsers and content players threatens the vision of “One Web”
- Interoperable content adaptation solutions and verifiable device/user profiles seem to be badly needed

Recommendations



- Agree on the exact scope and prioritized objectives of the MWI – considering all the complementary efforts
 - ◆ Take stock of available standards and technologies
 - ◆ Identify gaps and improvement opportunities
 - ◆ Decide what needs to be done, in what order and by whom

- Consider creating a “Mobile Web Trust Mark”
 - ◆ Based on a comprehensive set of guidelines and compliance test suites for services, devices and browsers – including an accurate and easily accessible repository of device profiles

- ➔ ***Could any "Mobile Web" certified service or content be made accessible via any "Mobile Web" certified device/browser?? (Unrestricted)***