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
Mobile Internet

➢ 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
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??