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http://www.w3.org/2005/10/india/MWI_d1/

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OUTLINE

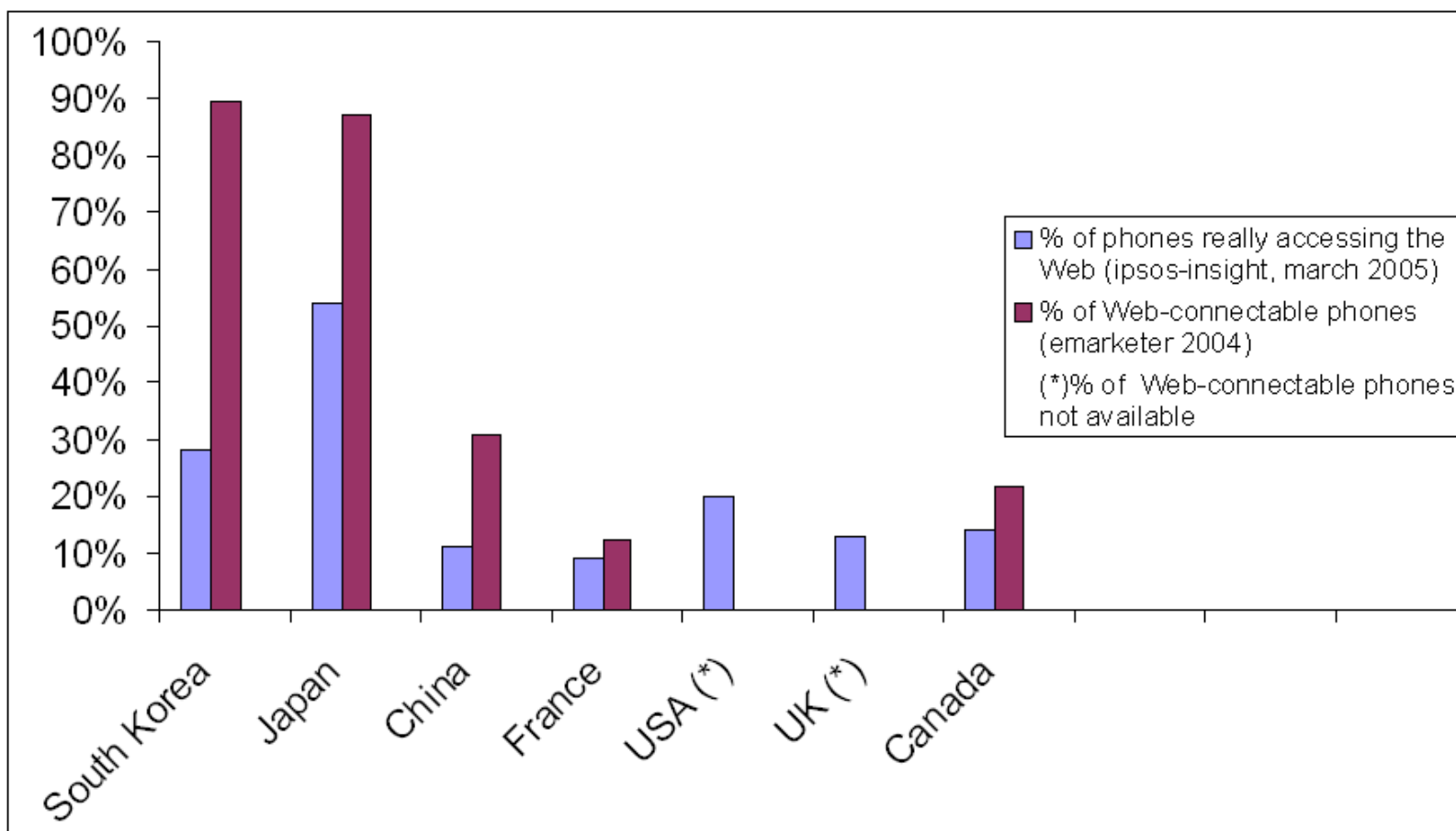
- Problems for Network Operators
- Problems for Mobile Web Users
- Problems for Content Authors
- Opportunities
- The W3C Mobile Web Initiative
- MWI Steering Council
- MWI Sponsors
- MWI Participants
- Conclusion

Problems for Network Operators

Stagnating Voice ARPU - Low Data ARPU :

- 24% of the total number of Web-capable phones have been used at least once to connect to the Web
- 50% of the Web-capable phones are not even configured for Web-access
(61% of the total number of phones are Web capable)

Figures by countries (source <http://blog.webservices.or.kr/hollobit/>)



Problems for Mobile Web Users

- While commuting to work, user sees a URL on a bill-board
- "Hey -- I've just bought a snazzy new phone with access to 'the Web,' right? I'll give it a try!"
- Works for 15 minutes to figure out how to enter a URL into their phone's browser
- Seems to load something, but logos and images are so huge that it's impossible to make sense of the user interface on the small phone screen
- 'Wait -- I'll try my mobile phone provider's Web site -- I'm sure theirs will work!'
- Same result.
- Tries to log in to favorite Web mail system.
- "Sorry, your browser doesn't support cookies!"
- Throws phone out train window.

Problems for Mobile Web Users (2)

- Poor User experience on constrained device
- Discoverability problems : hard to find mobile Web compliant sites

Problems for Content Authors



Mobile Christmas 2004



Source: RusselBeattie.com

Problems for Content Authors (2)

- Affordability : developing one version for each ? maintaining the same raw data in multiple places ?
- Adaptability with good user experience ?

Hardware Limitation?

Probably not :

- CPU Power ? 150 DMips / 16Mo for low-end phones - 750 DMips / 256Mo for high-end phones
- Visual ? Screen up to 640x480
- Interaction ? Keyboards / Stylus / joystick / ...
- Network speed ? GPRS / EDGE / WCDMA / 3G networks up to few Mb/s

But battery is still a problem

Missing Web Technologies?

Probably not :

- Dedicated Markup for constrained devices
- Technologies for Delivery Context Information Management and Exchange
- Technologies for Device Independent Authoring
- ...

But implementations are still on their way

Is the Mobile Web needed at all?

For sure YES !

- Small screen : light and handy way to bring the Web with you
- The Web with you everywhere :
 - Location Based Service
 - Enhanced interaction with daily life (camera, ...)
 - access the information exactly when you want or need it
- Diversity of equipments
 - use the device which best suits you
- ...

The Roots of the Mobile Web Initiative

- Nov. 2004 : W3C Workshop on the Mobile Web Initiative
 - Network Operators (Vodafone, Orange, T-Mobile, NTT DoCoMo, 3UK, ...)
 - Phone Manufacturers (Nokia, Sony-Ericsson, ...)
 - Authoring tool manufacturers (Adobe, Macromedia, ...)
 - Browser vendors (Opera, Access, ...)
 - Content Providers (BBC, ...)
 - Big players (IBM, HP, Microsoft, ...)

The Roots of the Mobile Web Initiative (2)

- Output :
 - Missing guidelines and best practices for content authors
 - Missing Interoperability/agreement on the global framework leading to usability issues
 - Discoverability problem
 - Missing reliable repository for device informations

The Mobile Web Initiative

- Launched in May 2005
- 17 Founding Sponsors
- 2 Technical Working Groups
 - Best Practices Working Group
 - Device Description Working Group
- Driven by the MWI Steering Council

Why an Initiative?

- No foreseen development of any new technology
- Development of Guidelines and Best Practices
- Development of "MobileOK" Trustmark
- Marketing and Outreach activities
- Training
- ...

Why W3C is leading?

- Has mobile experience since 1997
 - XHTML
 - MMS content types (SMIL, SVG)
 - Device Independence (CC/PP, UAProf)
- Mobile becoming Web first class citizen
- Leading consensus-building organization of the Web
- Experience in "breaking up silos"

Why W3C is leading? (2)

- "One Web" approach

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HOW TO ACCESS

http://www.tfm.co.jp/

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ボータフォンライブ!▶ とくトク情報局

GO QRコード 携帯のバーコードリーダーからアクセスする方はこちらから

サポート・ユア・カーライフ

JAF 携帯サイトのご案内

http://jafmb1.jp/

http://www.jaf.or.jp/ez/index.cgi

http://www.jaf.or.jp/v/

iモード、EZwebの公式サイトからもご覧いただけます。

☆ iモード: [iMenu] ⇒ [メニューリスト] ⇒ [趣味] ⇒ [クルマ/バイク] ⇒ [JAF]

☆ EZweb: [トップメニュー] ⇒ [ライブ] ⇒ [ライブ] ⇒ [車・住宅] ⇒ [JAF ロードサービス]

Why W3C is leading?(3)

Good liaisons with other standardization bodies in the mobile space

- OMA
- 3GPP

MWI Steering Council

- MWI maintained through financial support by sponsors
- Leadership through seat on MWI Steering Council
 - Develop MWI-supported Activity proposals
 - Receive report on MWI progress
 - Prioritize future work items
 - Advice on marketing and outreach activities
 - Press release on joining
 - Testimonials
 - MWI Sponsor logo
 - MWI seminars
 - MWI talks
 - MWI publications
 - MWI tradeshow appearances
 - Manage liaisons

MWI Sponsors



MWI Participants

Afilias Limited	AOL	Argo Interactive	AT&T	BBC
Boeing	CDAC	Druett Corporation	ETRI	EIMundo
Ericsson	France Telecom	Fondation CTIC	Fondation ONCE	Google
Indus Net Technologies	HTML Writers Guild	ICRA	Mobileaware	mTLD Consortium
Nokia	NTT DoCoMo	Openwave	Opera	Royal National Institute for the Blind
Segala M Test	Sevenval AG	T-Online	TIM Italia	University of Helsinki
Vodafone	Volantis	WURFL Team		

Conclusion

- The W3C Mobile Web Initiative is taking off
- Time to join W3C and MWI participate and influence the work
- In-depth technical presentation of ongoing work to be presented tomorrow

Next Outreach Events

- 15 November 2005 - London, UK : *First Outreach Event : The Web on the Move*
- 13-16 February 2006 - Barcelona, Spain : 3GSM 2006 (Hall 2 - Booth G78)
- 22-26 May 2006, Edinburgh, UK : WWW2006

Further Information

Contact : [Philipp Hoschka](#) and [Stéphane Boyera](#)

[MWI Home Page](#)

[Device Description Working Group Home Page](#)

[Best Practice Working Group Home Page](#)

[MWI Sponsoring Information](#)