

The Web on the Move

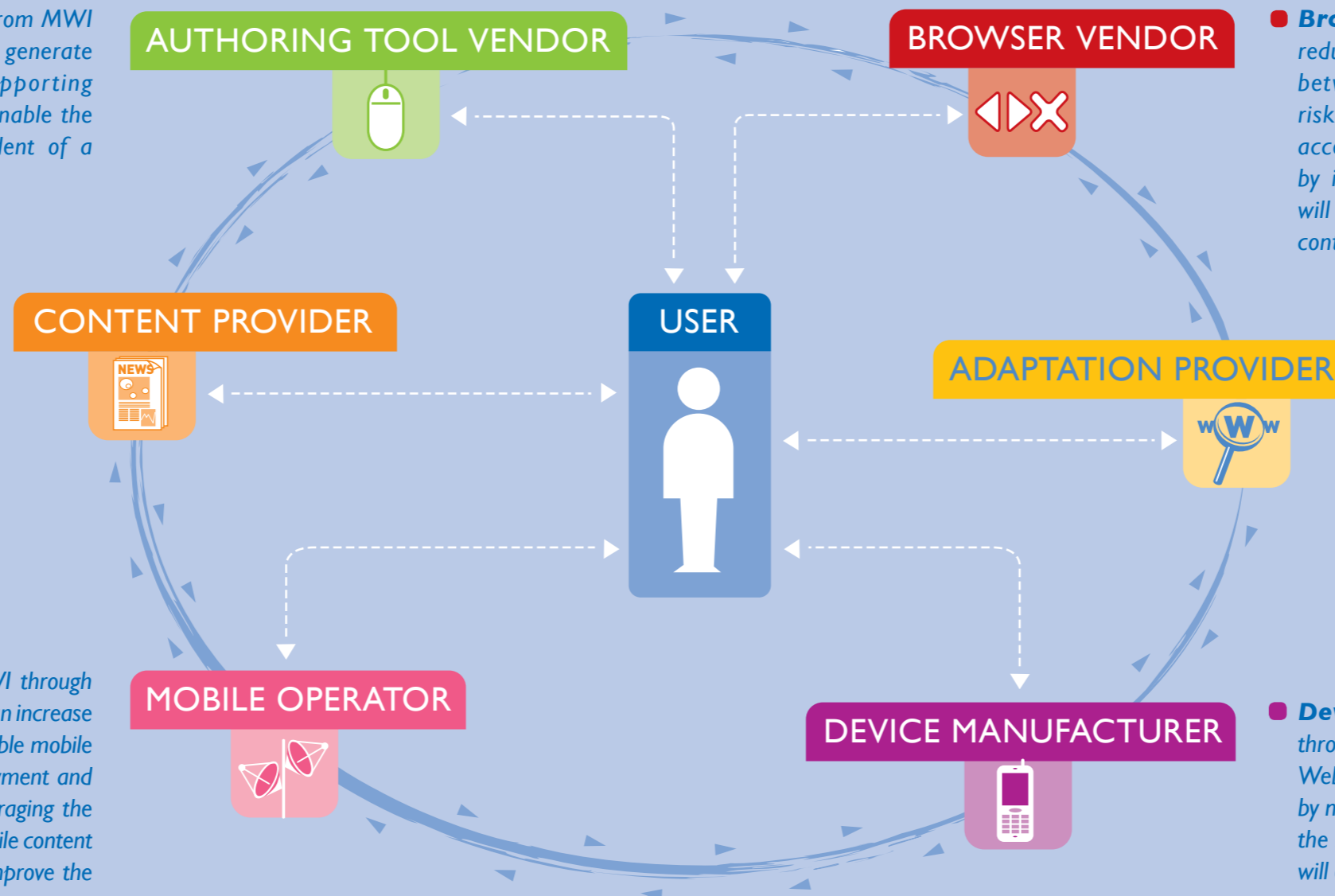


Making Web access from a mobile device as simple as Web access from a desktop device.

Mobile Web Initiative (MWI) participants are building a database of device descriptions and developing best practices for the creation of mobile friendly Web sites.

Cooperation brings benefits to all

- **Authoring tool vendors** will benefit from MWI through an increased demand for tools that generate mobile-friendly content. In turn, by supporting MWI Best Practices, authoring tools will enable the creation of content that works independent of a particular handset or browser.
- **Content providers** will benefit from MWI through more reliable device descriptions. Also, the cost of content creation will be significantly reduced by authoring tools, browsers and handsets that are compatible with Web standards. By following MWI Best Practices, content providers will reach a larger and more satisfied audience.
- **Mobile operators** will benefit from MWI through increased take up of data services, resulting in an increase in the average revenue per user (ARPU). Reliable mobile Web access will also lower the cost of deployment and reduce costs for customer support. By encouraging the use of MWI Best Practices throughout the mobile content production chain, operators will be able to improve the mobile Web experience for all.



- **Browser vendors** will benefit from MWI through reduced browser development costs. Strong liaisons between standards organizations will lower the risk of an expensive divergence between mobile access to the Web and desktop access. In turn, by implementing Web standards, browser vendors will provide a reliable and interoperable target for content and adaptation providers.
- **Adaptation providers** - those who supply tools and services to allow content to be selected, generated or modified - will benefit from MWI by sharing the cost of developing and maintaining high-quality device descriptions. In turn, by supporting MWI Best Practices, adaptation tools will be more valuable to content providers and other players in the mobile production chain.
- **Device manufacturers** will benefit from MWI through increased sales of handsets that provide mobile Web services on emerging mobile data networks. In turn, by making descriptions of device characteristics such as the screen size readily available, device manufacturers will enable a high-quality user experience across a wide range of devices with very different capabilities.

The mobile Web goes where the users go. Users demand Web access when and where they need it, using their mobile devices. W3C's Mobile Web Initiative brings it to them.

W3C Mobile Web Initiative Sponsors



W3C Mobile Web Initiative Sponsors enjoy unique benefits, which include setting the direction of the MWI, proposing new work, and participating in dedicated marketing and outreach activities. MWI is led by key players in the mobile production chain, including authoring tool vendors, content providers, handset manufacturers, adaptation providers, browser vendors and mobile operators. For more information, please visit <http://www.w3.org/Mobile/Sponsoring>



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