

Making the Web Truly Mobile

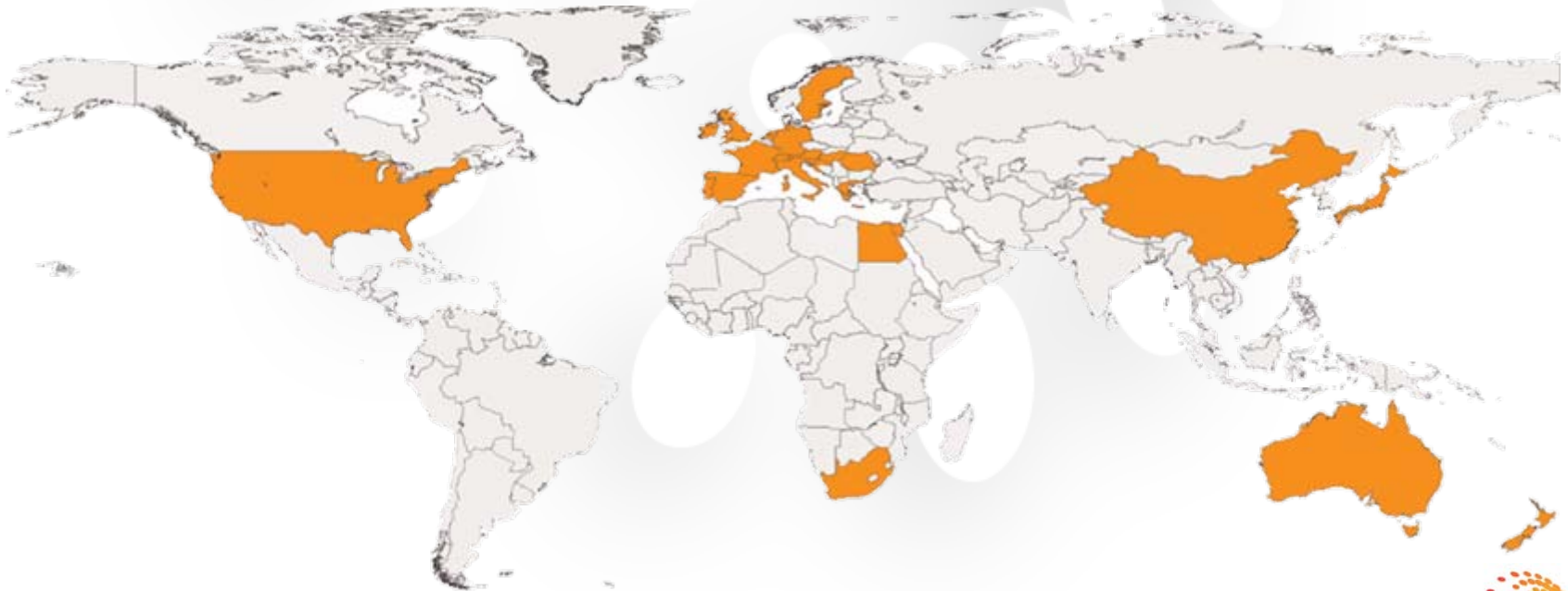
Great Opportunities, Some Challenges

MWI London event
Jonas Wilhelmsson
VP Partner & Alliances

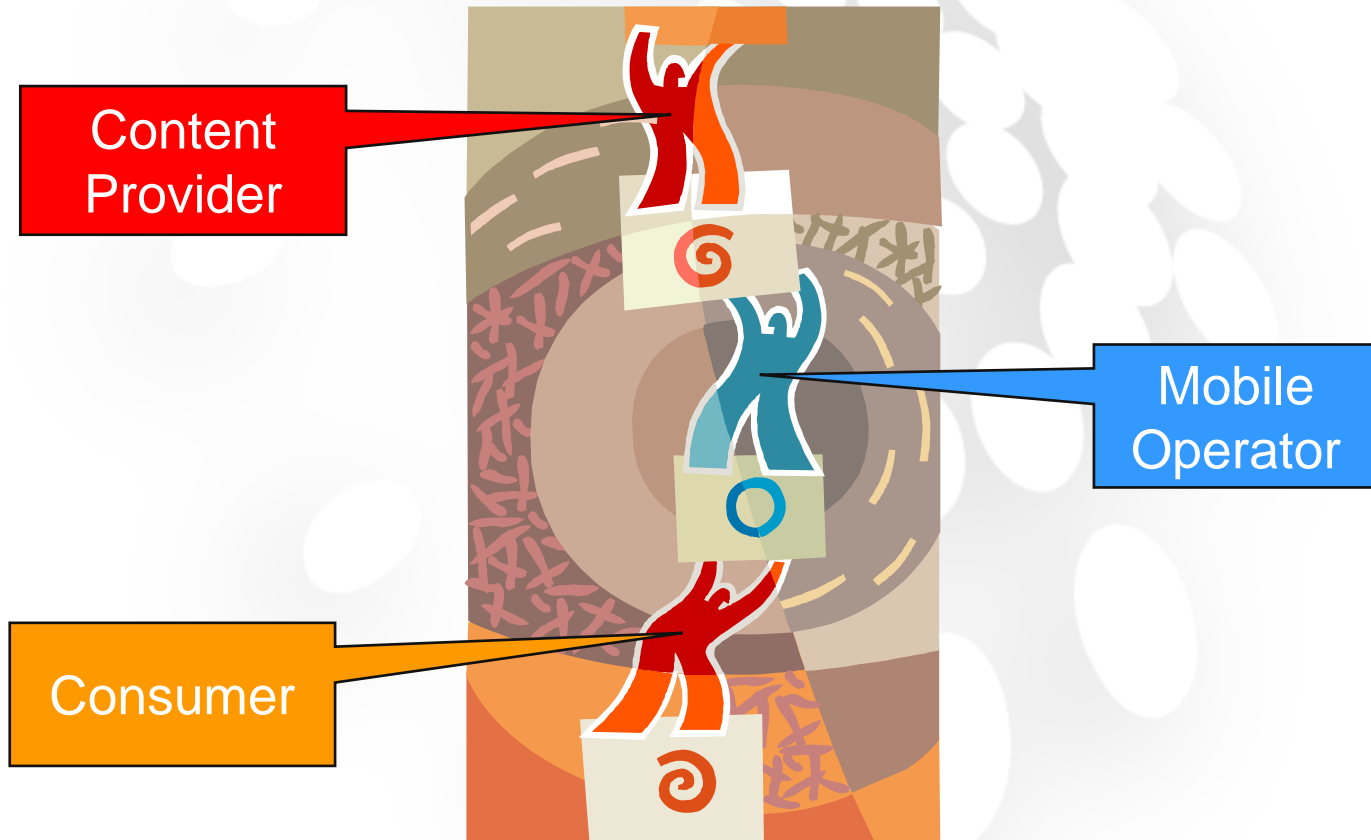
Welcome to Drutt Corporation

The Leading MSDP Provider

- Global software company, focused on mobile content delivery
- Offices in Sweden, China & USA
- More than 30 operators in 25 countries around the world



Mobile Web – Key Stakeholders



Analysts: It's a "fat tail" business

- There are no killer applications
- Instead, a large number of services are needed

Amazon sells 13 million titles and Barnes & Noble [only sells] the top 130,000. But 60% of Amazon's revenues come from the "fat tail".

Light Reading Insider, Vol 5, No 4, Apr 2005

Current situation – Mobile Operators taking the lead

- Walled Garden business model
 - 10-30% of users (?)
 - High margins
- Content = services must be *perfect*
- 3 mission-critical functions
 - Content adaptation
 - Content integration
 - Content charging
- Everything else is negotiable

Questions

- Is the walled garden the only valid business model?
- 10 years ago, there was no Web
- How did it get so big?
- Premium sites?
- Today, "surfing" doesn't work.

Now, operators starting to change their minds...

- Rationale
 - Enormous investments in 3G infrastructure, but little traffic
 - Bringing the whole web to mobile devices will increase traffic dramatically
 - Increasing usage will also grow the hi-margin walled garden business

Exploiting the potential

- Make the entire web truly mobile - MWI
- Two business models – co-existing
 - Walled Garden – Brand building
 - One Web – Grow the business
- Focus on where mobility adds value
 - In the eye of the beholder
 - Do your segmentation homework
 - Transactions will follow

Thanks

