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The Integrated Operator's Perspective on Mobile Web

W3C MWI Event in London

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The France Telecom Group



- ▶ 125 million customers worldwide – fast growth in mobile and broadband
 - ▶ 63.3 million mobile
 - ▶ 49.7 million fixed
 - ▶ 11.1 million Internet – including 5.1 million broadband
- ▶ €10.8 billion operating income – €47.2 billion revenues

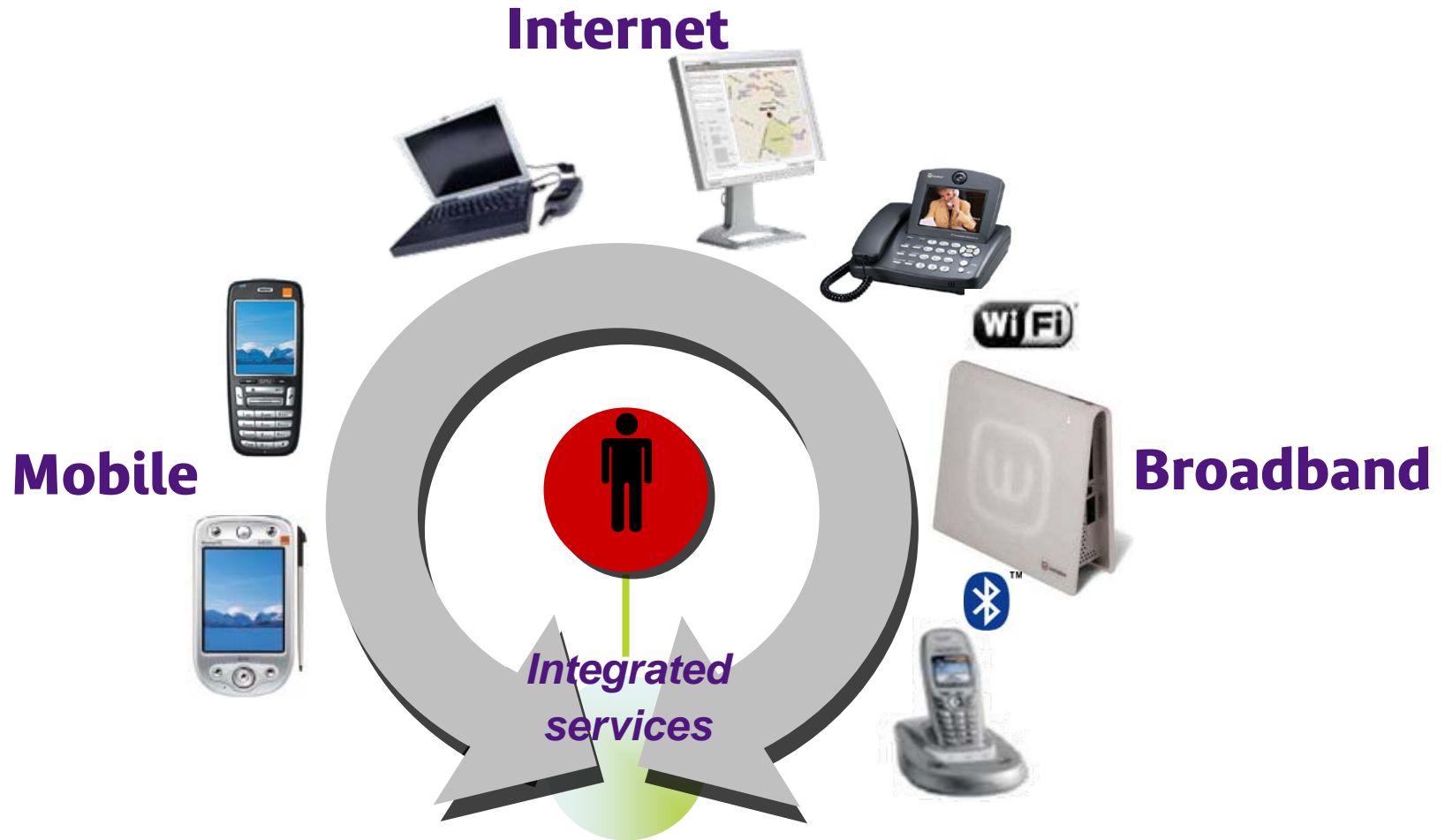
(source: 2004 Annual Report)

- ▶ Well established brands



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France Telecom: integrated operator



Consistent user experience across multiple channels

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One Web is an ultimate goal



▶ Proliferation of diverse devices

▶ *Author once, publish many*

▶ Increased user mobility

▶ *Right content at the right place and the right time*

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Tomorrow's mobile Web will be different



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Example 1: Web mini-applications



A consistent user experience on desktop and mobile

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Example 2: Browser based application



Weak network signal at this location

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Summary



- ▶ As an integrated operator, the France Telecom Group is proud to be a founding sponsor of the Mobile Web Initiative (MWI)
- ▶ We recognize the importance of new Web opportunities enabled by the W3C standards
- ▶ We believe that the MWI will become *the* industry platform for developing a shared vision of mobile Web

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