

# Mobile Web Initiative

Accessing the Web on the move  
anywhere, anytime, by anyone



Paul Walsh  
CEO  
Segala

[www.segalamtest.com](http://www.segalamtest.com)

# Mobile – the fourth screen

- More phones in the UK than there are people
- 15 billion WAP page impressions in 2005
- GPRS capable handsets exceeds 50% of total handsets



# Thinking of end users

- Give users what they want – access to the Web
- Help deliver how users want to ‘browse’
- Build TRUST – ‘mobileOK’
- Enable personalised search for mobileOK sites

