

the **color** of
Mobile Web
in India

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Jataayu - Background

- Jataayu formed with a clear focus of delivering solutions for wireless data services
- Established in Mar 2000
- Handset and Network products to provide complete range of data service capabilities to the mobile environment
- Large operator footprint with solutions deployed at over 55+ operators worldwide across 35+ countries
- Over 80 million subscribers serviced via these operators
- Over 60% of data traffic in Indian mobile networks for WAP, Mobile Web and MMS handled by Jataayu products
- Complementary handset solutions division focusing on wireless data applications like WAP, MMS, SyncML, IMPS, Email, Web browsing, Download
- Over 30 million handset products licensed worldwide
- Handset customers include Motorola, Samsung, BenQ, and over 20 other OEMs, design houses and semiconductor companies
- Active participants in OMA, W3C and MWI
- Over 350 people strong with offices in UK, Singapore, Korea, Taiwan and the US; headquartered in India with major development center in Bangalore

Subscriber footprint

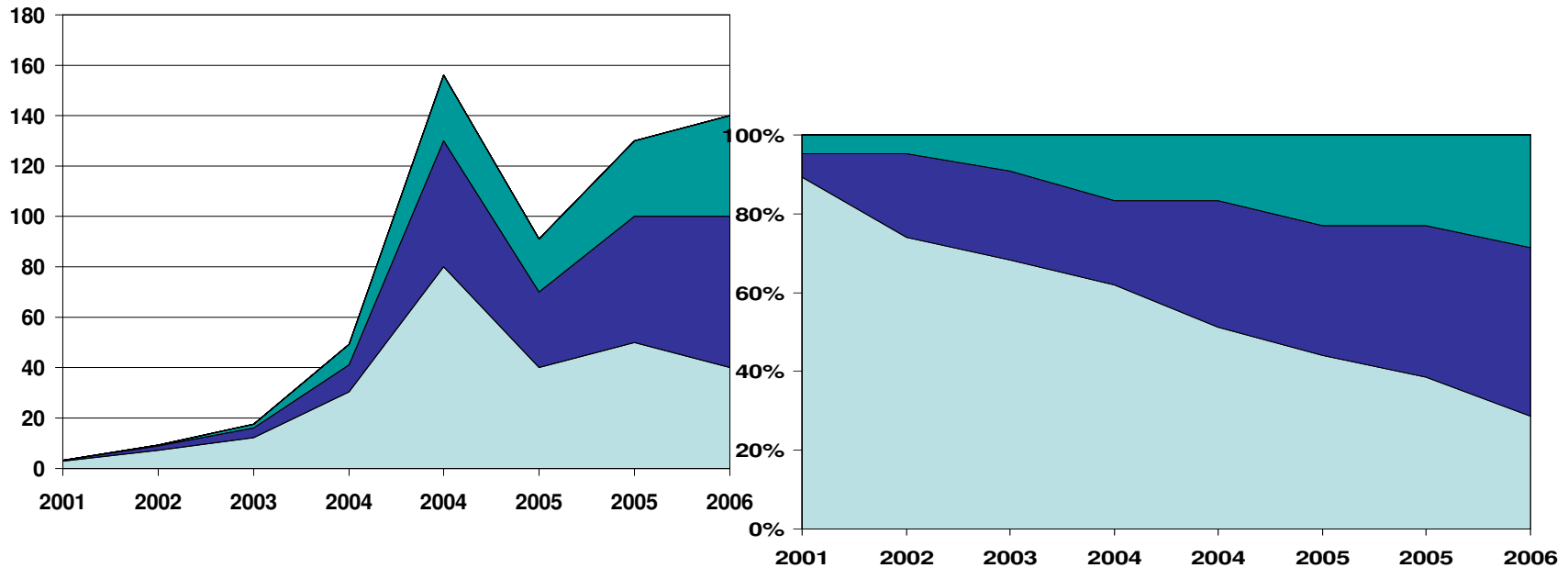


Early days



- 2000-01
- Top 10 sites had only one information website – rediff.com
- The rest of the sites were what can be best classified as “Entertainment”
- Approximately 0.5 million hits per day

2001-2005



2004

Top 10 sites included two “regular” web sites – Yahoo, rediff

Also included a specialist mobile site – mauj

Peak traffic topped out at over 15 million hits per day

2006

- Today over 14 million hits per day; yet to fully recover lost ground from 2004
- WAP1x nearly 30% of traffic; WAP2x around 42% and the rest true Web access
- Top 10 sites
 - Regular: Yahoo, Google
 - Onyx3366, waptrick, mauj, onmobile
 - “Entertainment” sites : 4
 - The site we have been waiting for over 5 years: bseindia.com crops up regularly in the top 20 this year and once made it as high as 6th position
- 20000 downloads a day; mostly ringtones, some applications

Key takeaway

55%+

of

current mobile internet access
is towards forms of
Entertainment

Similar studies

- In Paraguay
 - 60% towards entertainment
- In Kazhakstan
 - Over 70% towards entertainment
- Other studies planned for Ukraine, South Africa

Consistent user patterns

- 10% of ARPU = data services
- If you take away P2P communication, P2A traffic is highly skewed
 - 500 keywords or more in most operators
 - All put together a few million SMS
 - Yet one Indian Idol or similar program generates 20 million SMS for one episode
 - (*redhat case study*)
- Radio Mirchi gets nearly 100,000 SMS a day
- China Mobile chairman
 - Mobile music sales exceeded instore music sales in 2005
 - In 2006, South Korea is expected to do the same
(<http://inhome.rediff.com/money/2006/apr/25bspec.htm>)

tagtag.com

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Summary

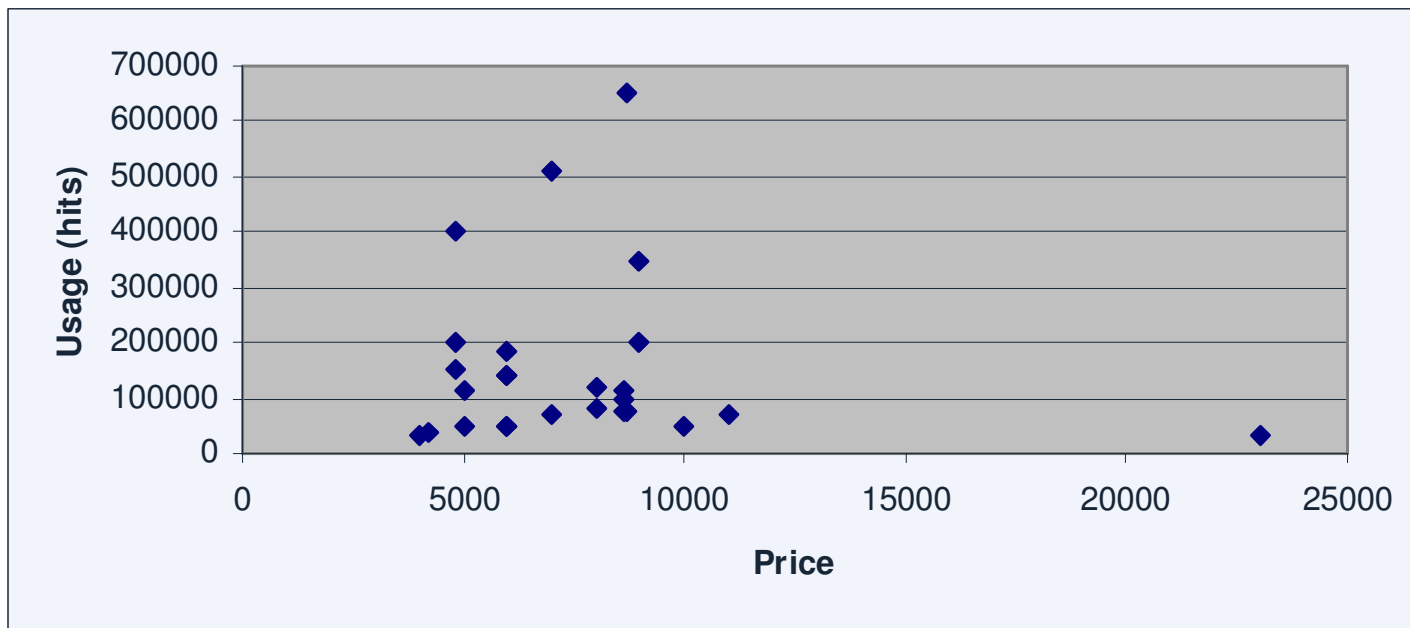
- Education, e-governance, healthcare, community building and many similar applications are not only desirable but necessary applications and services for which mobile phone can be a important platform
- Current usage patterns indicate that there may be alternate routes to educate people on what the Mobile Web can do to them, via Entertainment
- “Entertainment is the opium of the masses”
 - (**Computers are the world’s biggest opportunity**
<http://www.cs.swan.ac.uk/~csharold/tick/spoleto2.pdf>)

Mobile Web usage

- 7% of hits are for HTML pages
- ~15% of these are aborted requests
- ~1% of hits today are unserved

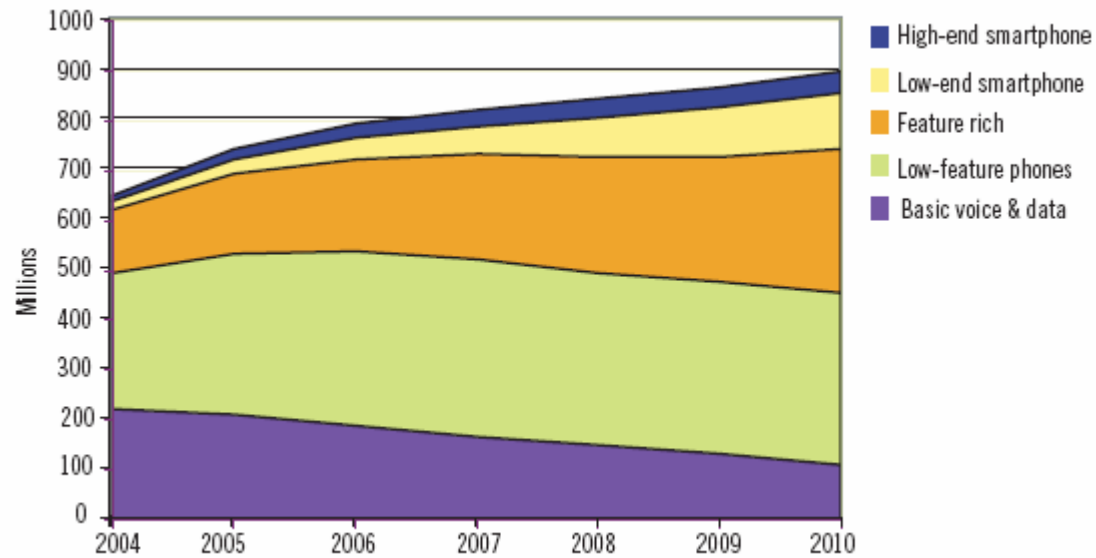
- =
- Assisted migration from WAP to full Web

Handset prices vs usage



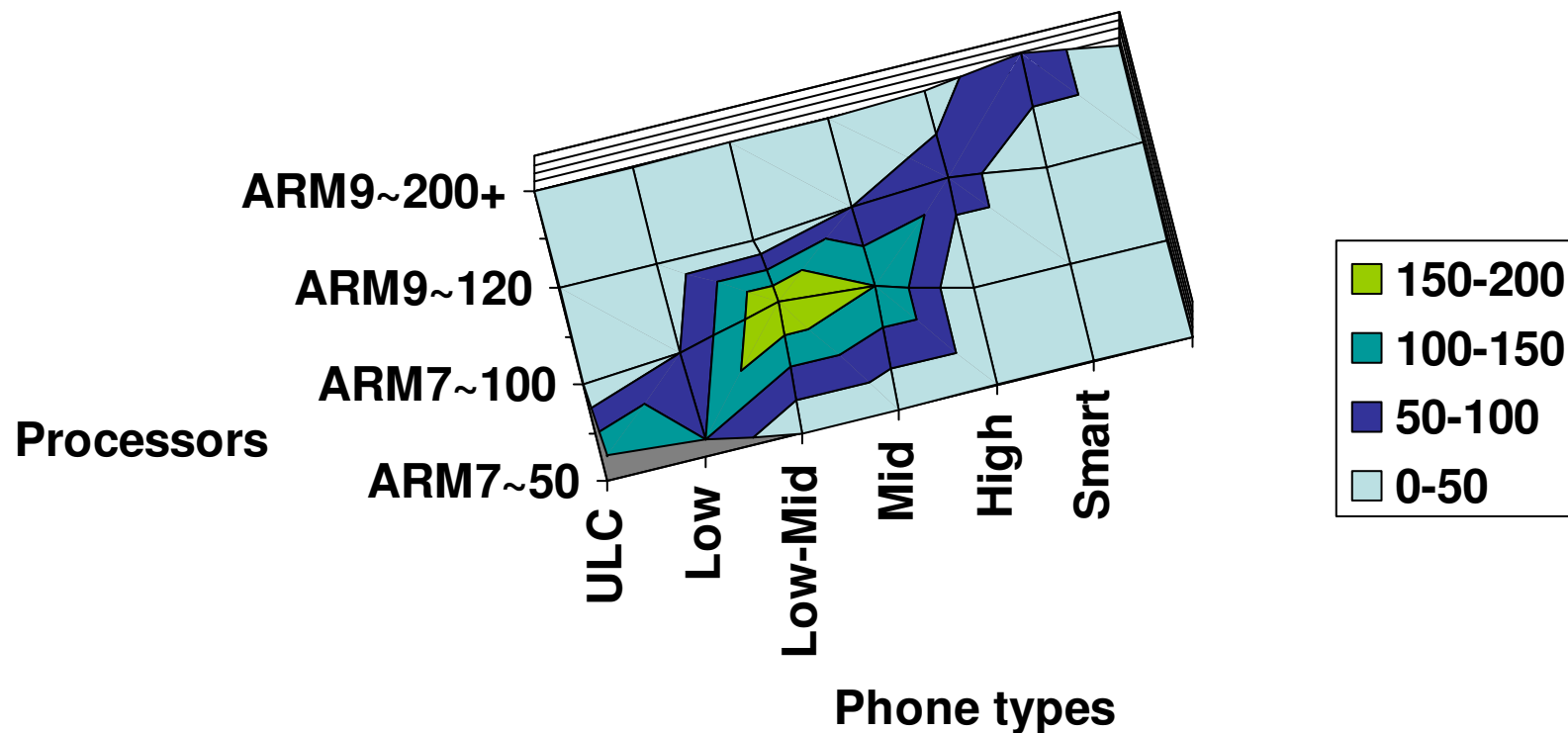
Prices:fonearena.com

Handset segmentation



Source: Informa Telecoms & Media Future Mobile Handsets
7th Edition

Distribution of processors over phone types



Browser integration examples

- Add Web to a phone book entry

Before



After



Browser integration examples ...

- Add feeds to idle screen

Before

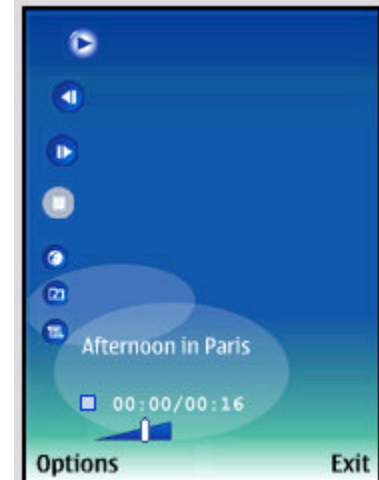


After



Many other apps

- Email
- Instant messaging
- Media player
- [Camera interface](#)
- Web service shortcuts
- Custom applications
- Most phone apps benefit from adding additional information, media and connectivity
- And, as a further bonus, browsers can integrate back basic communication services like voice and SMS into itself and all these apps



Further integration

- Linking a browser where there are no explicit links
 - Via search
 - Via tags on popular sites
- Use of RSS/ATOM as push mechanisms for content, media

Thanks

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