MW4D: Mobile Web For Social Development

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ASEM Workshop “Building an Inclusive Information Society”, Dec 2 2009
W3C

- Director: Tim Berners-Lee, Web Inventor
- 340 members
  - Alcatel, AT&T, BT, Ericsson, Orange, Microsoft, Nokia, Telecom Italia, Telefonica/O2, T-Mobile, Vodafone, ...
  - Asia: Beijhang University, Canon, NTT DoCoMo, Samsung, SK Telecom, ...
  - Government Agencies: Australian Gov. Information Management Office, Department of IT - Gov. of India, New Zealand State Services Commission, ...
  - 10% from Developing Countries - Member fee up to 88% cheaper
W3C Work

• Standards
  – HTML
  – XML
  – Semantic Web
  – VoiceXML
  – Web Services …

• “Web for All”
  – Web Accessibility Initiative
  – Internationalization
  – Mobile Web for Social Development
Mobile Web Growing

- Opera Mini: +238% in last 12 months
- Targets lower end phones, developing countries
- Source: Opera “State of the Mobile Web” report
Data For Asia

% of all Web accesses coming from mobile
(Source: StatCounter)
MW4D Roadmap

• Documents issues that can occur MW4D service project
  – Users: Low reading skills, speaking lesser known languages, cost predictability, total cost, …
  – Developers: Expertise required, Tools availability, Monetization, Discoverability, …

• Compares technologies (interactive voice response, SMS, Mobile Web, USSD, …)
Some Results

• No clear winner
• SMS dominates in practice today
  – Issues: Cost, discoverability, illiteracy, character sets
• Voice has least user issues
• Web has least developer issues
• Web cost
  – Cheaper than SMS per character
  – Issue: Hard to predict
Roadmap Recommendations (1)

• Network operators
  – Extend low cost data services, low bandwidth sufficient
  – Implement Unicode for SMS

• Handset manufacturers
  – Provide GPRS, J2ME and/or browser
  – Allow installation of new character sets
  – Include text2speech engine
Roadmap

Recommendations (2)

• Public authorities
  – Use mobile platform for ICT services
  – Policies to ease work of entrepreneurs
  – Enforce universal availability of low-cost minimal data service

• Service developers
  – Share, cooperate and collaborate to avoid redevelopment
  – Use open data formats
Getting Involved

• Follow/Participate in MW4D group
  http://www.w3.org/2008/MW4D/

• Track Web Foundation
  http://www.webfoundation.org/

• Contact: ph@w3.org