

MW4D: Mobile Web For Social Development

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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:** Beihang 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

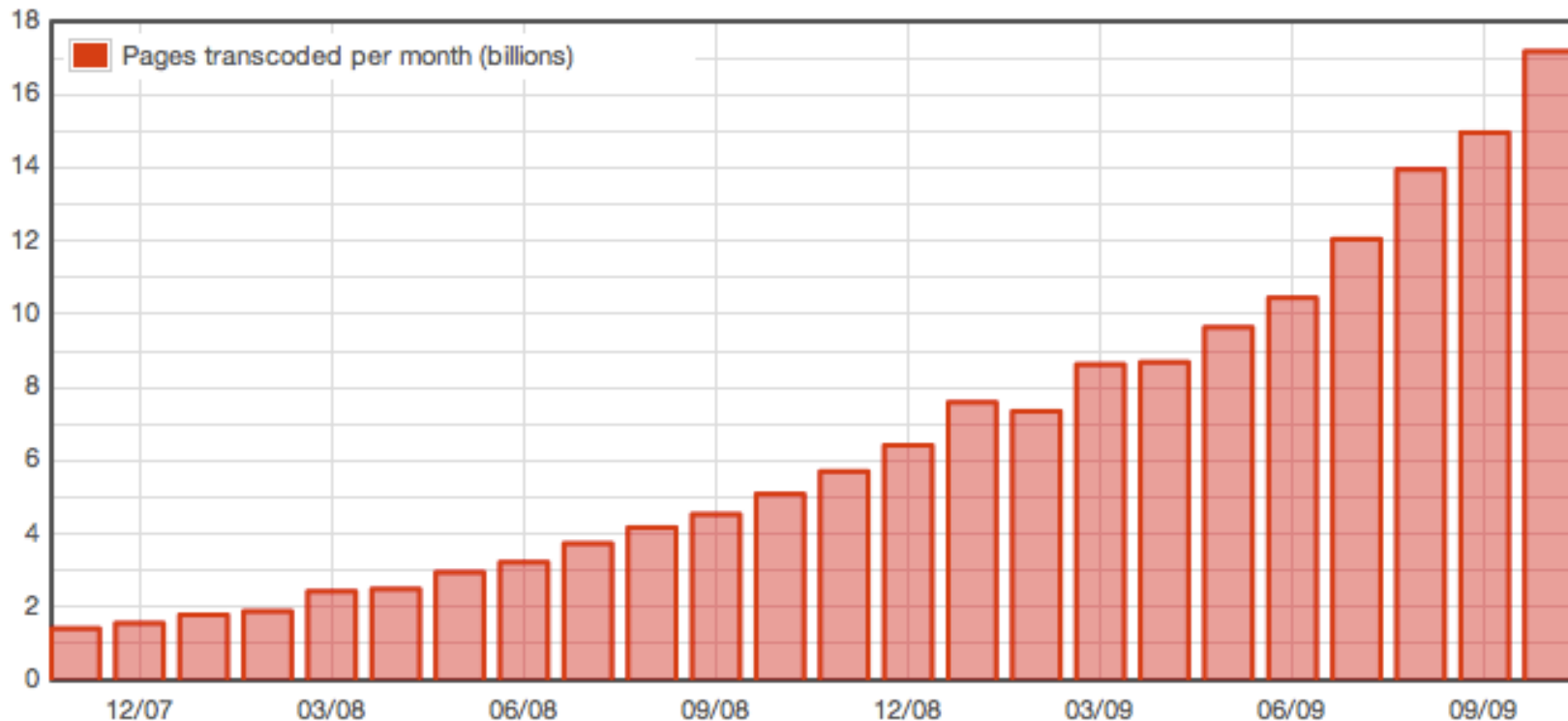


W3C Work



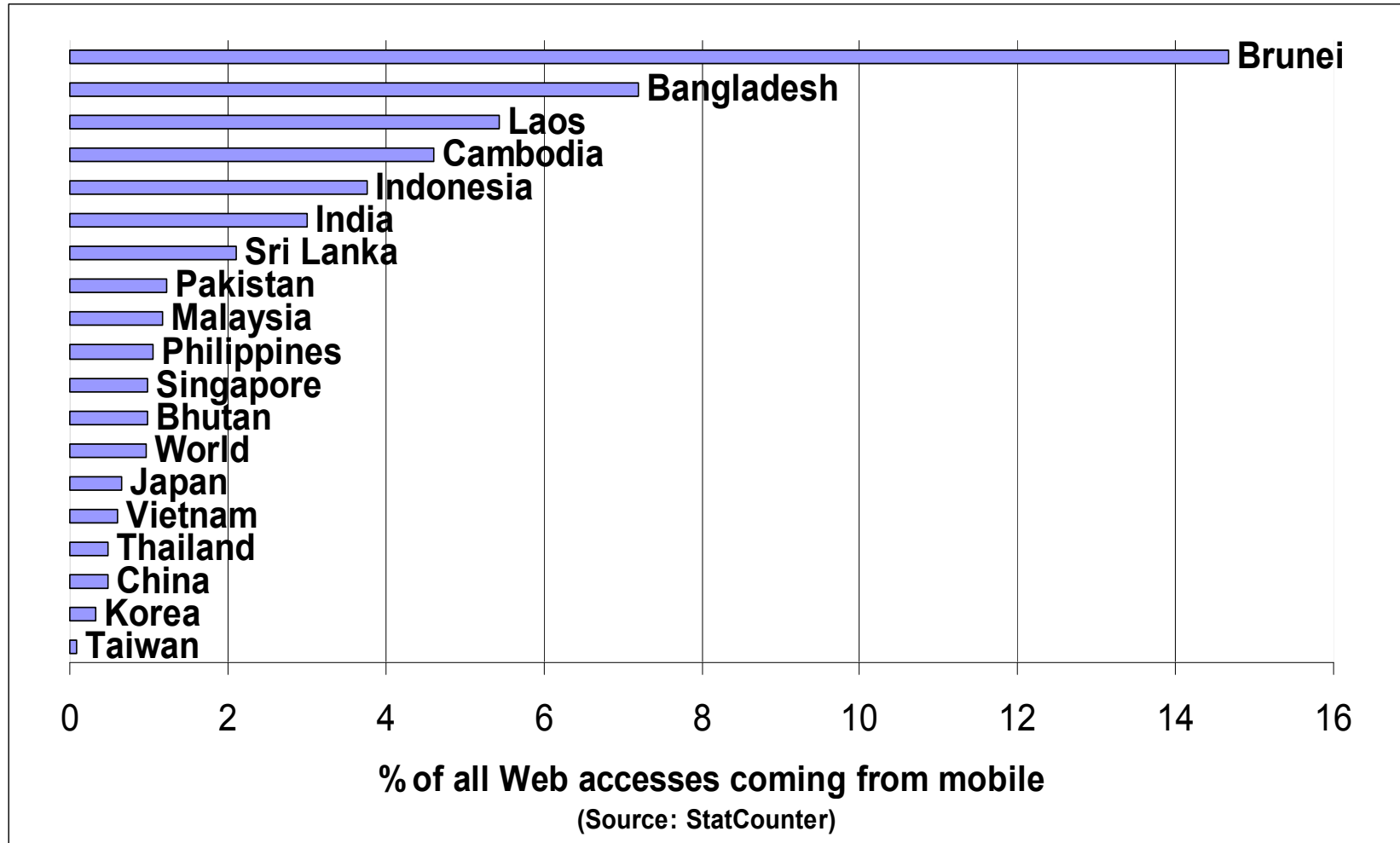
- Standards
 - HTML
 - XML
 - Semantic Web
 - VoiceXML
 - Web Services ...
- “Web for All”
 - Web Accessibility Initiative
 - Internationalization
 - Mobile Web for Social Development

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



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