

# **MW4D: Mobile Web For Social Development**

Dr. Philipp Hoschka

Deputy Director for Europe, W3C

*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:** 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

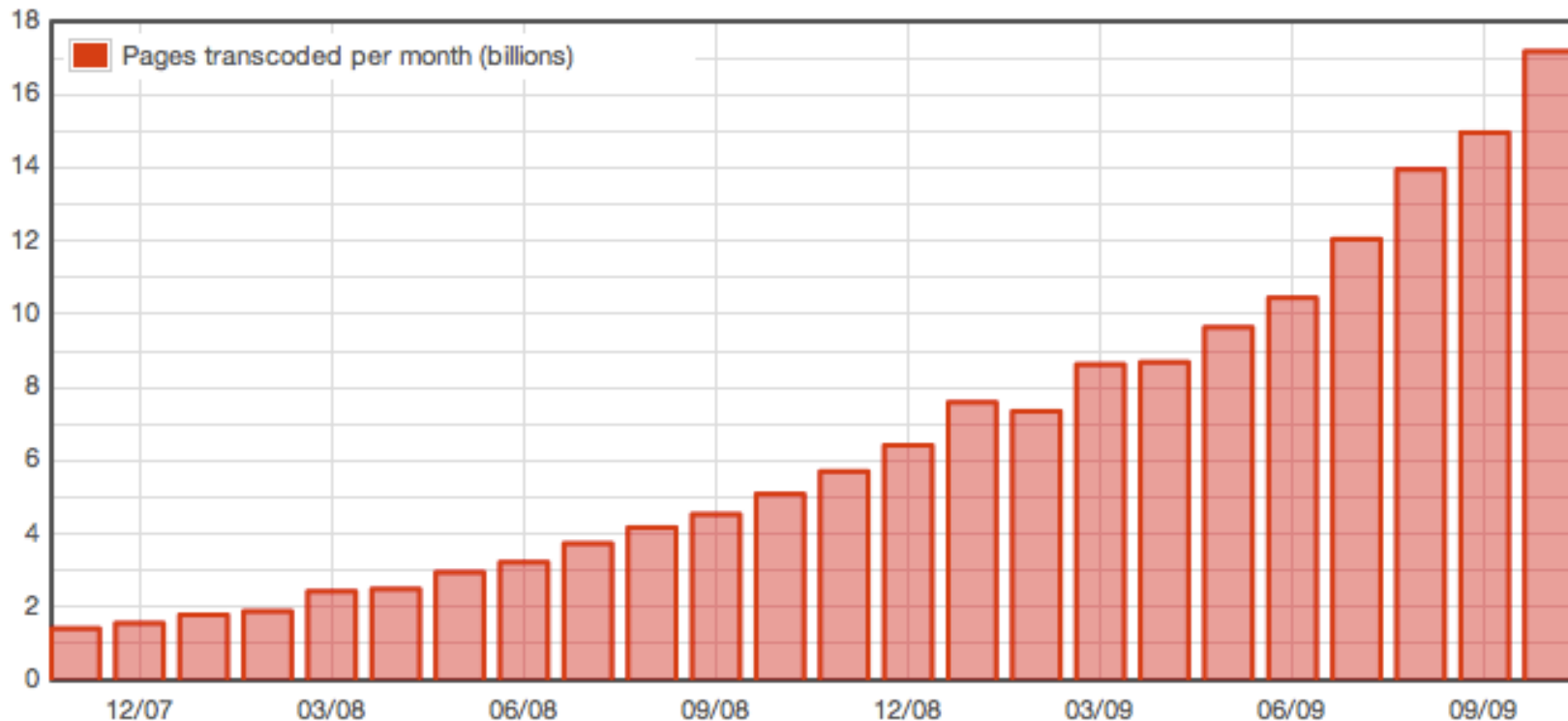


# W3C Work



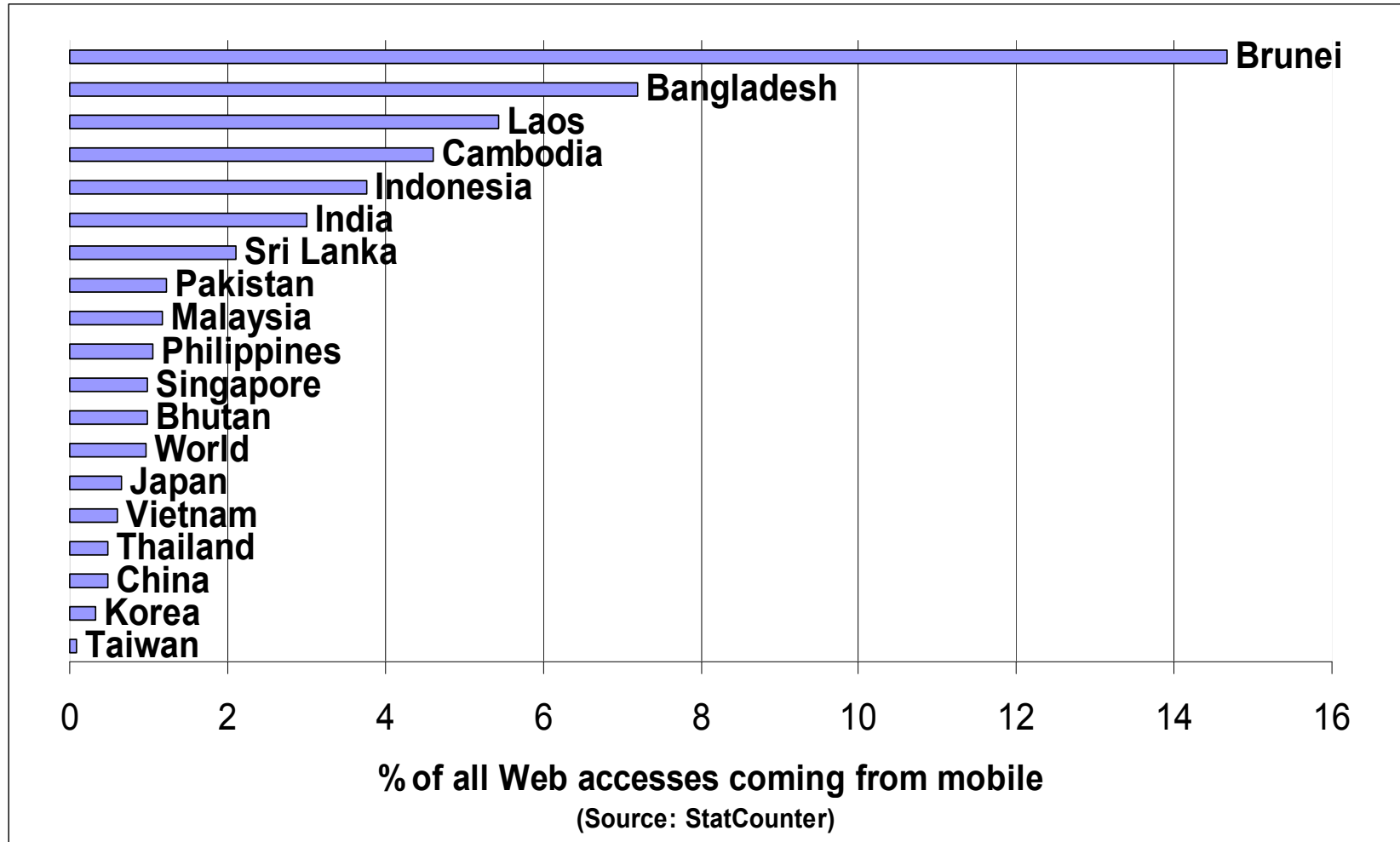
- Standards
  - HTML
  - XML
  - Semantic Web
  - VoiceXML
  - Web Services ...
- “Web for All”
  - Web Accessibility Initiative
  - Internationalization
  - Mobile Web for Social Development

# 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](mailto:ph@w3.org)