the color of Mobile Web in India

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Jataayu Software
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 – reiff.com
- The rest of the sites were what can be best classified as “Entertainment”
- Approximately 0.5 million hits per day
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

Arts & Humanities (28710)
Cars, Boats & Planes (3014)
Business (9231)
Computer & Internet (27997)
Culture & Religion (3084)
Education & Reference (5913)
Entertainment & Leisure (18830)
Games (18313)
Health & Fitness (1474)
Hobbies & Interests (7801)
Life Family Issues (1757)
Money & Finance (915)
Movies & Television (2892)
Music & Radio (15185)
Non-Profit & Resource Org. (3614)
Personal Homepages (38429)
Pets, Home & Garden (848)
Science & Technology (3102)
Shopping & Services (1743)
Society & Issues (1393)
Sports (7571)
Travel (2899)
Other (52031)
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 an 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

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Legend:
- **150-200**
- **100-150**
- **50-100**
- **0-50**
Browser integration examples

• Add Web to a phone book entry
Browser integration examples …

- Add feeds to idle screen
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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