

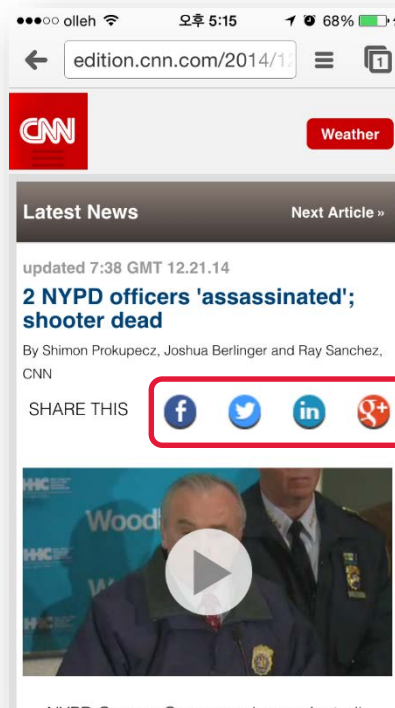
Content Sharing on Mobile Browser

KAIST

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Problem Statement

- When we share a news on the Website,

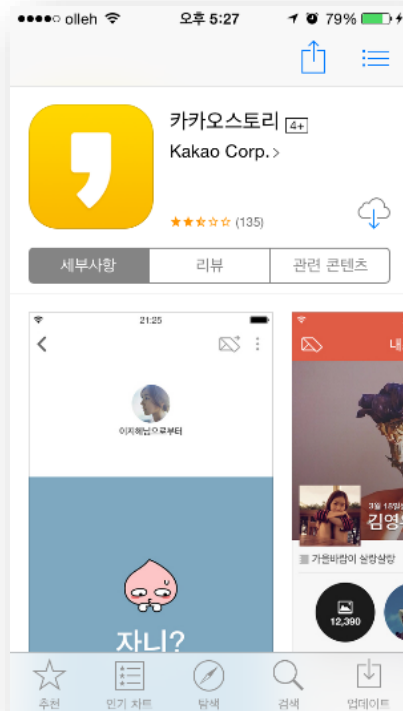


Problems

- Content providers list all the possibly sharable services' icons
→ **Distracts user's interest**
- Can't provide all the list of existing sharable services
→ **Preferred service can be missed**

Problem Statement

- Even if the icon for preferred sharing service do exist on the list,



Problems

-When the sharing service need to support the call between Apps,

→ **The App. must be installed on the mobile**

-When the sharing service supports mobile Web,

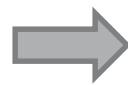
→ **It requires log-in procedure**

Proposed Idea

- Customized exposure of content sharing service icons



[As Is]

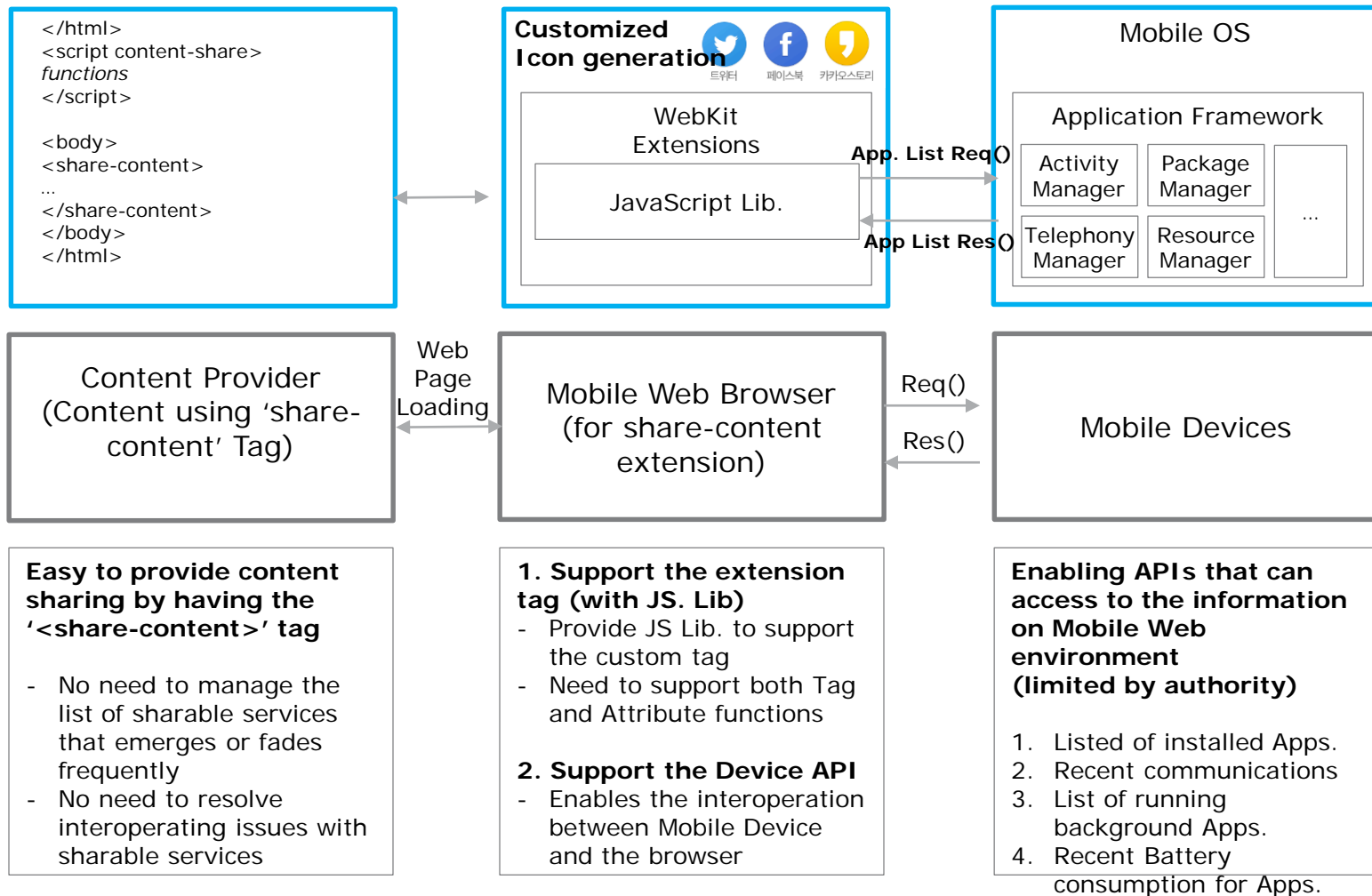


[After proposed customization]

- Using the information on the list of Apps that are installed on the user's mobile,

- Let the mobile web browser expose the icons of what user already has.

Working Procedures



Further Discussion

- Share more content
 - Mobile is very important device on media consuming environment.
 - Developing safe and easy ways to utilize the data on user's behavior and preference that are logged in the mobile device is attempting.
 - Need to collaborate with DeviceAPIs WG and Sys Apps. WG

Thank you