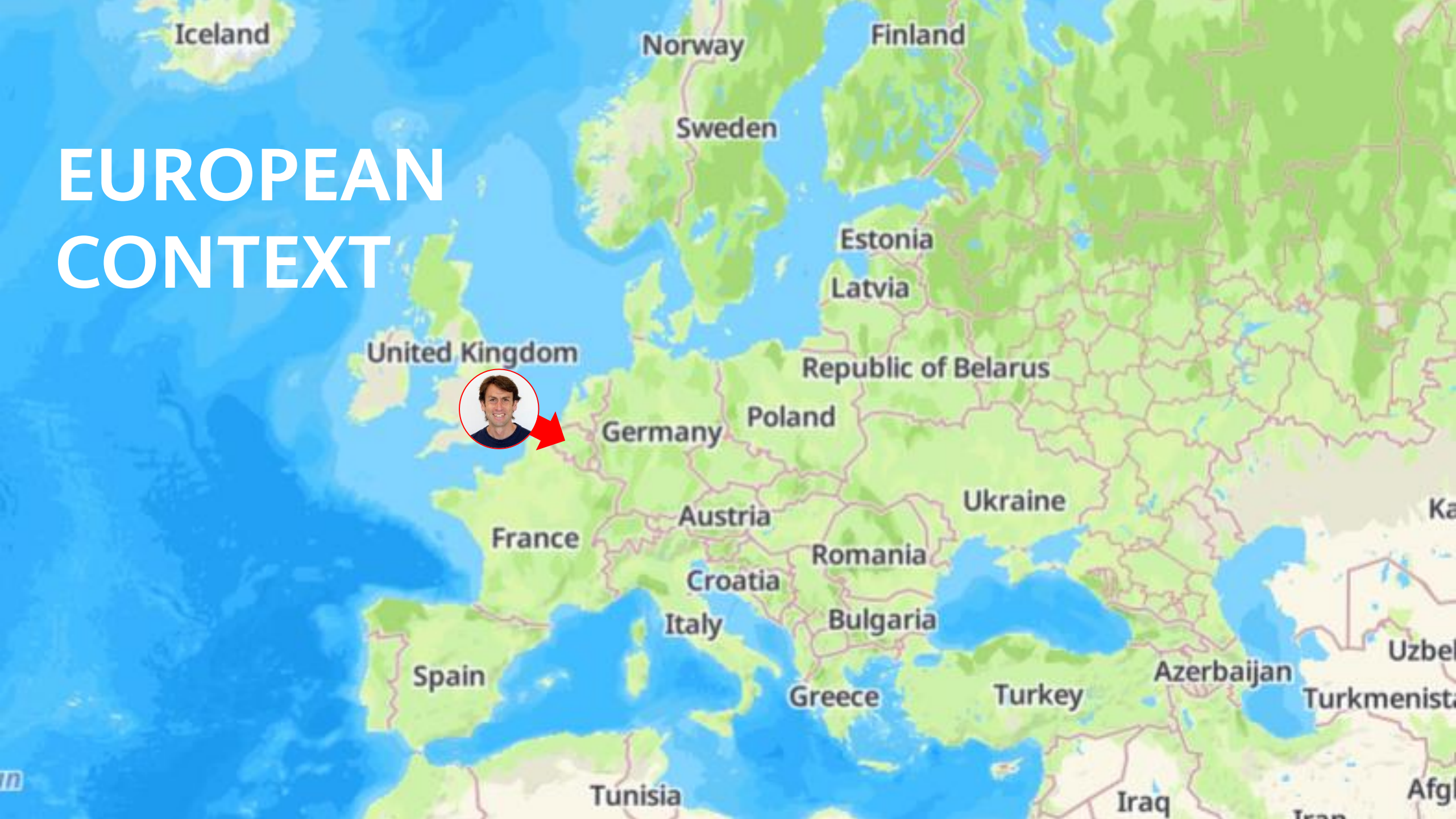


An illustration of two stylized human figures. The figure on the left is wearing a blue cap and a grey long-sleeved shirt. The figure on the right is wearing a grey long-sleeved shirt and light blue pants. Both are holding blue rectangular objects representing mobile devices. The background consists of light blue and white abstract shapes.

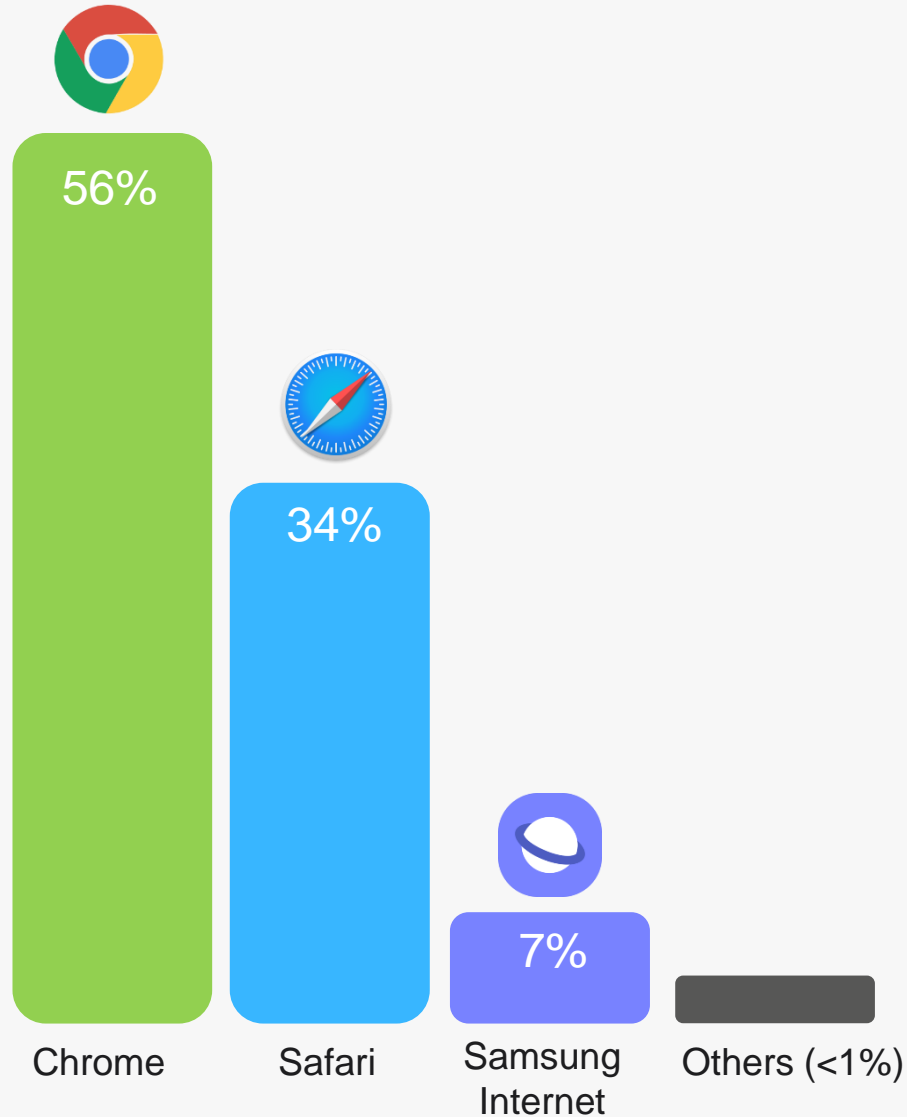
# MiniApp Standards Perspective from Overseas

W3C 中国召开 Web 前沿技术论坛  
Beijing, 20 June 2023  
*Martin Alvarez (@espinr)*

# EUROPEAN CONTEXT



# HOW USERS BROWSE IN EUROPE? (MOBILE)



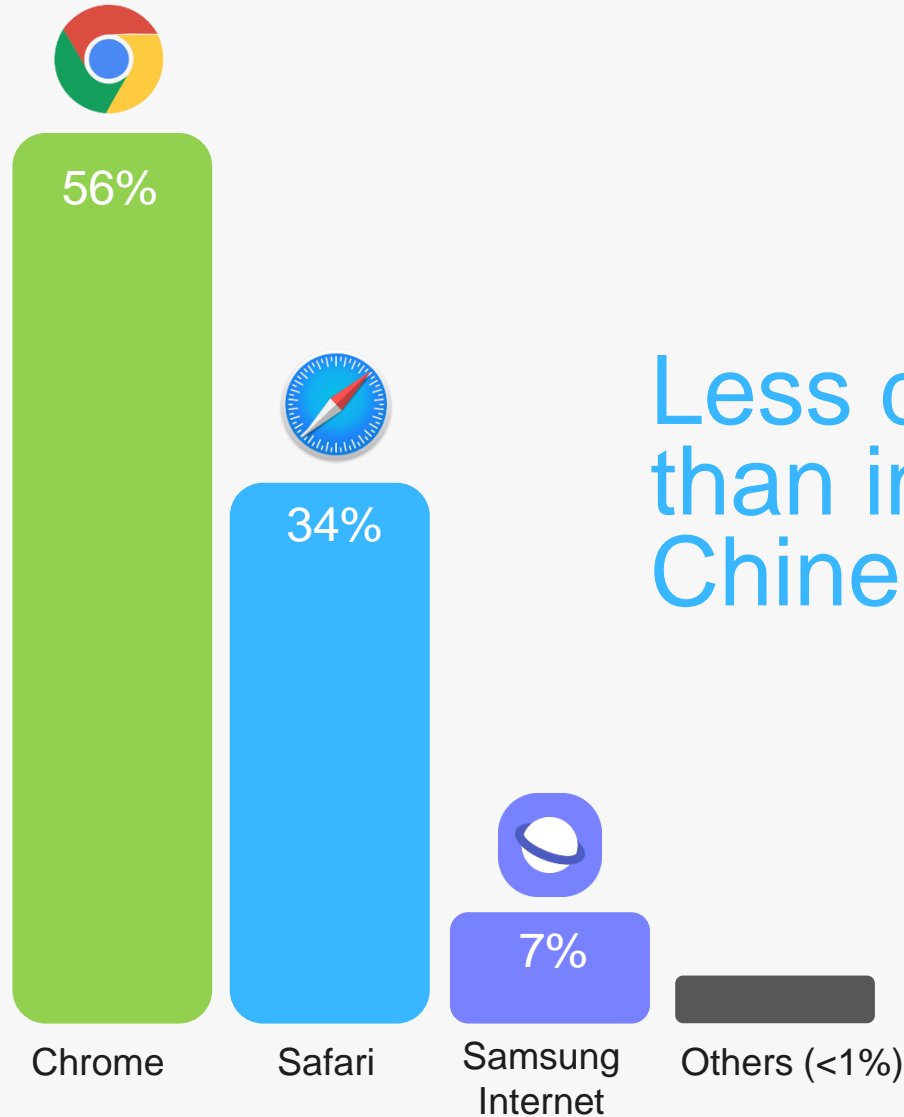
Source: [StatCounter](#)

Perspective from Overseas

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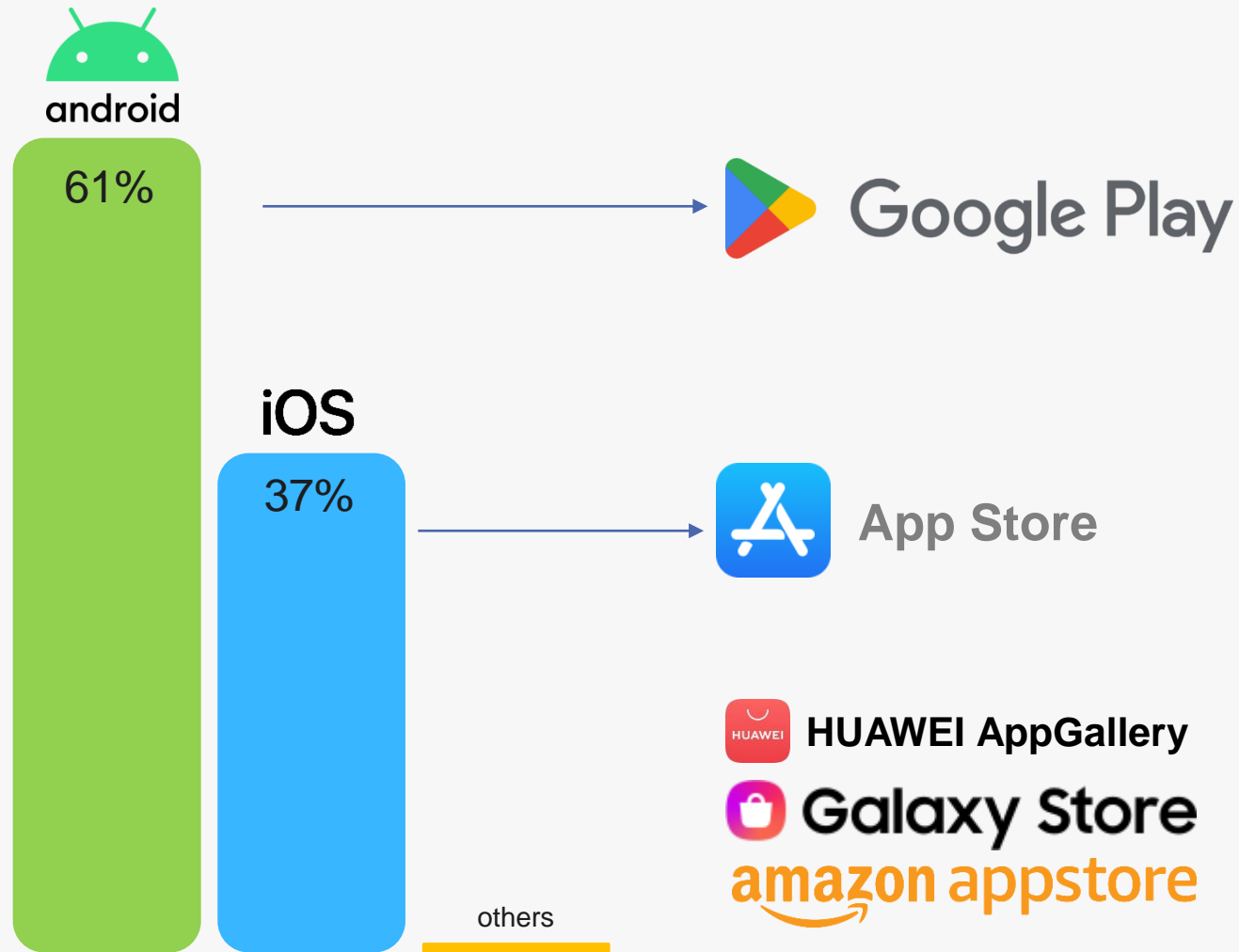
# HOW USERS BROWSE IN EUROPE?

(MOBILE)



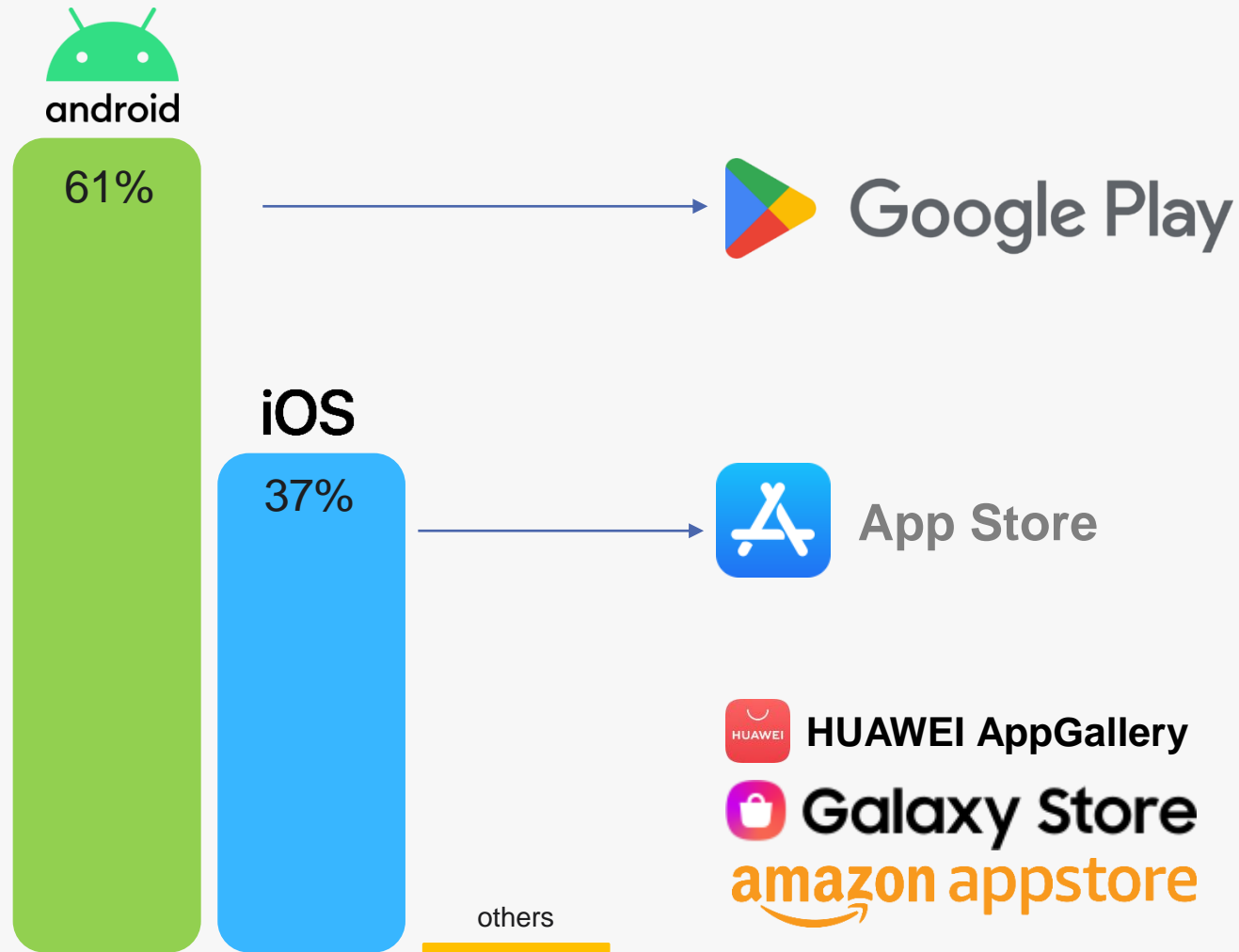
Less diversity than in the Chinese market

# WHERE USERS GET THEIR APPS IN EUROPE? (MOBILE)



Source: [StatCounter](#), [Statista](#)

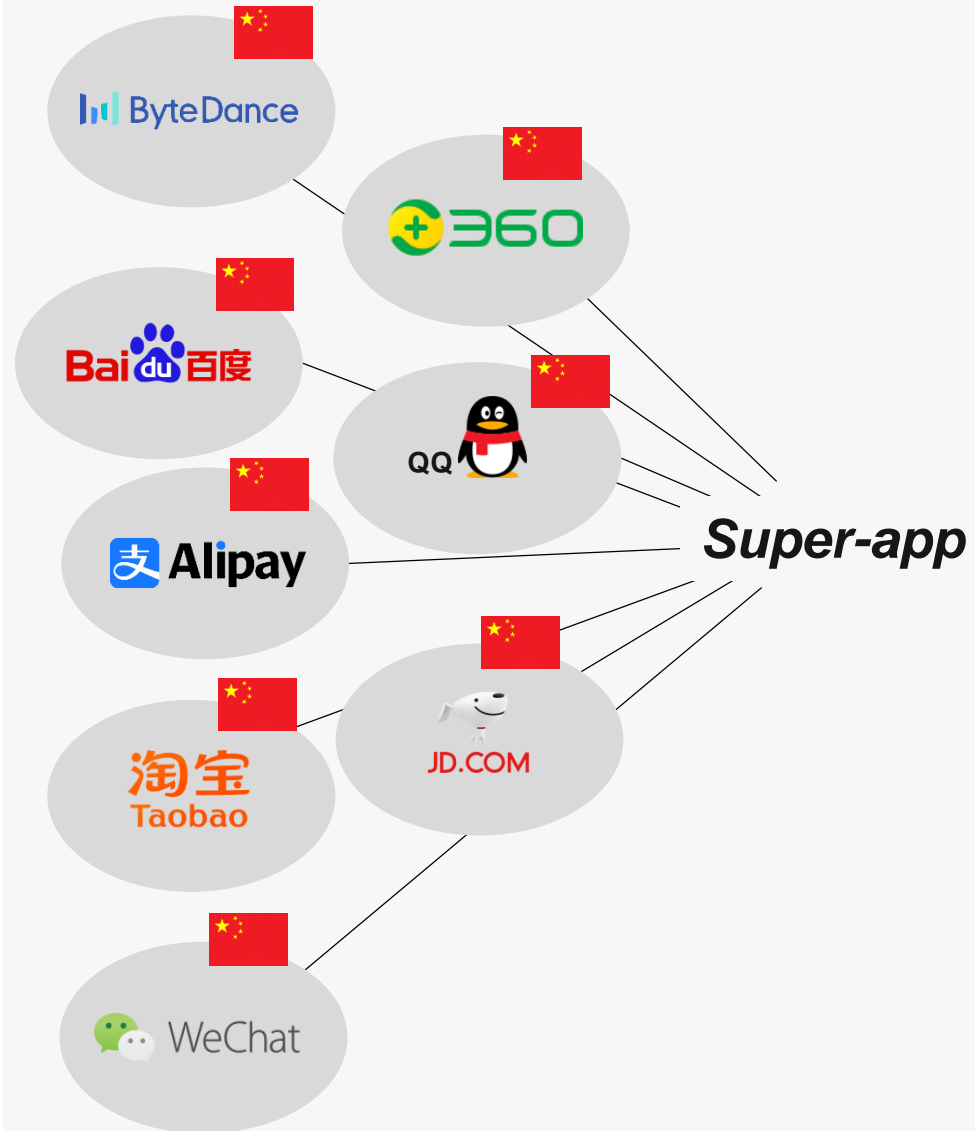
# WHERE USERS GET THEIR APPS IN EUROPE? (MOBILE)



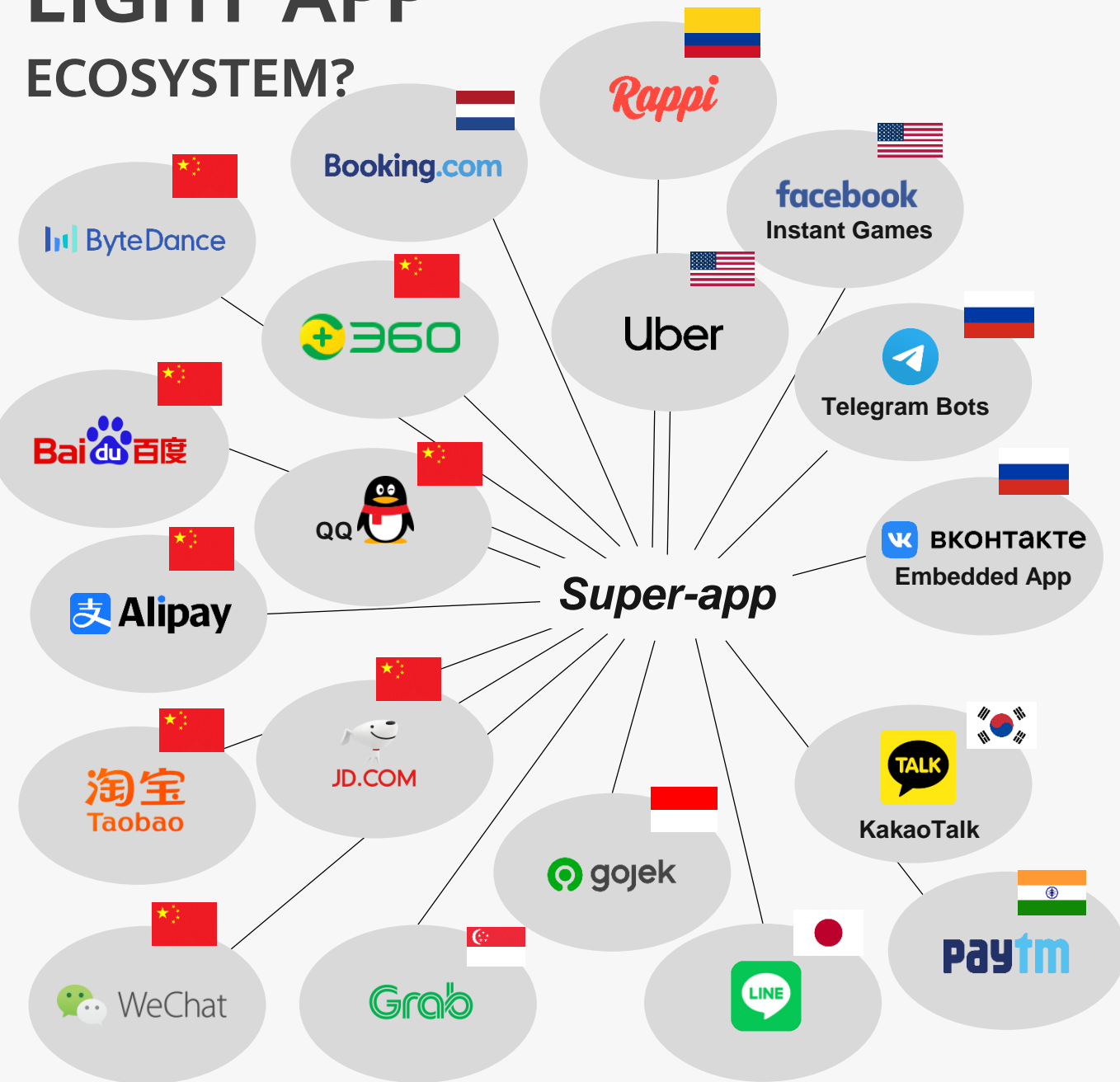
Vs  
**25+ major Android stores in China**

Source: [StatCounter](#), [Statista](#)

# LIGHT APP ECOSYSTEM?

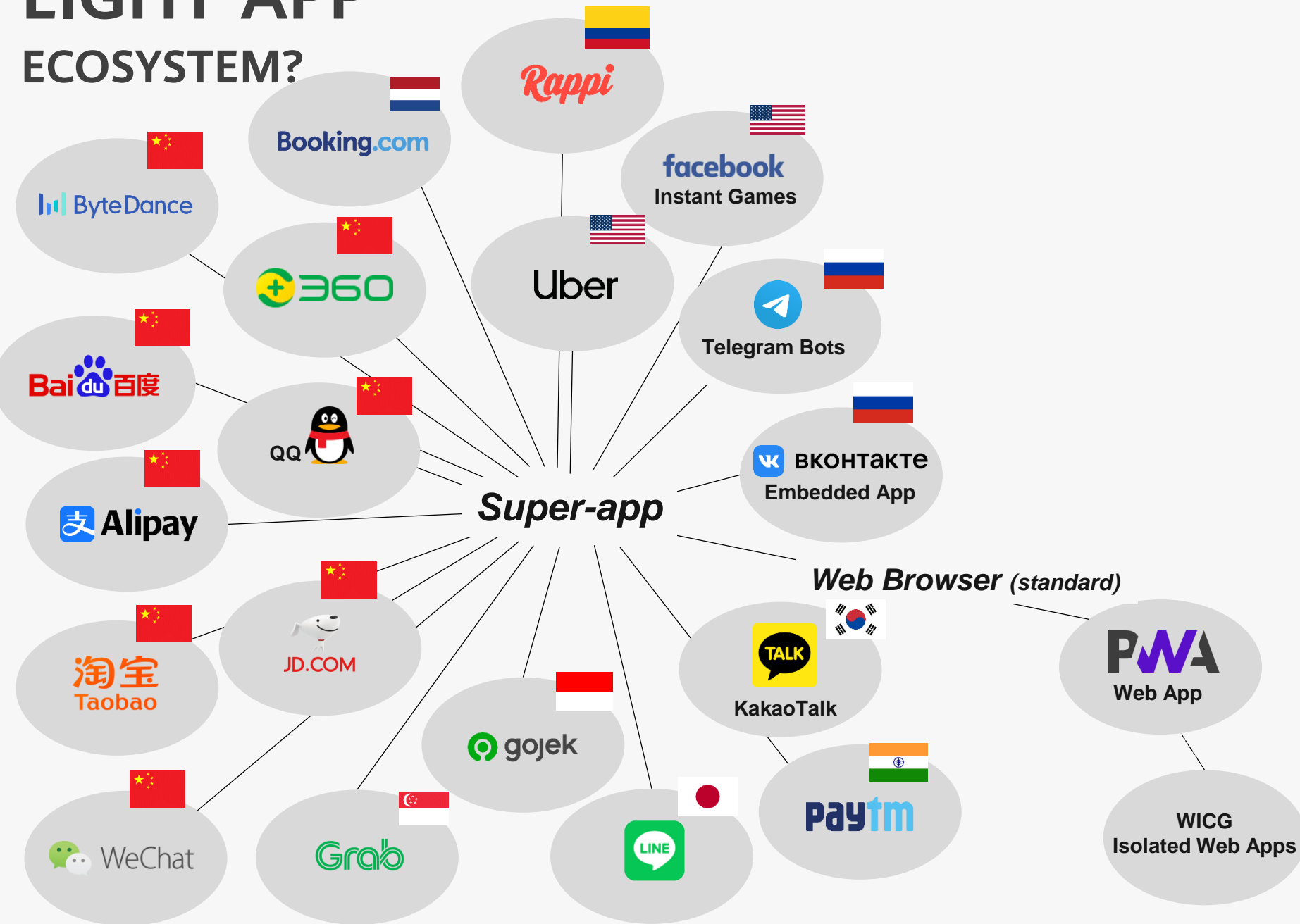


# LIGHT APP ECOSYSTEM?

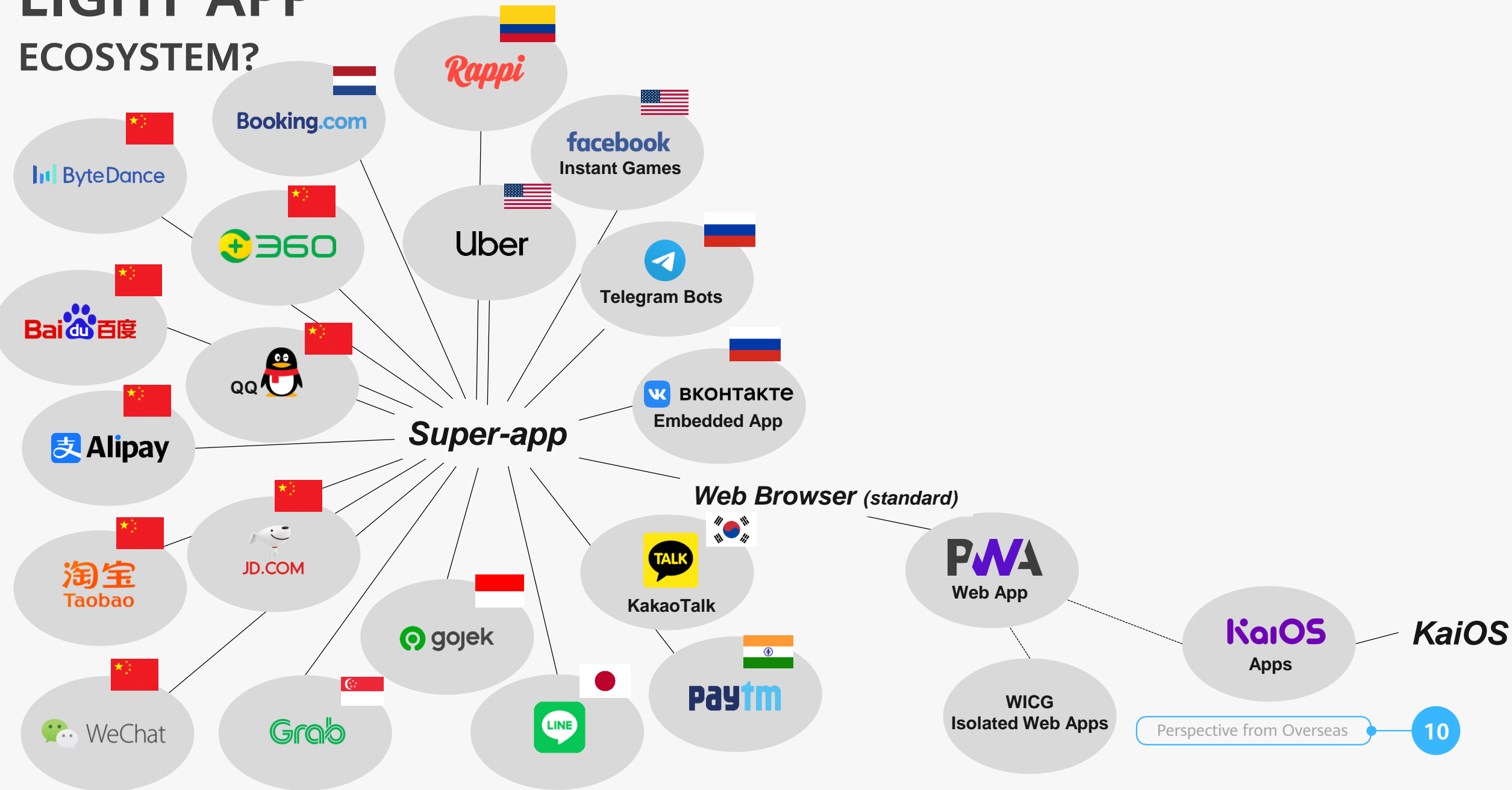




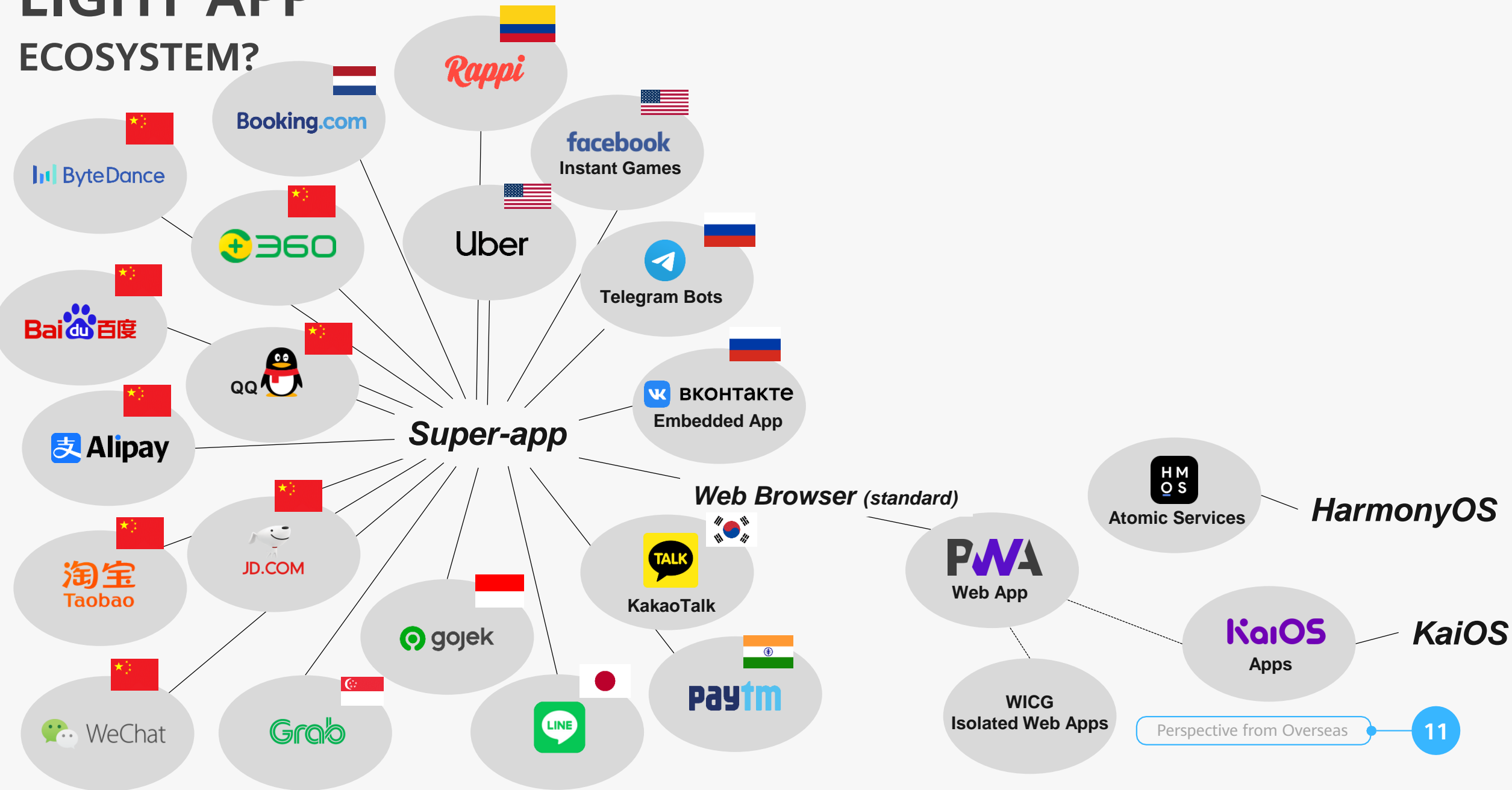
# LIGHT APP ECOSYSTEM?



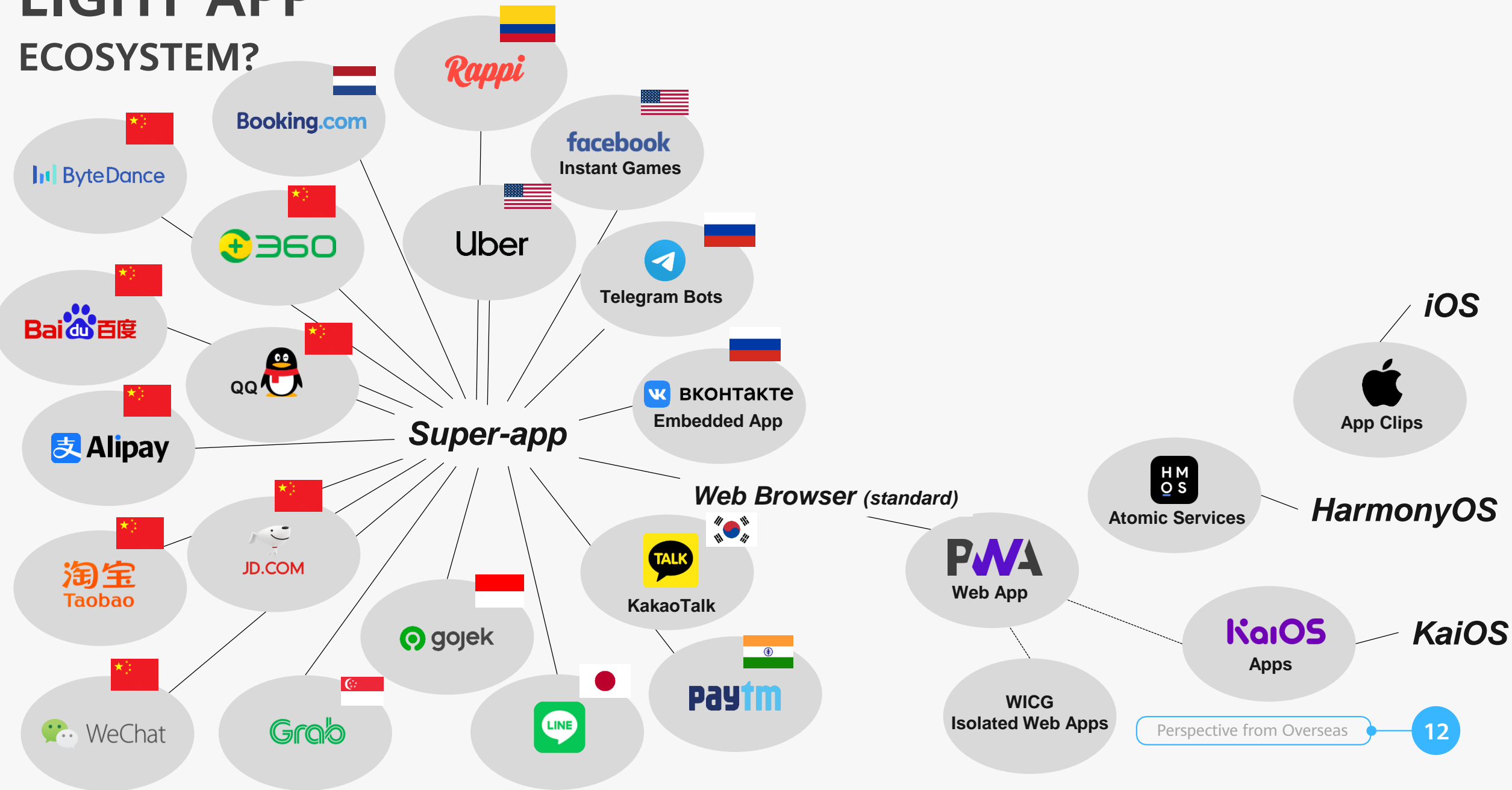
# LIGHT APP ECOSYSTEM?



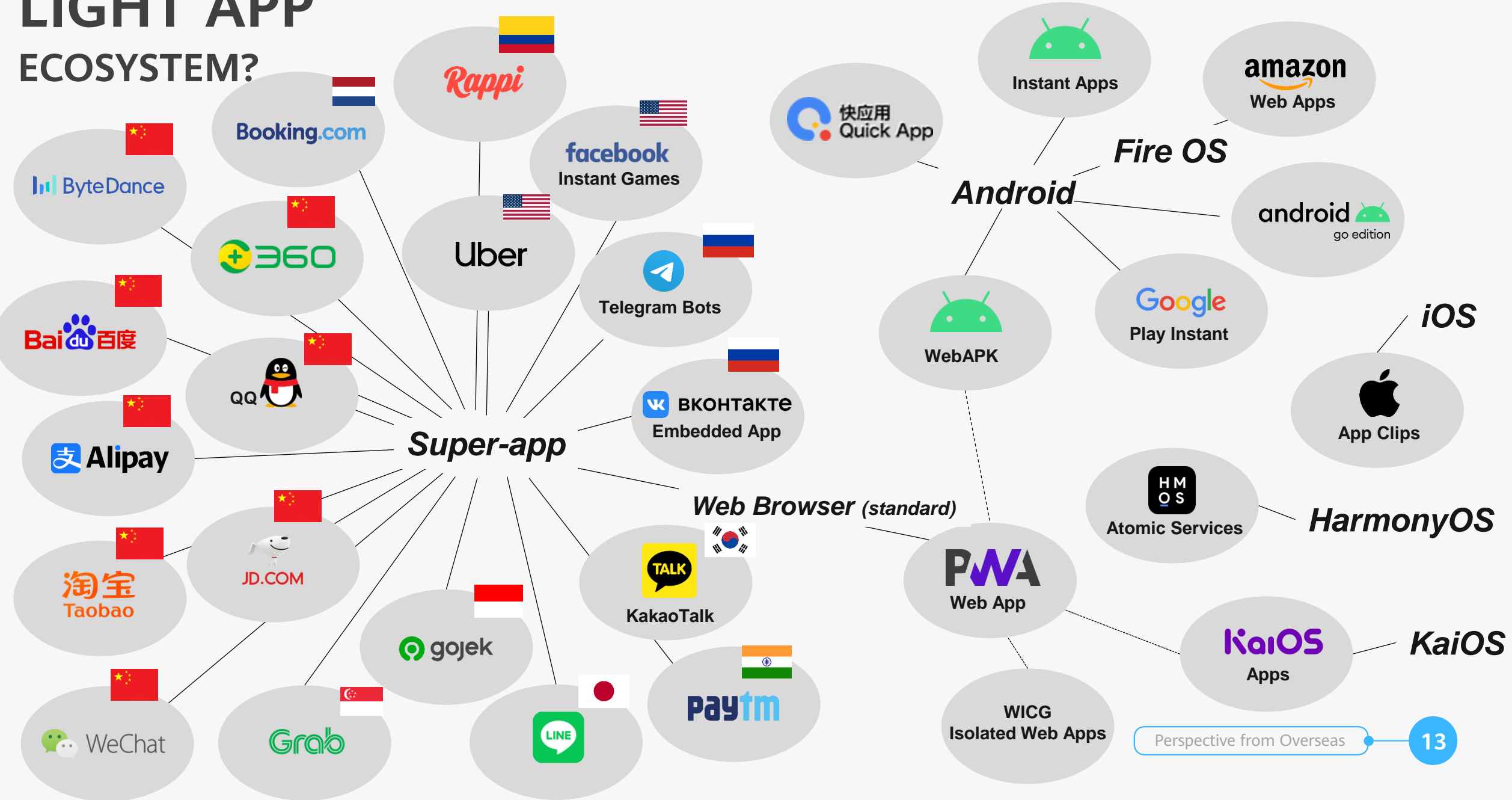
# LIGHT APP ECOSYSTEM?



# LIGHT APP ECOSYSTEM?



# LIGHT APP ECOSYSTEM?



# MINIAPPS, ALMOST UNKNOWN IN EUROPE

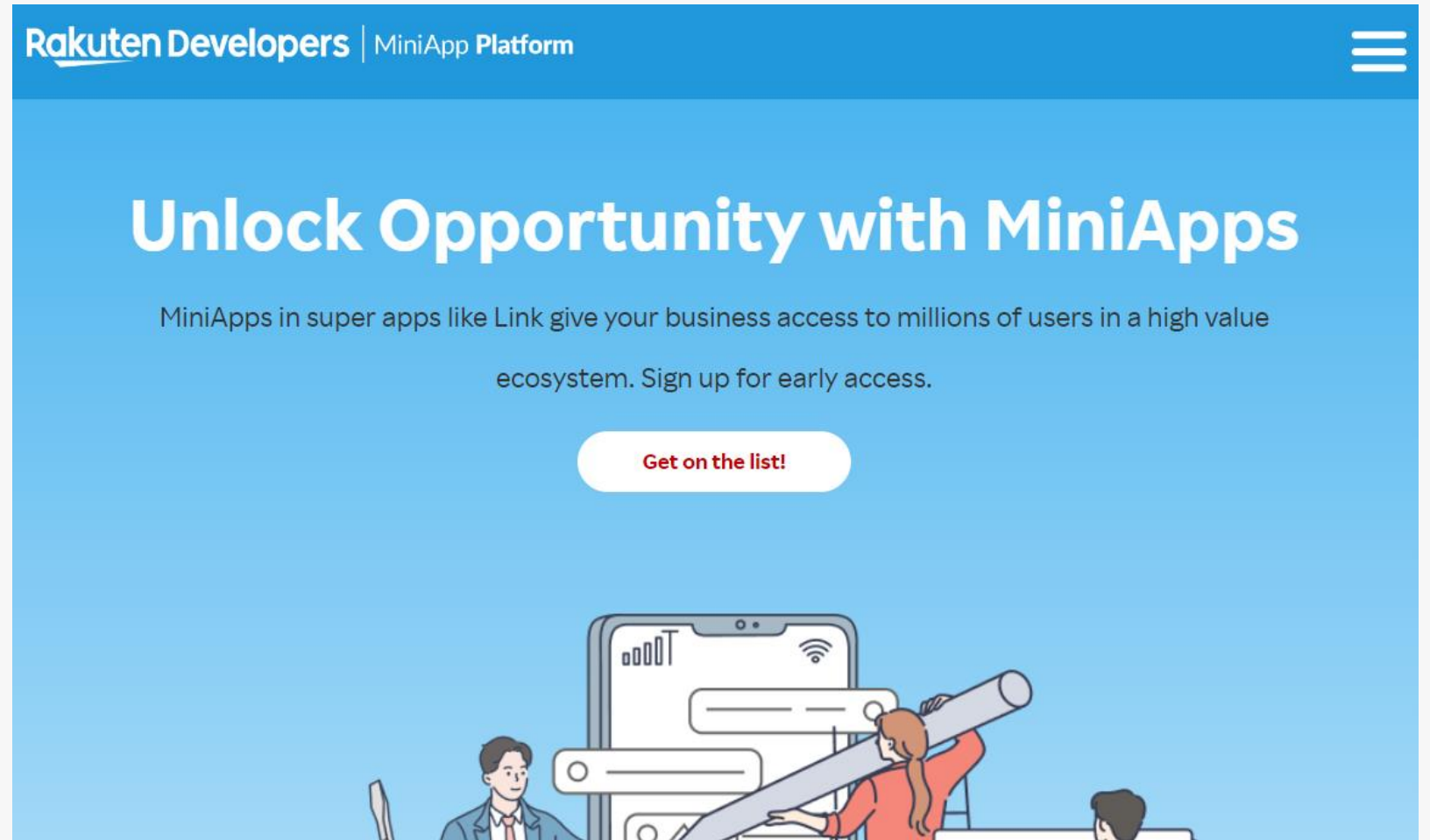
The screenshot shows the Stack Overflow search results for the query "mini app". The search bar at the top contains "mini app miniapp". The results are sorted by "Relevance". There are 7 results displayed. The first result is "Can I create mini app with Swift package manager?" with 1 vote, 1 answer, and 327 views. The second result is "VK Mini app get error. Error: 5: User authorization failed: invalid session" with 1 vote, 1 answer, and 490 views. The third result is "How To Persist My Activity Like The 'Search Activity' in Tooleap?" with 2 votes, 1 answer, and 127 views. The fourth result is "Walmart Electrode basic understanding" with 2 votes, 2 answers, and 713 views. The fifth result is "How to create a MiniApps for Samsung Tablets?" with 0 votes, 1 answer, and 1k views. The left sidebar shows navigation options like Home, PUBLIC, Questions, Tags, Users, Companies, COLLECTIVES, and TEAMS. At the bottom of the sidebar, there is a "Create a free Team" button and a "Why Teams?" link.

← StackOverflow is a top reference forum for European developers

Only 2 related discussions

Only 47 entries related to Tencent's mini programs

# BUT INTEREST GROWS WORLDWIDE



The image shows a screenshot of the Rakuten Developers MiniApp Platform landing page. The page has a blue header with the text "Rakuten Developers | MiniApp Platform" and a hamburger menu icon on the right. The main content area is also blue and features the headline "Unlock Opportunity with MiniApps" in large white text. Below the headline is a sub-headline: "MiniApps in super apps like Link give your business access to millions of users in a high value ecosystem. Sign up for early access." A white button with red text "Get on the list!" is centered below the text. At the bottom of the page, there is an illustration of three people (two men and one woman) looking at a large smartphone screen that displays a mobile app interface with a bar chart and a Wi-Fi symbol. The woman is holding a large telescope, suggesting a focus on global reach or future growth.

Rakuten Developers | MiniApp Platform

## Unlock Opportunity with MiniApps

MiniApps in super apps like Link give your business access to millions of users in a high value ecosystem. Sign up for early access.

[Get on the list!](#)

# BUT INTEREST GROWS WORLDWIDE

Gartner Research

## Top Strategic Technology Trends for 2023: Superapps

Published: 17 October 2022

### Summary

Gartner estimates that 15 popular superapps around the world have been downloaded more than 4.6 billion times and have more than 2.68 billion monthly active users. IT leaders must exploit this global trend for greater business value through customer, partner and employee engagement.

Rakuten Developers | MiniApp Platform



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# BUT INTEREST GROWS WORLDWIDE

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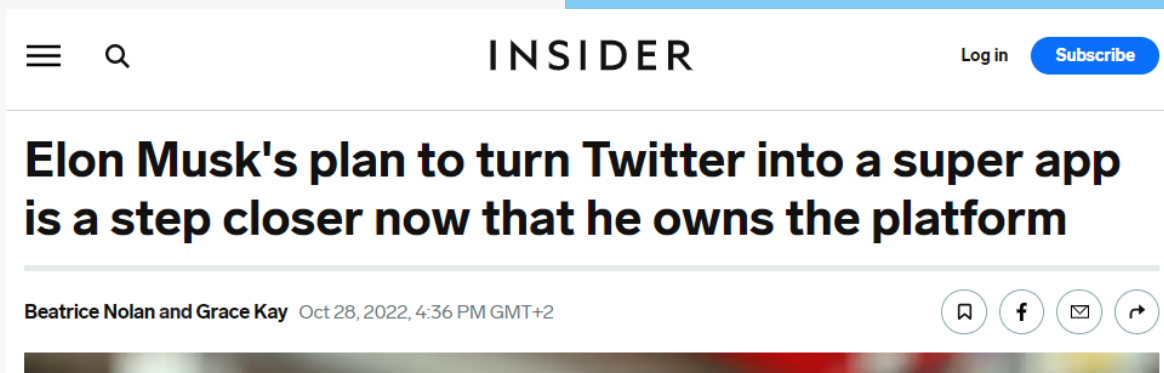
Rakuten Developers | MiniApp Platform



## Unlock Opportunity with MiniApps

MiniApps in super apps like Link give your business access to millions of users in a high value ecosystem. Sign up for early access.

Get on the list!



Perspective from Overseas

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# QUICK APP INITIATIVE

Hosted by **OW2** (open source community)

Open to anyone

Objectives:

- (a) raise awareness on light apps;
- (b) explore use cases and build knowledge;
- (c) encourage collaboration;
- (d) align with MiniApp standards.



## OW2 Quick App Initiative

Spreading the MiniApp Community

**Quick Apps** are low-code, no-install applications that implement emerging W3C MiniApp standards to offer consumers and developer **multiple benefits**.

This **OW2** initiative is an **open forum** that fosters the Quick App ecosystem in **Europe**. It aims to (a) raise awareness; (b) explore use cases and build knowledge; (c) encourage collaboration; (d) provide *grassroots feedback* into MiniApp standards.

- Charter
- Aims
- Participants
- Developer documentation
- GitHub space
- ... *ask a question*

Join Now

Latest Articles

# MARCH 2023, W3C EVENT SPANISH-SPEAKING COMMUNITY



W3C HISPANO Chapter for Spanish speaking countries

Noticias Eventos Participa Chapters y Miembros Contacto

## Jornada W3C

**Tecnologías Web para desarrollar Aplicaciones Móviles**  
Web Technologies for Mobile Apps development

(Image credit: Fabian Wiktor via Pexels.com)

ES EN

El Chapter W3C para los países de habla hispana se complace en invitar a organizaciones y particulares al evento sobre **Tecnologías Web para desarrollar Aplicaciones Móviles** que se celebrará en Gijón, España, el 9 de marzo de 2023. Cuenta con la colaboración de entidades como el **Ayuntamiento** del municipio y la iniciativa de código abierto **OW2 Quick App Initiative**, además de la **ayuda de destacadas empresas** tecnológicas.

Este evento se desarrollará en idioma español (sabr algunos conferencias de ponentes internacionales) y se divide en dos partes: una sesión de mañana con charlas técnicas y un taller práctico de desarrollo por la tarde.

**AGENDA (Huso horario CET):**

- Conferencias (Salón de Actos)
- 9:00 Bienvenida y presentación de W3C Hispano
- 9:30 Estándares Web para Apps. *Thomas Steiner (Google)*
- 10:30 Pausa-café (en edificio CCAL)
- 11:15 MiniApps en W3C. *Martin Aisquez-Espinosa (Euzaki)*
- 12:00 MiniApps para Vehículos. *Diego Ariz (Alibaba Group)*
- 12:15 Accesibilidad. *Chus Garcia (W3C / CTCIC)*
- 13:00 Cierre de sesión y últimas preguntas

Taller Práctico / Hackathon (Espacio Joven)

### Ponentes / Speakers

# RAISING AWARENESS: PWAs & MINIAPPS

## AGENDA (CET time zone):

### Conferences (Salón de Actos)

9:00 Welcome and introducing W3C Hispano.

9:30 Web Standards for Apps. *Thomas Steiner (Google)*.

10:30 MiniApps in W3C. *Martín Álvarez-Espinar (Huawei)*.

11:15 Coffee break (at CCAI building).

12:00 MiniApps for Vehicles. *Qing An (Alibaba Group)*.

12:15 Accessibility. *Chus García (W3C / CTIC)*.

13:00 Wrap-up and final questions.

### Workshop / Hackathon (Espacio Joven)

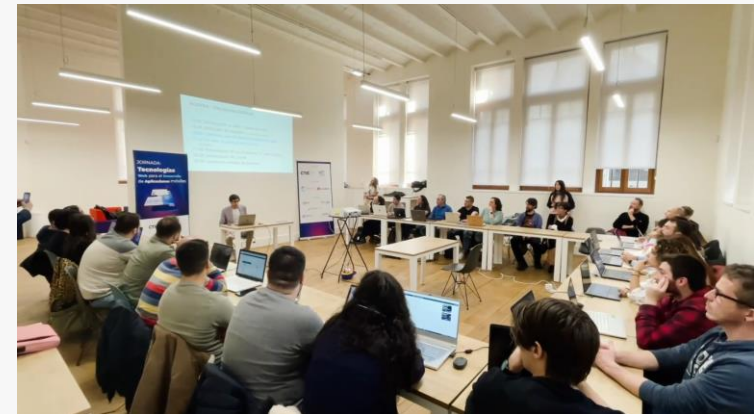
Important: please bring your own laptop.

15:00 Introducing the session

15:15 Guided exercise

16:00 App design/development challenge

18:00 Prize\* giveaway



Perspective from Overseas

# HACKATHON ON LIGHT APPS



AGENDA - TALLER/HACKATHON

- 15:00 Introducción al taller - Inicio del día
- 15:45 Definición de equipos - Introducción
- 16:00 Lanzamiento del 4º Hackathon de Light Apps
- 17:00 30 min. de trabajo de equipos
- 17:45 Presentación de los proyectos (1 - 100 minutos)
- 18:20 Distribución del premio
- 18:30 Ceremonia entrega de premios

JORNADA:  
**Tecnologías**  
Web para el Desarrollo  
de Aplicaciones móviles

CTIC VSC  
Google



# 11 TEAMS PRODUCED 11 PWAs IN 90 MIN.

**Winner**

**Culture**

**Sports**

**Restaurants**

**Tourism**

**Heritage**

**Mobility**

Check them at <https://heritagein.info>

# LOTS OF OPPORTUNITIES...

---

The **MiniApp concept is new** in Europe

Now becoming an interesting technology to invest

**Regulation in Europe** will change the app ecosystem:

- More app marketplaces
- More interoperability among platforms
- More freedom of choice for end users

**OW2 Quick App Initiative** is ready to support you!

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# Thank you!

*Martin Alvarez*  
*[martin.alvarez.espinar@huawei.com](mailto:martin.alvarez.espinar@huawei.com)*

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