

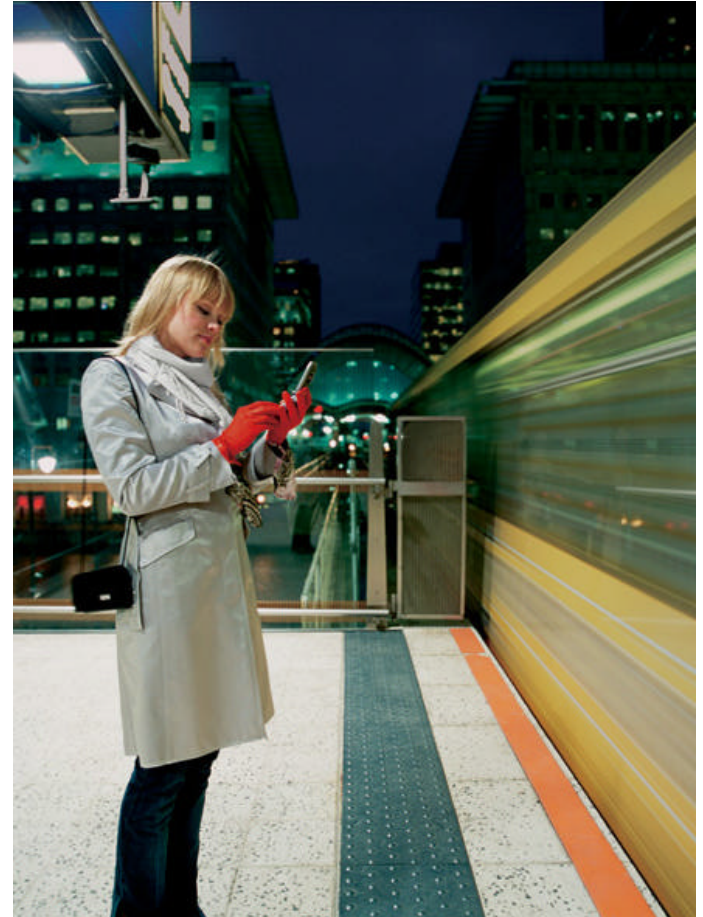
# Vodafone's engagement in the W3C Mobile Web Initiative and Mobile Top Level Domain

W3C-Tag "Das Mobile Web"  
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14 September 2005

# Vodafone's engagement in the W3C Mobile Web Initiative and Mobile Top Level Domain

## Presentation Outline

- Introduction
- Mobile Web Initiative
- Mobile Top Level Domain



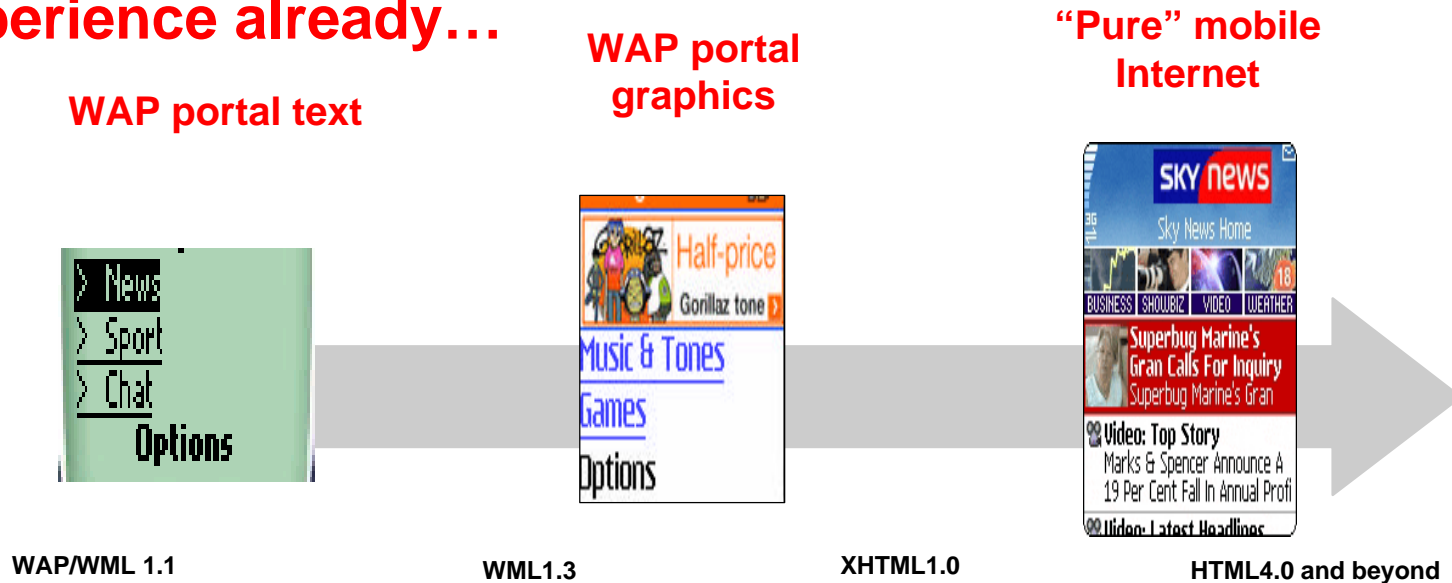
# Vodafone's commitment to industry initiatives and standardization

- Vodafone is active contributor in technical standardisation organisations to achieve interoperability
  - ETSI ([www.etsi.org](http://www.etsi.org))
  - 3GPP ([www.3gpp.org](http://www.3gpp.org))
  - Open Mobile Alliance ([www.openmobilealliance.org](http://www.openmobilealliance.org))
  - World Wide Web Consortium ([www.w3.org](http://www.w3.org))
  - DVB-H ([www.dvb.org](http://www.dvb.org))
  - OASIS ([www.oasis-open.org](http://www.oasis-open.org))
- Vodafone is engaged in several industry initiatives
  - GSM Association ([www.gsm.org](http://www.gsm.org))
  - Liberty Alliance ([www.projectliberty.org](http://www.projectliberty.org))
  - Open Mobile Terminal Platform ([www.omtp.org](http://www.omtp.org))
  - Mobile Top Level Domain ([www.mtldinfo.com](http://www.mtldinfo.com))
  - Open Services Gateway Initiative (OSGi Alliance) ([www.osgi.org](http://www.osgi.org))



**This presentation is about our engagement for mobile Internet !!!**

# Technology allows more appealing mobile browsing experience already...



... however there is a strong need for more mobile-enabled web sites !!!

“Web access from mobile devices suffers from problems that make the Web unattractive for most mobile users. W3C's Mobile Web Initiative ([MWI](#)) proposes to address these issues through a concerted effort of key players in the mobile value chain, including authoring tool vendors, content providers, handset manufacturers, browser vendors and mobile operators.”

Source: W3C - Scope of Mobile Web Best Practices <http://www.w3.org/TR/2005/WD-mobile-bp-scope-20050901/>

# What are the Vodafone goals and how do they link against the engagements?

## Goals

- ▶ To make Web access from a mobile device as convenient as from a desktop
- ▶ To foster development of applications that in particular address the mobile context of the users, e.g.
  - ▶ The device “runs on battery”
  - ▶ Service usage with a single hand

## Engagement

### MWI

Best practices for web sites to enable good mobile user experience

Definition of a quality trust mark for compliant sites

Development of data and services for device descriptions: to be leveraged by web-enabled applications for best mobile user experience

### .mobi

- ▶ End user recognition of mobile applications and services
  - ▶ Increase discoverability
  - ▶ Increase predictability (“works on mobile”)

Develop a end user “ingredient brand” (i.e. .mobi) for services that will work on mobile



# Introduction to Mobile Web Initiative

## Timeline

- **Initiated** in Vodafone-hosted Meeting in London, **August 2004**
- “W3C Activity” **officially announced 11 May 2005** by Tim Berners-Lee (W3 conference in Chiba, Japan)



## Purpose of W3C MWI

### • **Benefits to the Industry**

- **Making Web access from a mobile device as simple, easy and convenient as Web access from a desktop device**
- Today: Interoperability and usability problems make the Web difficult to use for mobile users
- W3C MWI to address these issues through this effort of key players in the mobile production chain

### • **Benefits to operators**

- Increased services usage / data usage
- Fits with mTLD (.mobi) goals
- Opportunity to open up further product and service offerings (e.g. identity, payment)

# MWI has three focus areas

Best practices, device descriptions and outreach activities



## Working Groups

### Mobile Web Best Practice (MWBP) Working Group

- to specify a set of **technical best practices** and develop associated materials in support of a "**mobileOK**" **trustmark** for Web sites that provide an appropriate user experience on mobile devices

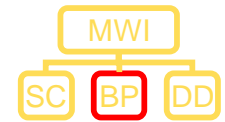
### MWI Device Description Working Group (DDWG)

- to **enable the development of globally accessible, sustainable data and services that provide device descriptions** in support of Web-enabled applications having an appropriate user experience on mobile devices

### MWI Steering Council (SC)

- to steer activities within the MWI working groups, coordinate marketing and outreach activities (e.g. press events, marketing materials, 3GSM activity)

# MWI encourages Best Practices Through guidelines and a quality trustmark...



## Guidelines

- Encourage creation of **content that renders across all devices**
- Advise on **how to structure and mark-up content** to ease adaptation
- Advise on the **limits of adaptation** (and when providing alternative content is the only practical approach to creating material for display on both fixed and mobile devices)

## **Guideline example**

*Links to Mobile OK pages distinguished from non-Mobile OK pages.*

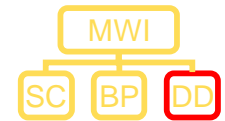
## MobileOK Trustmark

- To establish a **set of validation tests** to which content resources can be subjected.
  - If passed - possibly subject to some content adaptation - a particular resource will be deemed to be **mobileOK**.
  - This information presented as a **logo and** in a **machine processable form** - e.g., for use by content aggregators – **enhances content discovery**
- For further study:
  - Methods and platforms for "mobileOK" validation, types of the underlying validation criteria



# .. and fosters the use of Device Descriptions

## To support web-enabled applications for mobile devices



### Work Items

- A "Landscape document" i.e. gaps and overlaps analysis.
- **Vocabularies for device descriptions**, selected (where possible) from the results of other Working Groups and forums.
- **Requirements for a reference repository** of device descriptions.
- **Business models** surrounding creation, maintenance and use of device descriptions.



### Scope

- To foster the provision and access to device descriptions that can be used in support of Web-enabled applications for mobile devices.
- To make use of already existing technologies and to package them specifically for the task of authoring and content adaptation.
- Duration from May 2005 until 31 May 2006

# Enabling rich content for mobile internet reality through W3C Compound Document Format WG

Objective
Creating standards for rich content documents and version for mobile for content providers
Means
Standardisation in W3C Compound Document Format Group

Broadening acceptance
<ul style="list-style-type: none"> <li>▶ Through feeding standards into W3C MWI Best Practice Group</li> <li>▶ Through taking OMA XHTML MP as basis.</li> <li>▶ Through co-ordination W3C/OMA in Hypertext Coordination Group</li> <li>▶ Feeding into OMA BAC-MAE "Browser Enhancements Ph II"</li> </ul>

Example compound documents	Purpose
▶ XHTML + SVG	▶ Text + scalable vector graphics
▶ XHTML + SVG + MathML	▶ Adding markup for math
▶ XHTML + SMIL	▶ Adding timing information
▶ XHTML + XForms	▶ Adding form-based input
▶ XHTML + VoiceML	▶ Adding voice control



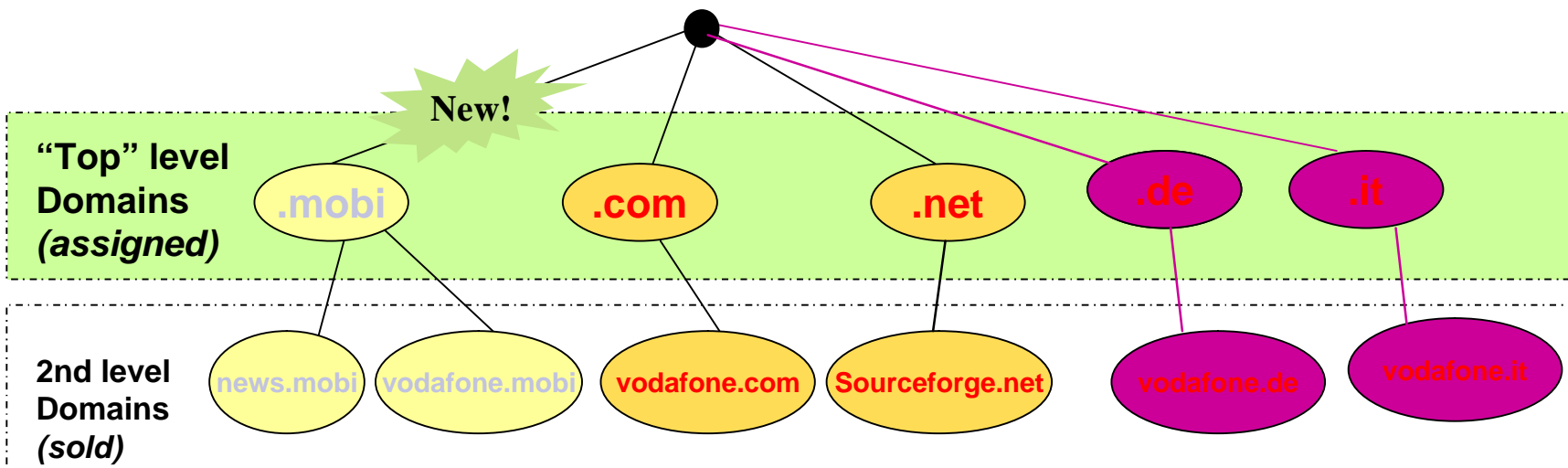
## Summary:

- Combines XML markup from several namespaces into a single document.
- A document may display an input form, with a scalable graphic and a bit of mathematical notation all on the same page.

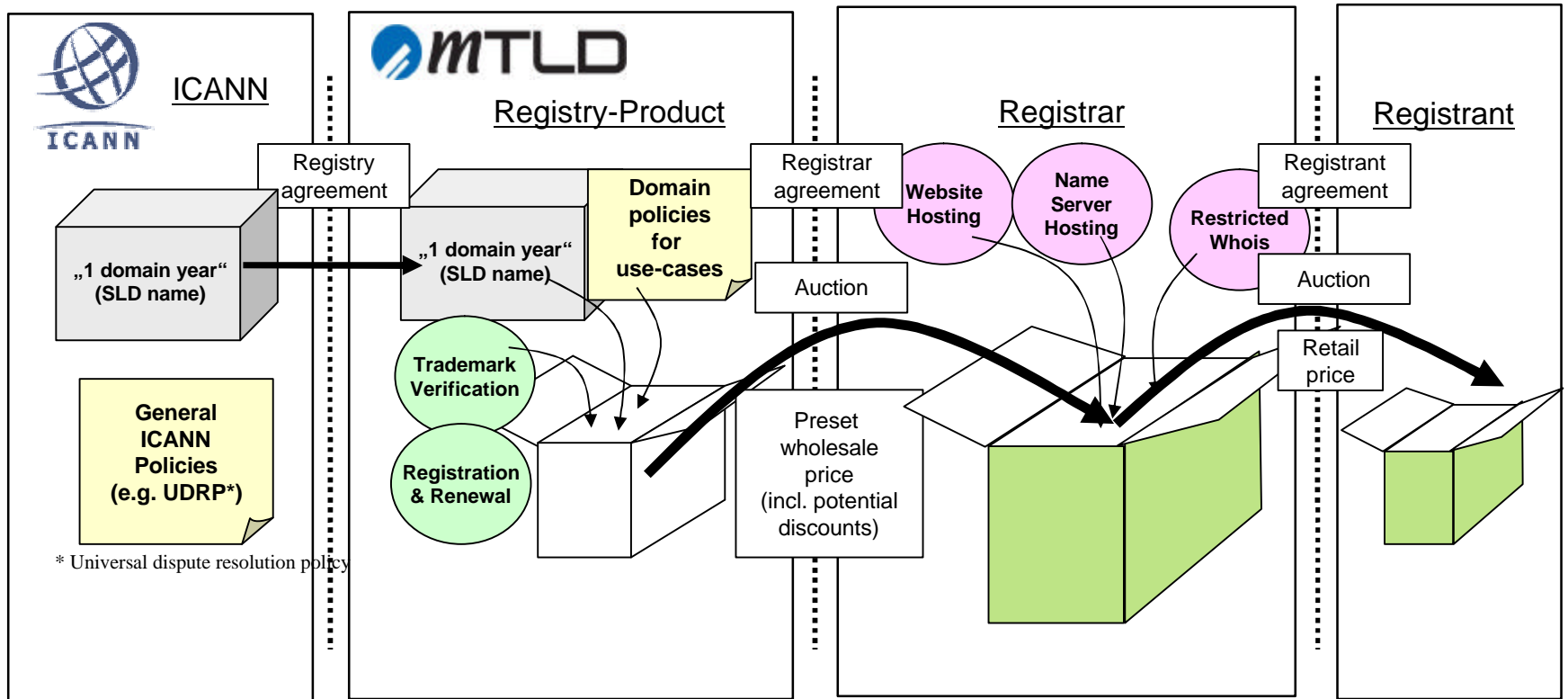
## Content will be rich:

- Graphically rich, possibly including animated background image.
- Layout can be based upon device characteristics
- Presentation can be customized to reflect a brand or user's personality.

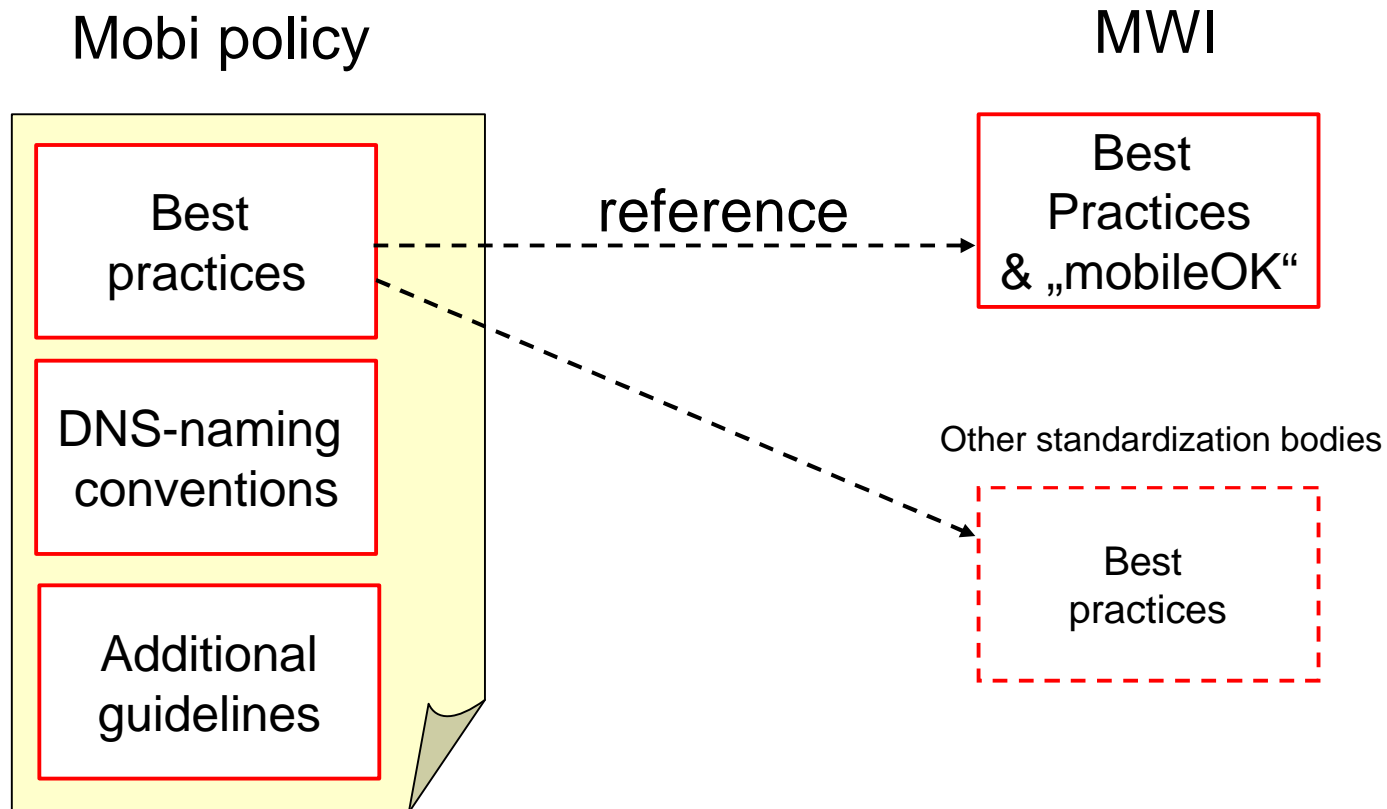
# Mobi: A brief introduction - Types of Top Level Domains



# Mobi: brief introduction – “.mobi“ names value chain



# Mobi domain policies



➔ Mobi creates a new domain where MWI best practices are broadly adopted!

# Conclusion

- W3C helps addressing mobile-specific challenges related to mobile Internet,
  - This is a major step forward with several key players in the Internet industry having joined the effort
- The new, forthcoming .mobi domain names provide a new opportunity for all participants in the industry
  - Greater name space, opportunity to achieve mobile-friendly content, thus increasing attractiveness and usefulness to customers and fostering the mobile content industry as a whole.
- Vodafone will continue the engagements in these initiatives.