Web everywhere?

Tom Hume
“There are twice as many mobile phones, than there are internet users of any kind. There are three times as many mobile phones than there are personal computers. There are more mobile phones than credit cards, more mobile phones than automobiles, more mobile phones than TV sets, and more mobile phones than fixed/wireline phones... 30% of the global population carries a mobile phone... Over 30 countries have achieved over 100% cellphone penetration rates... In markets such as Finland, Italy and Hong Kong the typical first-time cellphone customer is under the age of 10. It is the only digital gadget carried by every economically viable person on the planet. Younger people have stopped using wristwatches and rely only upon the mobile phone for time. It is the only universal device, and the device of the Century...”
Alternatively...

“People don't want lots and lots of single purpose devices. They do not want to have to learn how to set up something for photos, another thing for music, another thing for video. And you do want the richness, the graphics that only the PC can provide. Now we need to make it very easy to setup, we need to show this kind of simple user interface can be provided there. The PC has more software, more competition, more richness than anything else. So making it simple and rich, that means the PC will be the key device.”
- What’s Web 2.0?
- How do web geeks stay connected?
- Where do web and mobile overlap?
- Where do they diverge?
What is Web 2.0?

- New Media
- 4G
- Java 5
- New Ariel?
Pop quiz, hot shot: what does “online” mean?

(a) In front of a nice colour screen so you can watch TV?
(b) Using some really l33t JavaScript
(c) Constantly connected to 30%+ of the human race?

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**online 
/ˈənˌlaɪn/**, on-line 
/ˌɒn-ˈlaɪn/ adj.
1. 1 (Computers) connected by a communications line to a computer. Opposite of off-line.
   Syn: online, on line(predicate).
   [WordNet 1.5]
2. [prenominal] being in progress now; ongoing; as, on-line editorial projects. [Colloq.]
   Syn: in progress(predicate), ongoing, on line(predicate).
   [WordNet 1.5]
Audience Participation Bit
So what’s it all about?

- Communication between individuals
- Glancing, gifting
- Personal entertainment
- Information on the move
- Production as well as consumption

If you hadn’t noticed:
I believe the future of the Internet is mobile
Web on mobile

- WML (native or transcoded)
- XHTML-MP
- cHTML
- HTML
- Ajax

Google killed the pub quiz!
Some technical similarities...

Mobile
- GPRS
- SS7
- HSDPA
- UMTS
- WML
- SMS
- MMS
- Flash Lite

Web
- HTML
- XHTML
- HTTP
- Java
- Flash

Web everywhere?
A tiny slice of the pie
How is mobile different?

- Importance of network operators
- Diversity of devices
- Tight integration of software and hardware
- Truly mass market
- Implicit commerciality
- Context of use
Network operators are important

- Love-hate relationship with industry
- Limited in number
- Strong brands requiring protection
- Manage customer support
- Terminal subsidies
- Billing relationships
- Marketing support
- Mediate connectivity
- Tension with handset vendors
Diversity of devices

- Multiple vendors, OS & software components
- Less explicit versioning (understandably)
- No standard form factors
- Some open standards, some closed
- Literally thousands of times worse than the web
- So, a requirement for adaptive services
- Your friends: WURFL, vendor sites, blogs
Tight integration of software and hardware

- Closed devices
- 12-18 month cycles of hardware upgrade
- Software upgrades very rare: most have no capability for upgrades
- Closed software ecosystem for the most part (though interest in change)
- Operators control/certify
Truly mass market

- (possibly) 100% penetration in UK
- >100% in other markets
- Broad demographic reach
- Language: less arrogant
- Usability & design: more important
Implicit commerciality

- None of this “information wants to be free” crap
- Billing relationships with customers
- Aggregation of micropayments
- Everything costs
- Different economics (limited spectrum)
Context of use

- private, personal, anonymous?
- anywhere, anywhen
- disposition towards goal-driven use?
“Wi-Fi will destroy telcos”

“Let’s take that one outside.”
Web everywhere?

- Mobile is how people are connected today
- Web and mobile overlap but are distinct
- Mobile is the primary means of connectivity today
- It will take the same role for Internet access tomorrow
Thank you.

Would you like to know more?
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