



Ajit Jaokar

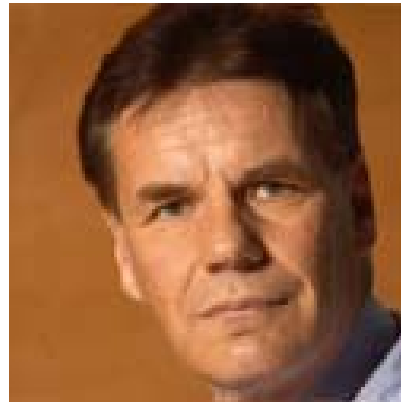
UK based - Hands on Publisher (futuretext) - Author (Mobile Web 2.0) - Chair: Oxford University's Next Gen Mobile Applications panel - PhD student UCL/UK

Recent and forthcoming talks include
Mobile world congress, Stanford University - MIT
Sloan - Web 2.0 expo - Ajaxworld
Supernova - CNN money - BBC - Oxford University
European parliament

web2.0
workgroup



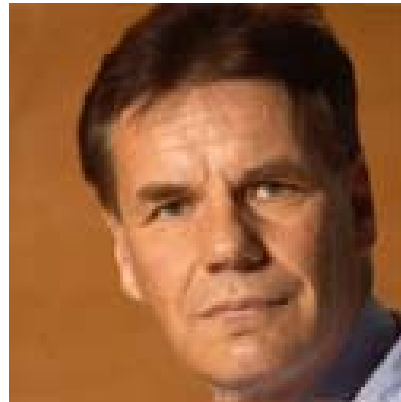
Global top 20 wireless blogger
According to fierce wireless
www.opengardensblog.futuretext.com



Mobile Mobile Mobile .. Eric Schmidt - Google

Nokia is going to be an Internet company - Nokia chairman Olli-Pekka Kallasvuo

How can big and small developers get their apps on the iPhone - Steve Jobs - Apple



Why is Mobile Web 2.0 important?

iPhone, Android, Nokia are looking at the Web and the Mobile Web together ..

When Basecamp asked 1000 of their customers what Web 2.0 meant to them:

- **13% answered that they didn't know what it was**
- **87% who answered yes on the question, nearly everybody came up with a different description**



Many technologists don't get Web 2.0(Web 2.0 = Ajax?)

Tim Berners Lee: *nobody even knows what it means*

- Power is moving away from the old elite
(Rupert Murdoch, CEO NewsCorp.)
- Our industry is facing a profound challenge from
home-made content
(Tom Glocer, CEO Reuters)

But some people definitely do!



“Web 2.0 is the network as platform, spanning all connected devices; Web 2.0 applications are those that make the most of the intrinsic advantages of that platform: delivering software as a continually-updated service that gets better the more people use it, consuming and remixing data from multiple sources, including individual users, while providing their own data and services in a form that allows remixing by others, creating network effects through an “architecture of participation,” and going beyond the page metaphor of Web 1.0 to deliver rich user experiences.”

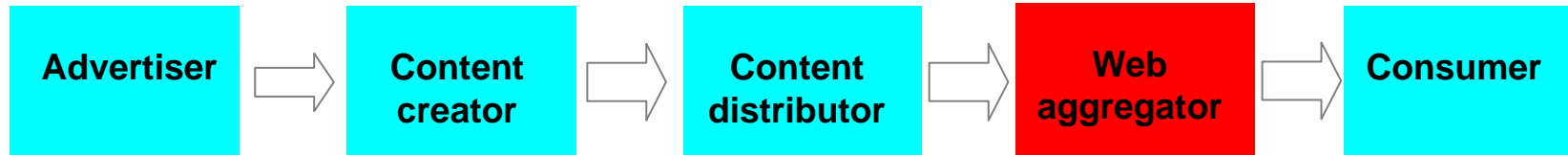
- Strong **User generated component**
- Strong **'social'** use of the web
- Element of **'Sharing'/'Free'**
- Yet, useful applications (Flickr v.s. petfood.com)
- Services predominantly free but **ad funded**
- Coined by **Tim O Reilly at a conference in 2004**
- Official definition of Web 2.0 as above (although there are many other definitions)
- Even if you think it is hype (which I do not think so), **it is a very good lexicon**

What is Web 2.0

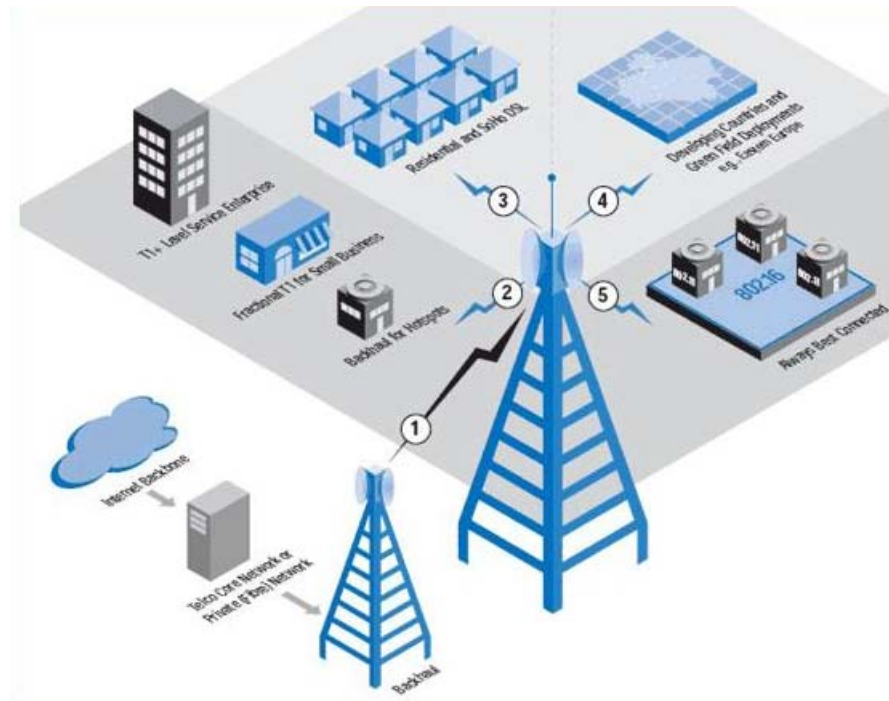
- a) Web as a platform:
- b) Harnessing collective intelligence : Google page rank

The platform is the Internet,
On the Internet, the rules are different.
Information sharing is actually better than information hoarding.

With enough people sharing information – you build a database and the database becomes bigger and better with incremental users



Web aggregators is a different type of distributor. Everyone is trying to bypass the traditional distributors. Distributors are having to evolve. Dis-intermediate ...

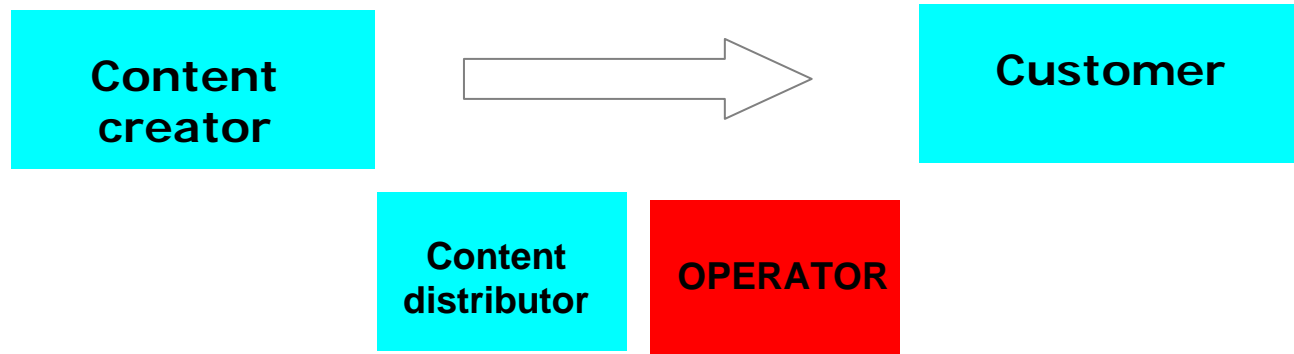


The Operator is a type of distributor and is facing the same problem which other distributors are facing

A fork in the road for former partners? **FUTURETEXT**



DIS-tributor v.s. Dis-Intermediate



Where is the growth going to come from in our industry?



Web growth is proven.
Mobile Web growth is not.
Can Mobile Web 2.0 help?

<http://www.pipes.org/Ephemeris/ea73/ea73a25.gif>

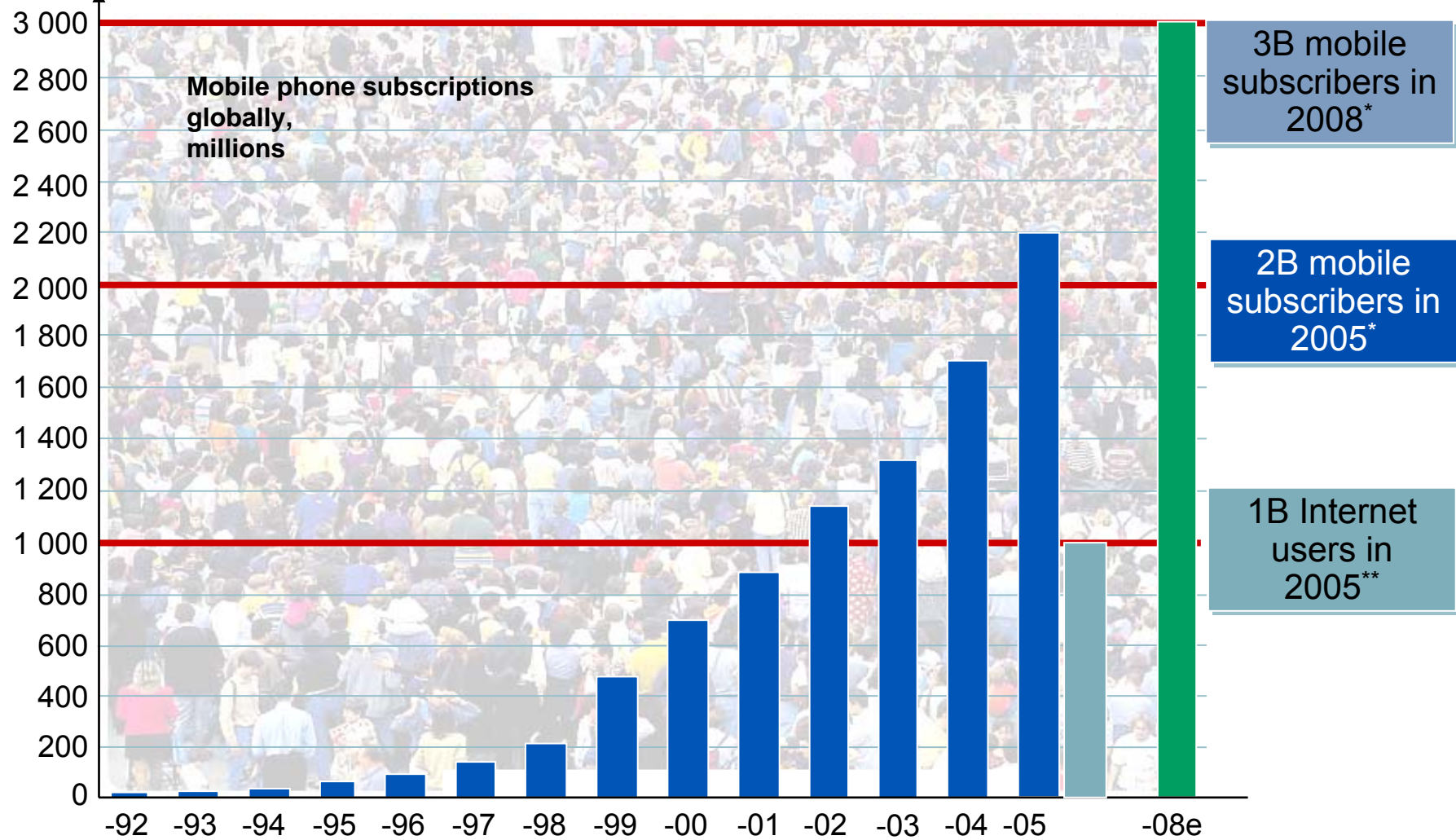
<http://www.finfacts.com/irelandbusinessnews/uploads/googmsftnov212006.jpg>

- 99% reliability
- 18 months lead time
- Silo mentality
- Interoperability – not a priority
- Data apps: low priority

- No unpipe
- Social networks, Connecting people vs. the media industry
- Iterative development, Converged development
- Network itself is becoming lower in value
- Edge of the network is becoming more important
- New services without changes to network (separation of service layer from network layer)
- Complex but longer tail services vs.. Existing simple services with mass demand

The resurgence of mobile browsing **FUTURETEXT**

Mobile subscribers outnumber Internet users 2 to 1



Sources: *Nokia; **Morgan Stanley Research and Morgan Stanley Communications Equipment Research.

NOKIA



- Globally, at end of 2005, there were 2.1 billion mobile phones vs. 1.0 billion Internet users.
- Even amongst those one billion Internet users, over 200 million of them accessed the Internet via a mobile phone (mostly in Japan, China and South Korea).

Mobile is now a first class citizen of the Web.
More so, with Web 2.0 (Mobile Web 2.0) -
Voice, SMS, Mobile Web?

When we extend this definition to 'Mobile Web 2.0' – there are two implications :

- a) The Web does not necessarily extend to mobile devices
- b) Even though the Web does not extend to mobile devices, intelligence can still be captured from mobile devices.

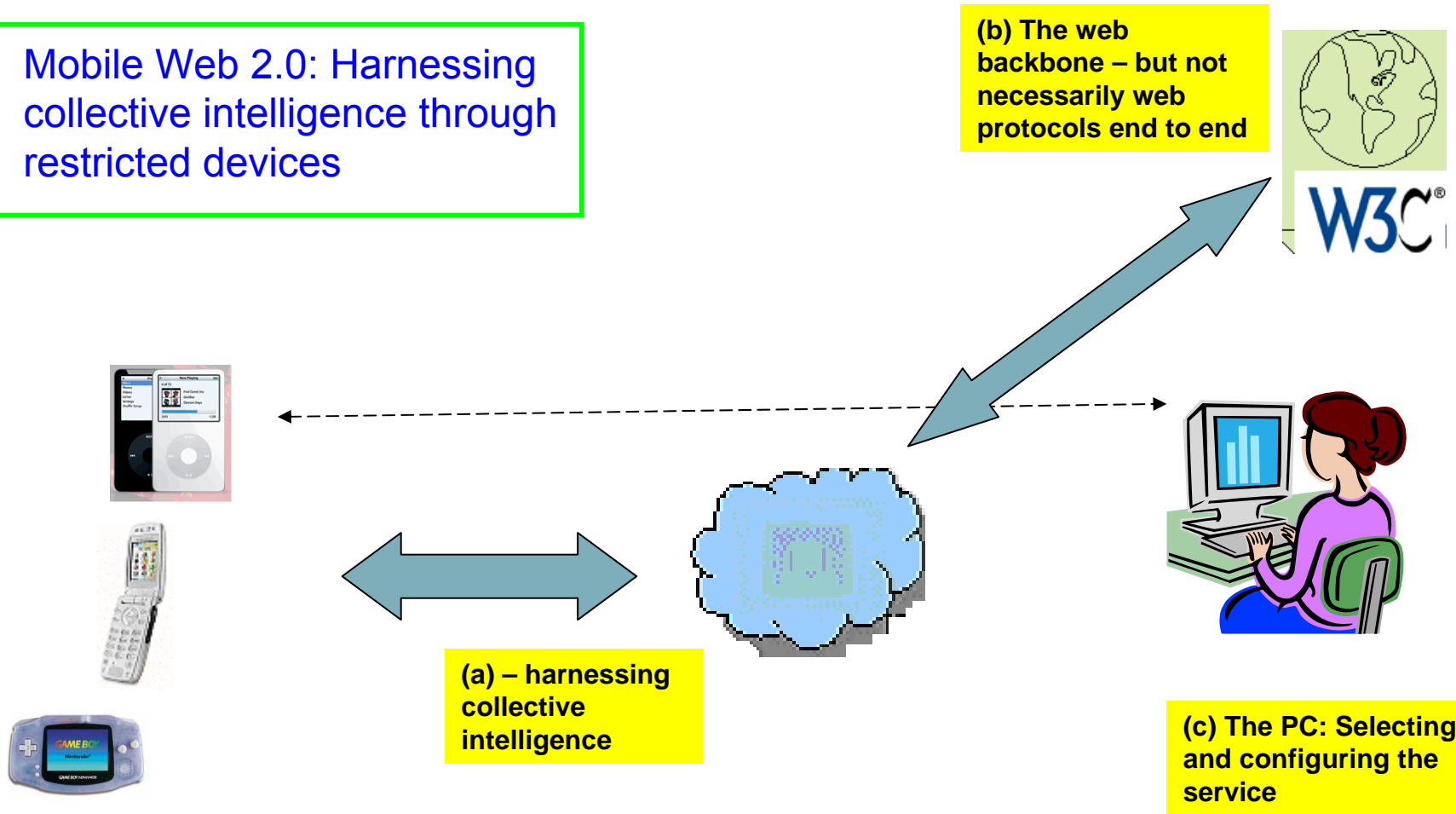
Not ringtones etc (packaged content)!

FUTURETEXT

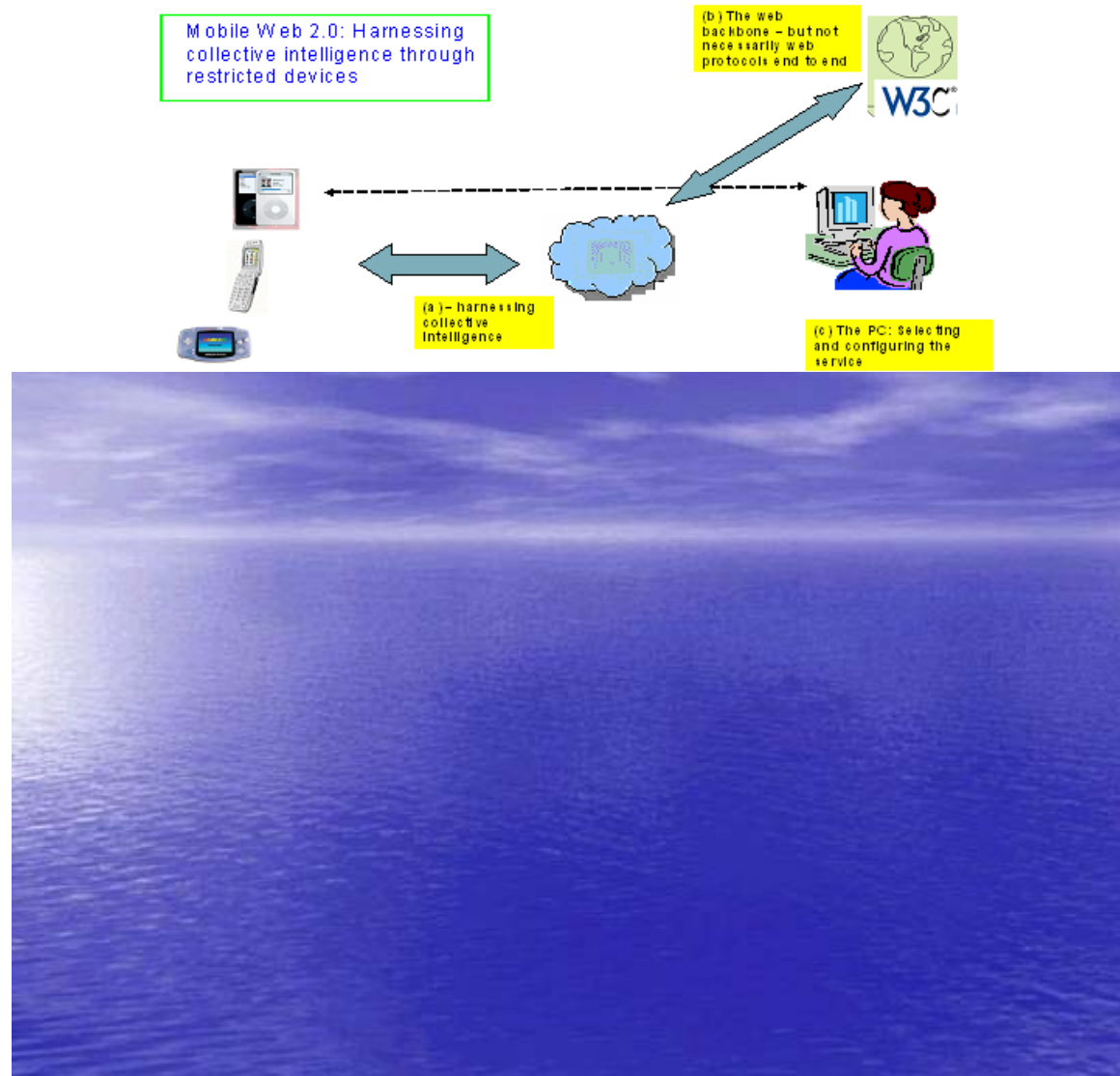


Mobile Web 2.0 != Packaged content
(ringtones)

Mobile Web 2.0: Harnessing collective intelligence through restricted devices

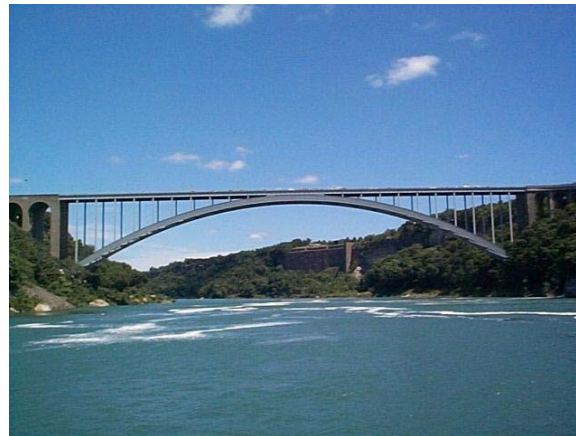


The Deep blue sea problem ...





Deep blue sea problem ..



facebook



So, the question is: How does the mobile device adopt the ethos of the Web and yet maintain some unique advantages? i.e. bridge the world of the Mobile and the Internet?

At least **Eleven ways are possible** to implement Mobile Web 2.0 i.e. for mobile to add a unique element to Web 2.0

1) The Operator implementation – This will be likely based on IMS/SDP.

2) The handset implantation – This approach is best indicated by Nokia's Ovi strategy and the iPhone.

3) The Enterprise network strategy – Best epitomised by Cisco's foray into Web 2.0 based on recent acquisitions such as Tribes and Five Across and Webex

4) The Web players coming to mobile .. Best example of this approach is Android.

5) Mobile Web 2.0 and Devices –Amazon Kindle

6) SCWS(Smart card web server) – A relatively new approach with the SIM cards being increasingly powerful and with the deployment of a web server on SIM cards.

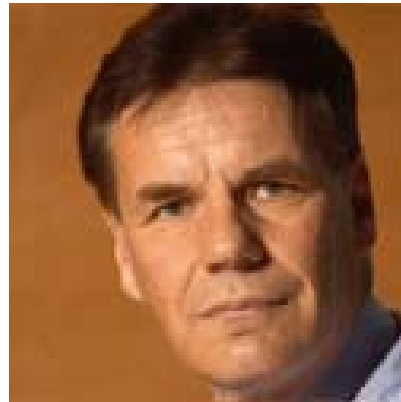
7) **Identity and Security** – Identity and Security can complement almost any service and a telecoms network has an advantage there.

8) **Browser APIs/DOM extensions**

9) **Voice Call detail records** to create social graphs –

10) **Make it quicker / easier** – users will always pay extra for the small improvements which make their life easier even when other (more cumbersome) ways exist which may be cheaper. 11) and finally, there is the concept of Umbrella social networks Beyond Web 2.0

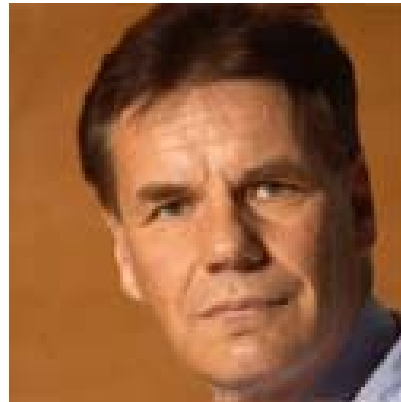
11) **Umbrella social networks**



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Mobile Web 2.0

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Expressing sympathy with the people of China for the earthquake