



# Understanding the .mobi Domain ...



**and How It Will Finally Make the Internet Mobile**



# The world is growing more and more mobile every day

- Four mobile phones sold to every one PC today
- 25% of paid Internet subscribers use their mobile phone as their primary access (IPSOS)
- 1.3B people will connect via mobile Internet phones by 2008 (IDC)
- Mobile data services estimated at \$112B by 2008





## Clear trends are emerging

- Mobile internet will be bigger and have more reach than fixed Internet
- Phone has payment mechanism built in
- i-Mode makes more money than Google, Yahoo, eBay, Amazon and AOL combined
- In mobile, US is follower rather than leader
  - 93% of mobile internet users are in non-us markets





# Mobile consumers expect a good Internet experience

- **Convenient**

“I am walking around the city. I can’t go back home to my PC. I need to find a price or directions.”

- **Easily Discoverable**

“Wow. I turned on my phone and I got online just as easily as I do every day at home. It was a good experience.”

- **Trust**

“The internet on my mobile works the same every time and costs what I expect it to cost for the convenience.”



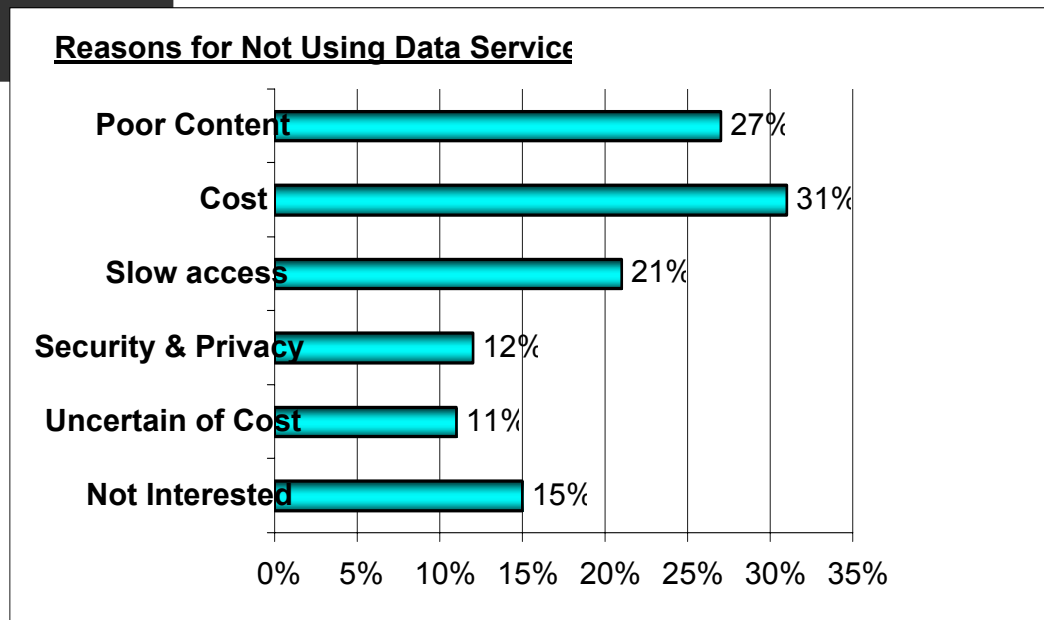
# The discovery problem

- Users have no way to know whether a site will work or not
  - Only way is to try
  - This results in expensive, time-consuming mistakes
- Resulting poor experience is disincentive to try mobile browsing again
- End-of-month “sticker shock” when the user gets bill is a second disincentive
  - “All you can eat” model for mobile data is rare on a global basis



# Taking the PC-based internet to the mobile has not worked well to date

- Study by leading mobile carrier found that the biggest barriers to use are:
  - Too expensive
  - Poor/inappropriate content
  - Slow access
  - Logins difficult
  - Navigation difficult



## What doesn't work ...

- Ill-fitting graphics
- Slow access
- Difficult navigation
- Frames
- Complex graphics



- Mobility context specific, location content specific
- Immediate access
- Easy navigation
- Clean pages, no frames, simple graphics
- Sharply defined usage objectives





The old way →



← The new way



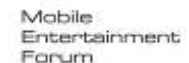


# Leading industry players join forces to solve a problem: the mobile internet

13 leading mobile and Internet companies have joined forces to create the .mobi domain.



## ASSOCIATIONS





## How can the industry do this?

- **Overcome key inhibitors**
  - Promote device-independent standards
  - Adopt best practices across industry
  - Adopt style guides that create common experience across networks and devices
  - Enable discoverability of quality mobile content
  - Create common trustmark for consumer mobile experience



# .mobi: Internet Made Mobile



- .mobi is the first and only Internet address specifically designed for the mobile. It works on any phone on any network anywhere in the world.
  - myname.mobi or myname@name.mobi
- dotMobi provides developer tools, education and certification for mobile content and messaging.
- .mobi tells consumers:

**This works on my mobile.**



# .mobi's underlying technology guarantees the Internet works on your mobile every time

- Style guides for web development, mobile messaging, device compliance and search provide the core technology
- .mobi is built on open standards and contributions from investor companies.
  - Follows W3C's Mobile Web Initiative Best Practices
    - dotMobi is a founding member and contributor
- Style guides are enforced to guarantee the .mobi trustmark
  - .mobi domains can be turned off



# .mobi Style Guide for Web Developers

Three Mandatory Rules

Highly-Recommended  
Best Practices





# .mobi Style Guide for Web Developers

- **W3C Mobile Web “Best Practice Guide” plus dotMobi guidelines**
  - 1. XHTML mobile profile
  - 2. Second level domain site
  - 3. No frames, no pop-ups, no auto-refresh
  - URLs for country-specific sites
  - Clean navigation, appropriate graphics, minimal scrolling
  - No embedded objects, no tables
  - Minimal keystrokes



# Core value propositions

## Consumers

- .mobi: the domain that says “internet made mobile”
- Search
  - Prioritizes websites optimised for mobile
  - Renders sites for mobile devices
- Content
  - Sites made for mobile internet
  - Designed for mobile situations
- Handsets made for mobile internet
  - Optimised navigation
  - Easy input of URLs
  - Ready to use or easy to update

## Mobile Operators

- Increase customer satisfaction
  - Re-engage customers in mobile internet with positive user experience
  - Provide augmentation to walled garden approach and its limited success
- Increase revenue through more packet data traffic and higher mobile data ARPU for 2.5G and 3G
- Broad operator support will motivate content providers to invest, further increasing usage
- Increase customer loyalty by owning the customer journey and OWN their online identity

## Content Providers

- Allows content and service providers to create new Internet-based services for mobile customers
- Search services will better recognize and catalogue .mobi sites increasing:
  - result quality
  - user satisfaction
  - site traffic





# dotMobi will change the way you use the Internet

**POSTS**

Bygone powers, T-shirts, CDs, and other novelties - under that name 173 kids had their say in a year.

After the show, group members gradually moved to a VIP seating area in the theater's basement, mingling among the singers before a few groups, a few necessary film crew, and industry insiders - including Peter Facos, North's manager. (The next day Facos signs the way they to open for the all-star band on an anniversary.) As a part of Bellemere and Cape Cod's debut through the crowd, Facos, the lead singer, enthusiastically fields the audience's questions. At one time, he had and arranged for stage personnel, he looks like a bit of a star to get the audience.

"There is no more so exciting, no kind of a thrill of doing and doing. And when the opportunity arises, he simply bows, publicly to his guests and slips out the back door, leaving the recordings to the band's record label." - Robert La Prusse



**UNLIE POLE**

## Daddy's Feeling Lucky

**LAST SUMMER, BEN POSTER GUY** had a 10-year-old job as a senior product manager as they began to feel like a kid. It's the month leading up to his decision, but all year-old with a degree in statistics had been tracking his earnings on a website approach. After checking out checking the numbers, he came to the conclusion that he could earn more money playing poker than working as a kid. Thus, his wife was pregnant with their second child, and he was headed around the house, Foster decided to become a stay-at-home poker star.

It's no less though he'll not his mind - this is no way to acquire a family. Foster had what he'd need a perfectly reasonable solution: "There are a lot of tables out there." And his spreadsheet proved it. Over the course of his first 10 games, he made a profit of \$1,000 per hour on Party Poker.com, he averaged \$50 a game. (Despite all the talk of poker, his earnings were mostly.) If he played at home a week, then \$100 per game would translate to about \$1,000 a year for a part-time job. There, he was in it all night.

When it came time, Foster started to play in front of some of his friends in his home in California. On his bookshelf, Carl's List of Poker Tolls is one of the best-selling books. It's open on a Tuesday night, and Foster is up there trying to get the little one to sleep. Foster logs onto the Party Poker Website, "Open for business," he says. At this time, there are still a good number of books and the best-selling players online. There's always the chance that some sophisticated opponents will join in - rather than a golden penny Google search engine by a single fall into online poker. Foster is a good number of books and the best-selling players online. There's always the chance that some sophisticated opponents will join in - rather than a golden penny Google search engine by a single fall into online poker. Foster is a good number of books and the best-selling players online. There's always the chance that some sophisticated opponents will join in - rather than a golden penny Google search engine by a single fall into online poker.

Not that it's not an easy ride either. "It's really impossible to play night poker games so much when you're 10-year-old as in a morning in the background." Foster admits. An evening he hasn't logged in many hours as he had planned.

To make up for it, he spent a month in the house. A group of his former college colleagues wanted to fill out in the hotel room and play some "poker" games. For Foster, it was the perfect opportunity to get some more money from people who would be his clients to leave the corporate world. But before long he was in the mood for higher stakes - and after a while, he decided to head to the casino he'd visited. He couldn't stop thinking about his wife and kids back home. He wasn't there to have fun - this was his job. After playing for a few weeks, Foster found out \$1,000 a week was his bankroll for a Tuesday night, he's starting to think about and having the rest of the game. He bigger than - that he's not playing poker - he's not in a job. And while working in an office, he says the game is always exciting. Even though, when he has a bad run and loses only \$20 in his first hour.

It's still there in an odd way, he says. When he sits with people in and also how he's doing, he shakes his head. It hasn't been good, he says. But the kids are asleep, and, miraculously speaking, there's a mother-in-law every weekend. - Andrew Davis



**VENTURE**

## Sails and Marketing

**THE MARRIAGE OF SPORTS AND** marketing is a marriage that's been in the making for a long time. Consider it's open in the Ericsson Pavilion over looking Baltimore's Inner Harbor, and the bar is open. "Ericsson clicks," says Donny Ford, Ericsson's senior director of marketing and external communications, and he's not the kind who has on the second every day. Moved as the deck below are seen. When Open, the latest season will welcome on the water, passed the three-week launch in the Volvo Ocean Race. The world's most famous sailing event is one of sailing's most prestigious events. Ericsson is paired with Sony as a sponsor of one of the boats in the race, which has included stops in Cape Town, Whitby, Rio, and Baltimore, where it will continue to Annapolis, New York, Portsmouth, Rotterdam, and on to the finish in Genoa, Sweden, Dubai, Nice, and Glasgow. The race is a perfect vehicle for Ericsson's corporate aspirations, and it's the platform for a public relations, brand awareness, and customer development.

YourBrand™



YourBrand let me open my doors for thousands less.



www.yourbrand.com



# dotMobi will change the way you use the Internet





# dotMobi will change the way you use the Internet

The screenshot shows a website interface for 'YourBrand™'. At the top right, there is a search bar with a '.mobi' icon highlighted in a red circle. The main content area features a large image of people working at a computer with the text 'MASTER THE DYNAMICS OF YOUR BUSINESS' and 'Financial, Supply Chain, and Customer Relationship Management solutions →'. Below this, there are sections for 'Popular Downloads', 'Popular Searches', and 'Popular Destinations' categorized by 'for your home', 'for your job', and 'for your organization'. The footer contains links for 'Manage Your Profile', 'Contact Us', 'Careers', 'Legal', 'Terms of Use', 'Trademarks', and 'Privacy Statement'.



## Current status

- dotMobi now in General Registration
  - Names available to anyone at standard costs
- 125 resellers in Europe, Asia, and US
- More than 350,000 names registered
  - Over one million names expected in next 12 months
  - Brand owners going live with .mobi sites daily
- Developer Forum (<http://dev.mobi>) and ready.mobi (MobiReady Report) now live



# Content coming up daily



The collage features several mobile website screenshots:

- BMW.mobi**: BMW International mobile site with a car image and navigation links.
- kicker online!**: Sports website featuring a soccer player and news about the F1 World Cup.
- Technology**: BusinessWeek MobileEditor site with a Windows Mobile logo and a link for more information.
- Welcome Kilburnie**: Website for 'the Inn at Craig Farm' with a house image and a 'Links' section.
- Hotels und Pensionen am Kaiserstuhl**: Travel website with a menu of links like 'Startseite', 'Unterkunft', and 'Wein'.
- ING DiBa**: Website for finding ATMs (Geldautomaten).
- AMF**: Website for Silvia Enssle with a profile picture and navigation links.
- UT Mobile**: University of Texas mobile site with a directory of links.
- Thalys.mobi**: Thalys train service website with navigation for Home, Schedules, and Fares.
- golem.de**: IT-News website with a headline about an Asus-Smartphone.



## Your company and .mobi

- Register your names now
- Deploy your mobile consumer brands behind a .mobi name today
  - Versus .com name
- Build .mobi into your product roadmaps for off portal, messaging and hosting product plans



# You can participate in the dotMobi community

## dotMobi Advisory Group (MAG)

- Mobile Industry Association
- Advisory Group to dotMobi
- Multiple Membership Levels
- Developer, Marketing and Policy Forums

## Policy Advisory Board

- 5 MAG Steering Committee members
- 5 elected constituency representatives
- Review and comment on dotMobi policies



## Who should participate

- Mobile operators
- Internet service providers
- Content providers
- Entertainment providers
- Device manufacturers
- Mobile content developers
- Local business and services





Internet Made Mobile

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