.mobi™
Internet Made Mobile

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**

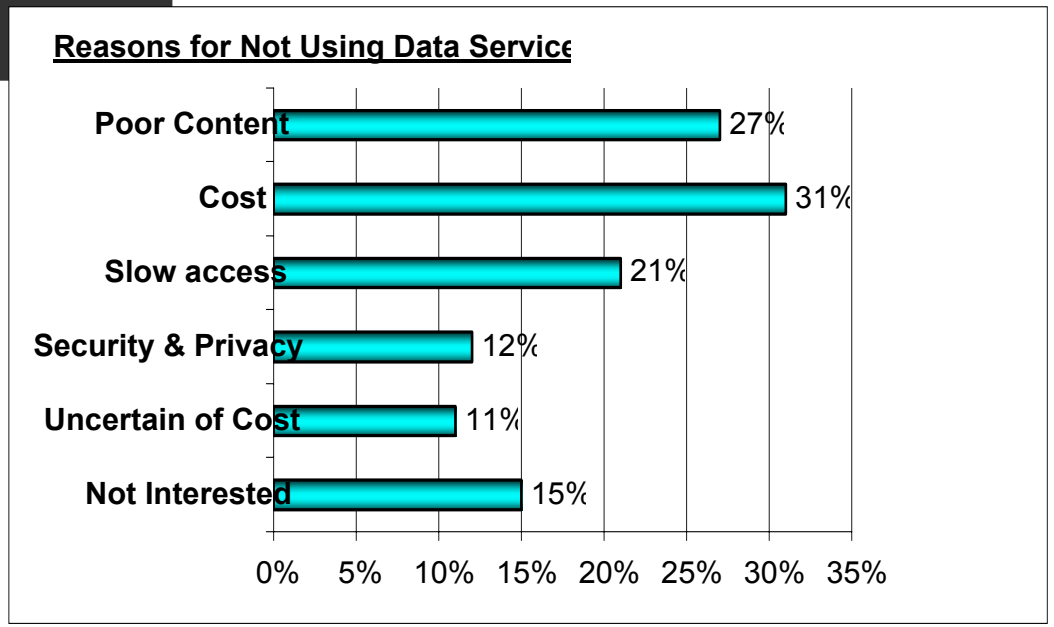
  "The internet on my mobile works the same every time and costs what I expect it to cost for the convenience."

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

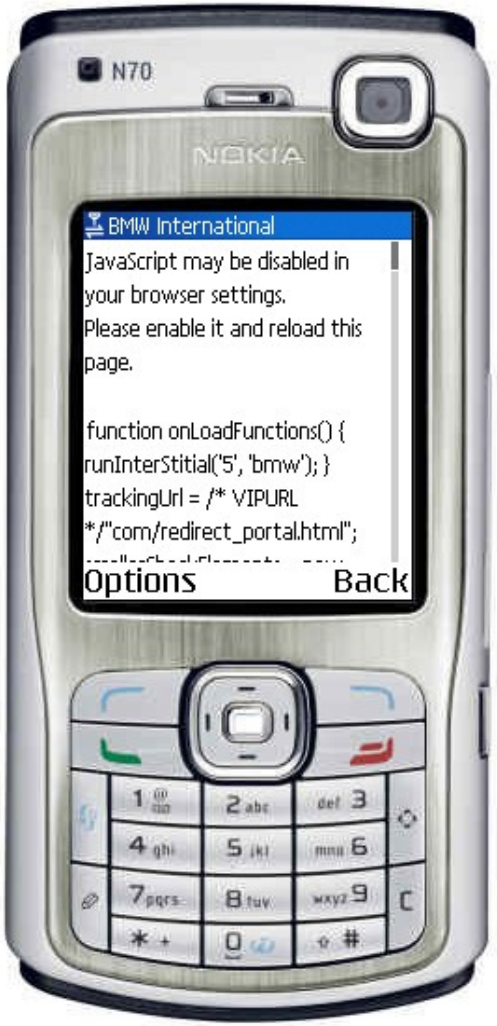
Taking the PC-based internet to the mobile has not worked well to date

- 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



… and what *does* works.

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

.mobi makes the difference ...

Internet Made Mobile

The old way ➡

⬅ The new way

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

.mobi™ Internet Made Mobile

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

Google · Microsoft · T-Mobile · vodafone · 3 · TIM Living without borders · Telefonica · NOKIA · ERICSSON · SAMSUNG · ORASCOM TELECOM · GSM ASSOCIATION · Syniverse Technologies

ASSOCIATIONS

AMTA Australian Mobile Telecommunications Association · CTIA The Wireless Association · cwta · GSM ASSOCIATION · Mobile Entertainment Forum · MMA · RCA · W3C

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

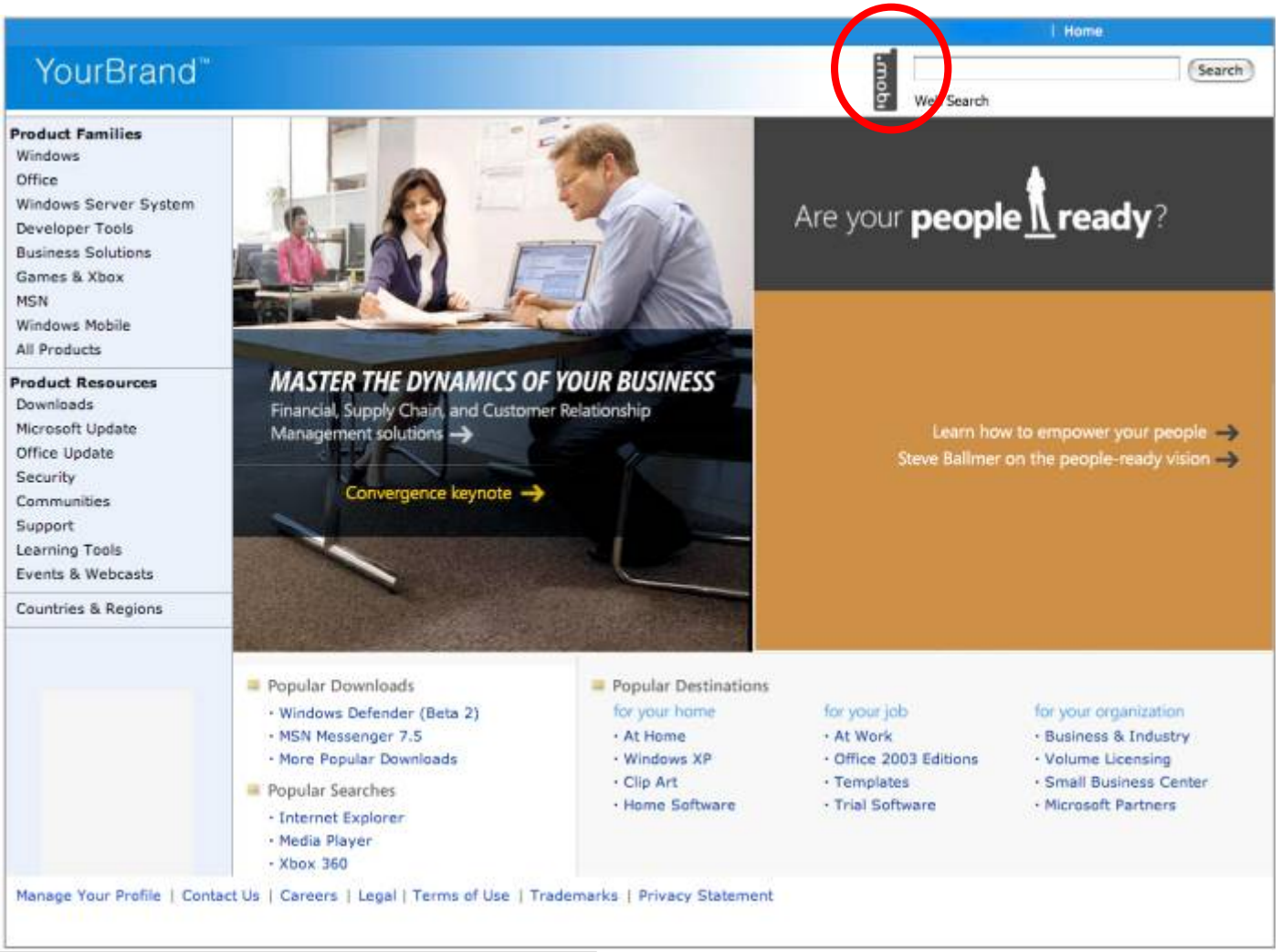
Content Providers

- 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

dotMobi will change the way you use the Internet

dotMobi will change the way you use the Internet



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

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)

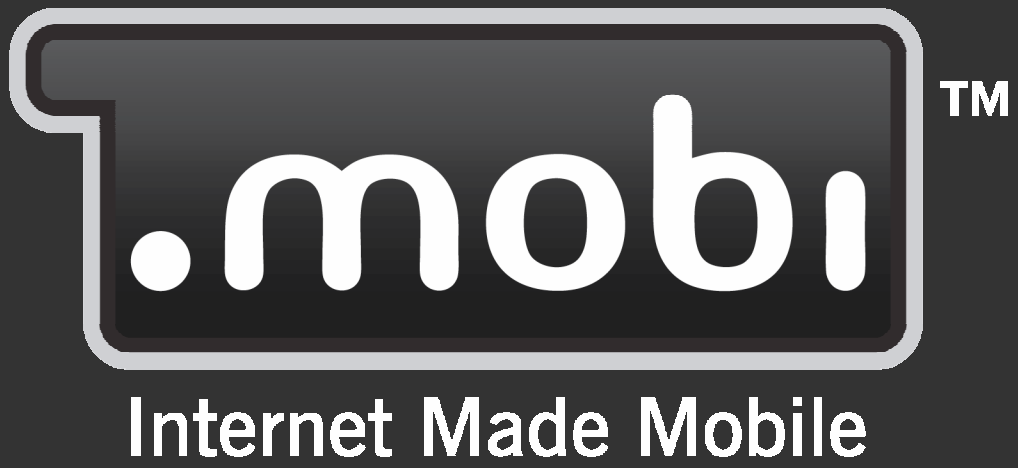
- Mobile Industry Association
- Advisory Group to dotMobi
- Multiple Membership Levels
- Developer, Marketing and Policy Forums

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



dotMobi (mTLD Top Level Domain, Ltd.)

© 2006 mTLD, Ltd. All rights reserved. .mobi and the .mobi logo are trademarks of mTLD, Ltd.