James Pearce, CTO

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dotMobi (mTLD Top Level Domain, Ltd.)

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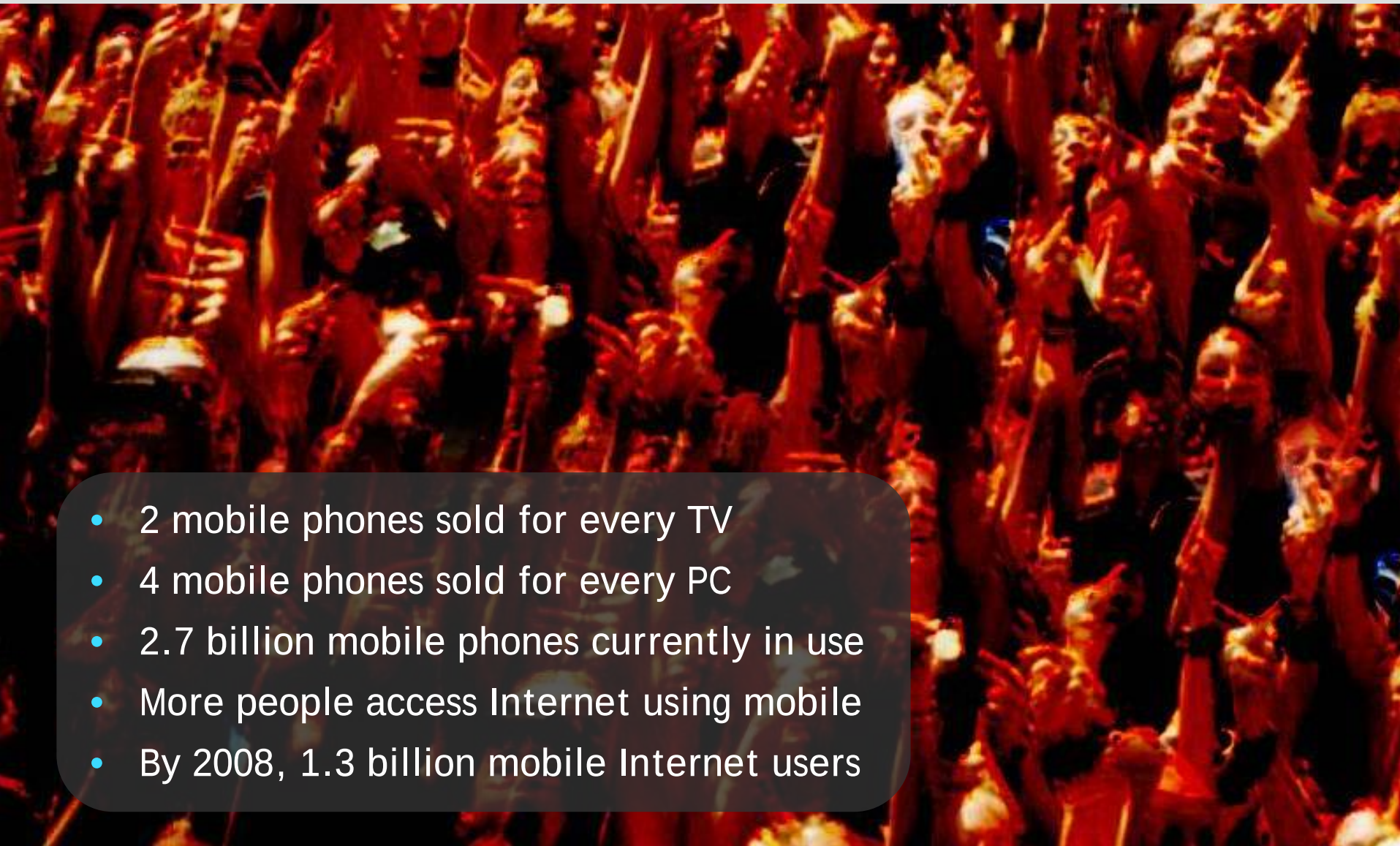
.mobi™
Internet Made Mobile

The world is growing mobile



- 2 mobile phones sold for every TV
- 4 mobile phones sold for every PC
- 2.7 billion mobile phones currently in use
- More people access Internet using mobile
- By 2008, 1.3 billion mobile Internet users

.mobi – the TLD for mobile

Internet Made Mobile

http://wireless.schwab.com/

http://mobileapp.epsn.go.com/wireless/

http://www.amazon.com/gp/aw/h.html

http://www.nike.com/nikebasketball/mobile/

http://www.whitehousedrugpolicy.gov/pda/

http://wap.ebay.com/

http://mobile.redbull.com/

http://m.technorati.com/

http://bmw.mobi

Mobile content for the mobile context

.mobi™
Internet Made Mobile

Who is behind dotMobi?

Investors

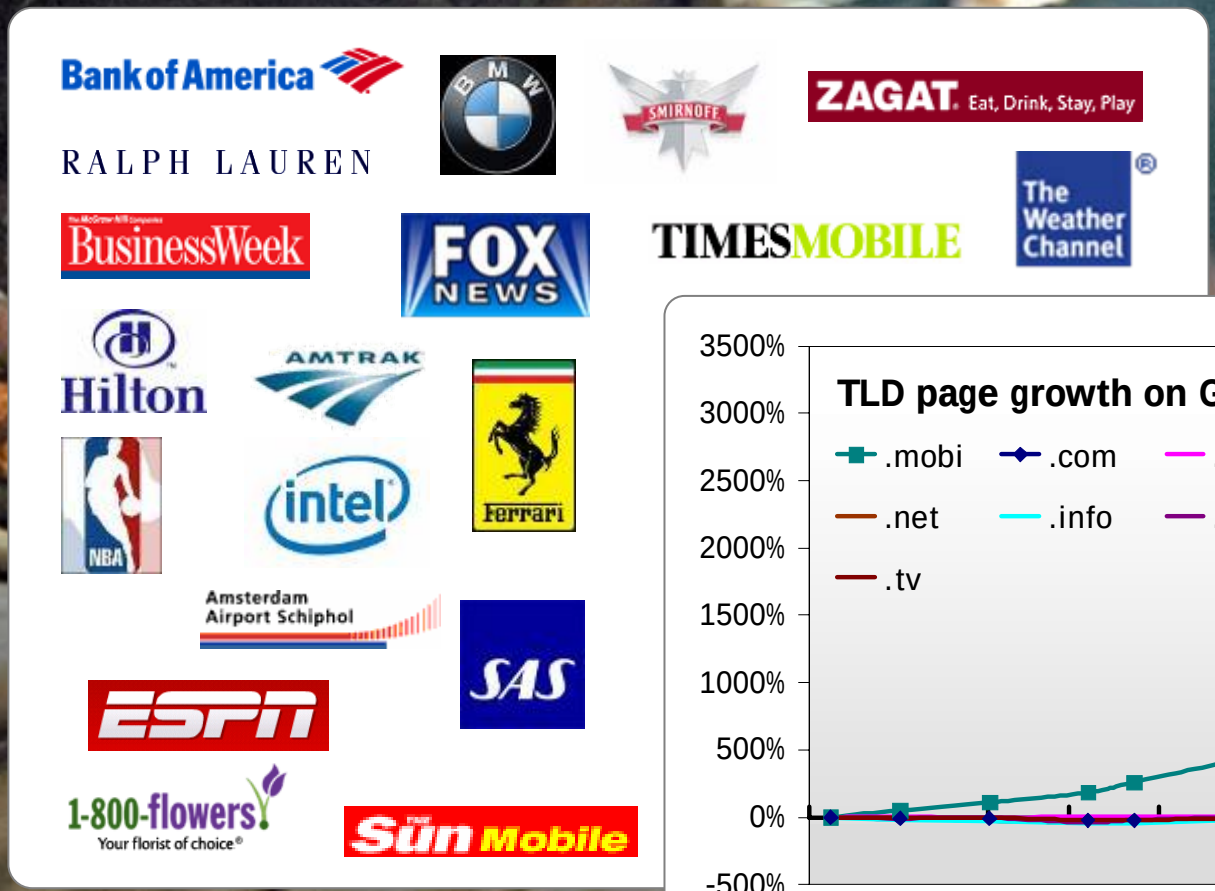
Google™
Microsoft
GSM ASSOCIATION
T-Mobile
vodafone™
ORASCOM TELECOM
Telefónica
NOKIA
ERICSSON
SAMSUNG
3
TIM
Living without borders
Syniverse Technologies
VISA

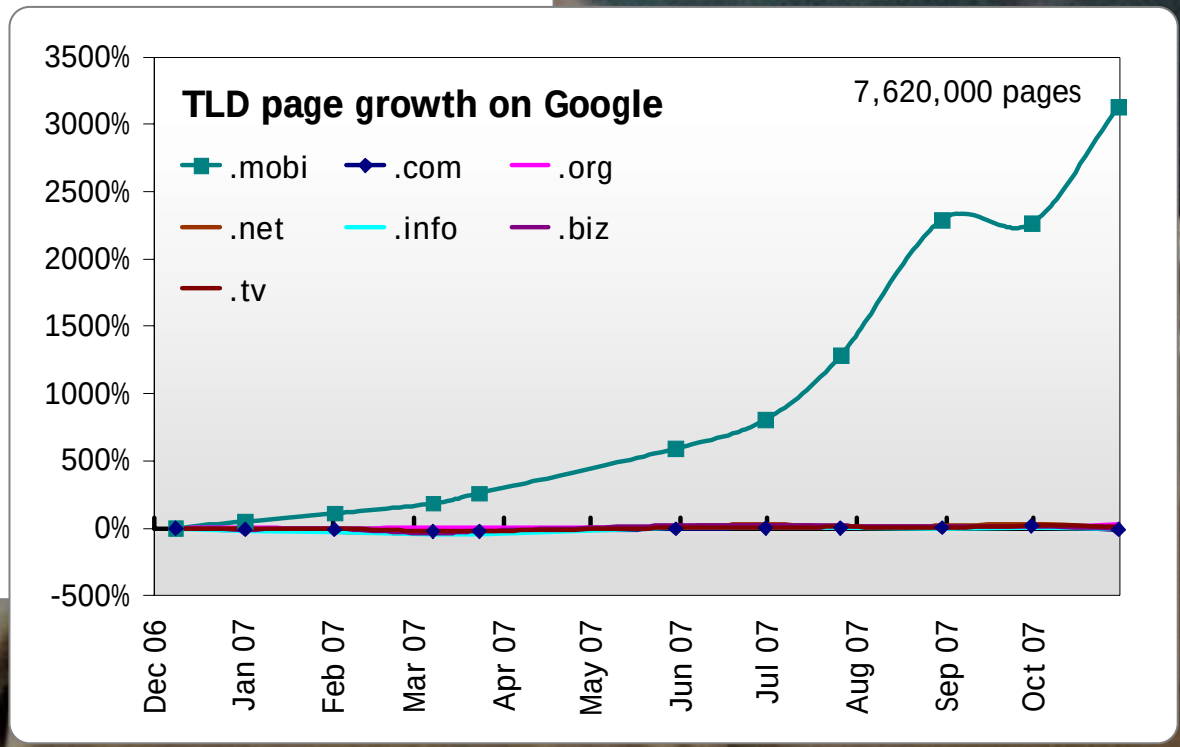
Associations

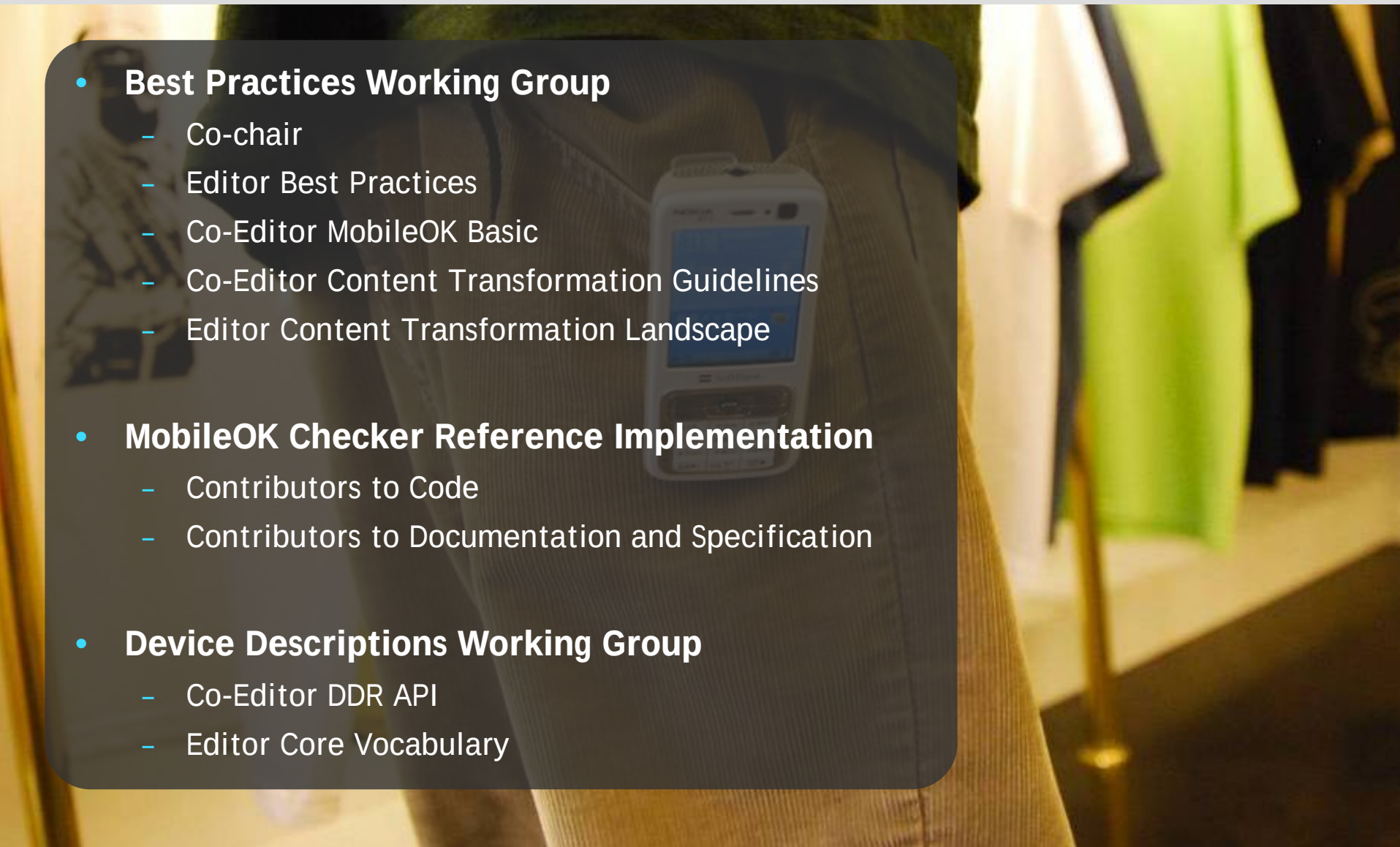
AMTA
Australian Mobile Telecommunications Association
CTIA
The Wireless Association™
cwta
GSM ASSOCIATION
Mobile Entertainment Forum
MMA
RCA
W3C

.mobi™
Internet Made Mobile

The .mobi domain continues to grow







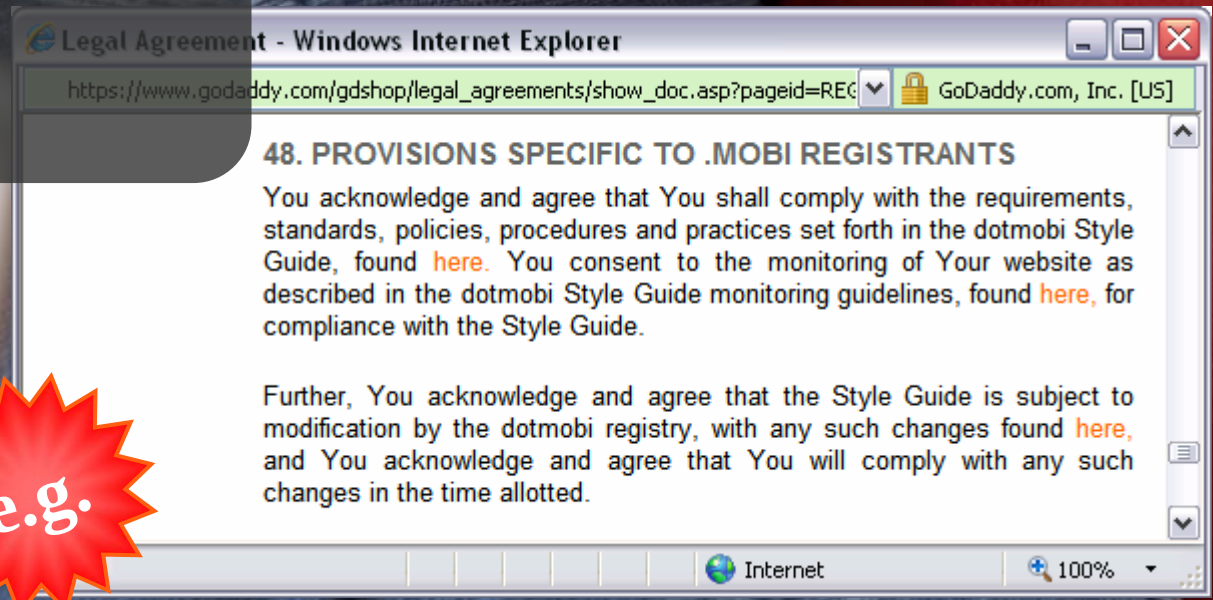
- **Best Practices Working Group**
  - Co-chair
  - Editor Best Practices
  - Co-Editor MobileOK Basic
  - Co-Editor Content Transformation Guidelines
  - Editor Content Transformation Landscape
- **MobileOK Checker Reference Implementation**
  - Contributors to Code
  - Contributors to Documentation and Specification
- **Device Descriptions Working Group**
  - Co-Editor DDR API
  - Editor Core Vocabulary

Implementation #1
Domain compliance rules

“Driving confidence in the mobile web”

Mandatory styleguide rules:

- XHTML-MP compliance
- Non-use of frames
- 2nd level domain



e.g.

Implementation #2
http://ready.mobi

free

"Is your site ready to go mobile?"

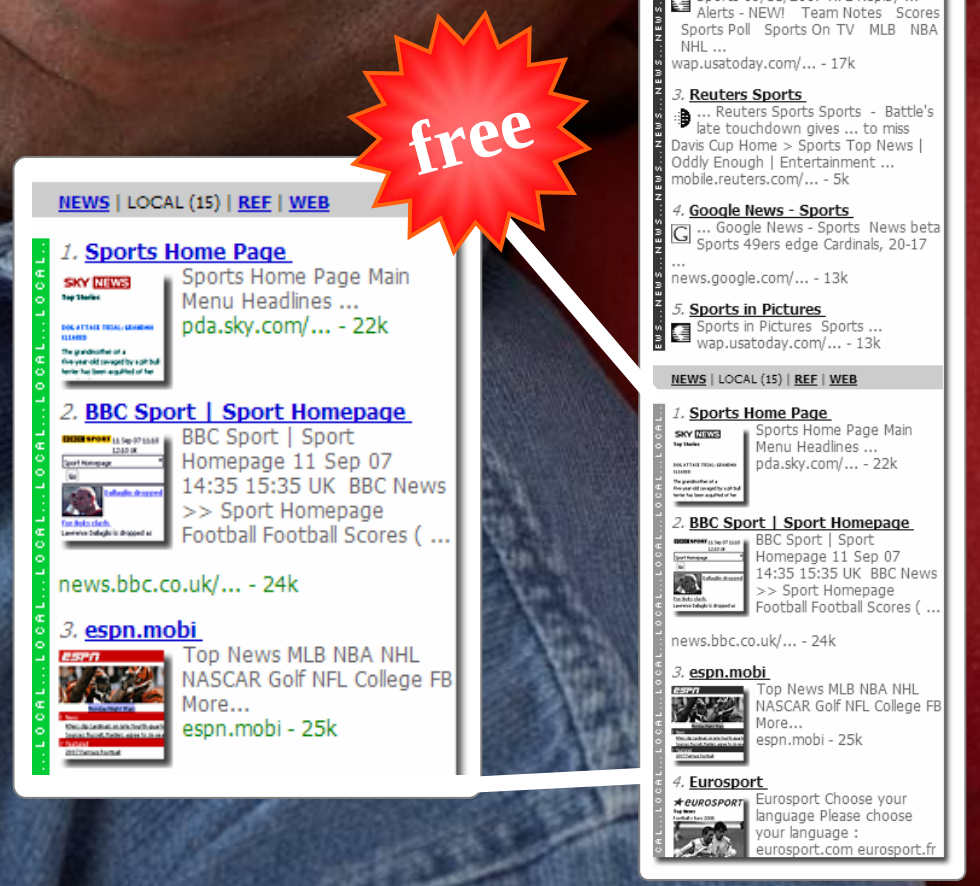
- Mobile quality report
- MobileOK tests
- Additional quality metrics
- Mobile emulators
- Tips for improvement
- Scores pages out of 5
- Crawler for site testing

- Branded by registrars

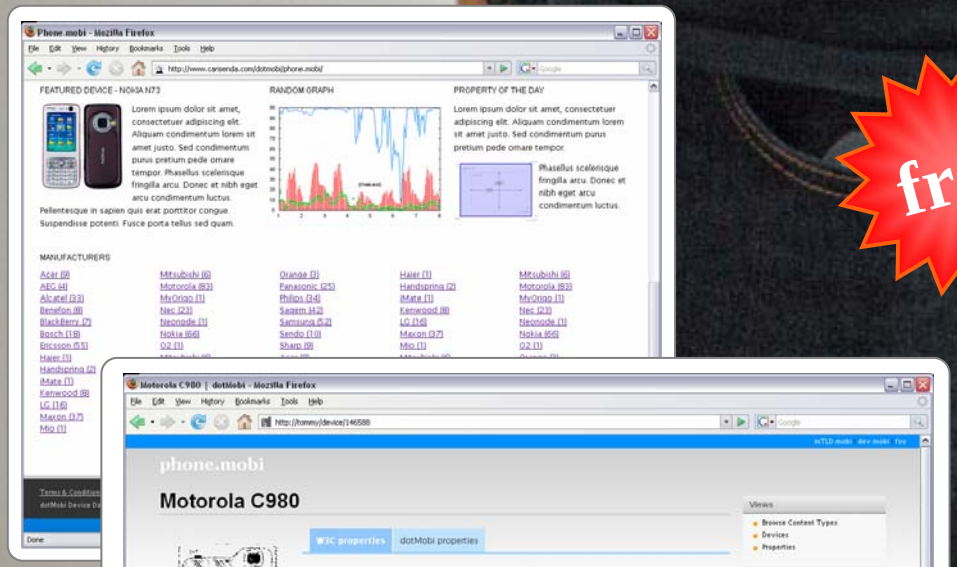
Implementation #3
http://find.mobi

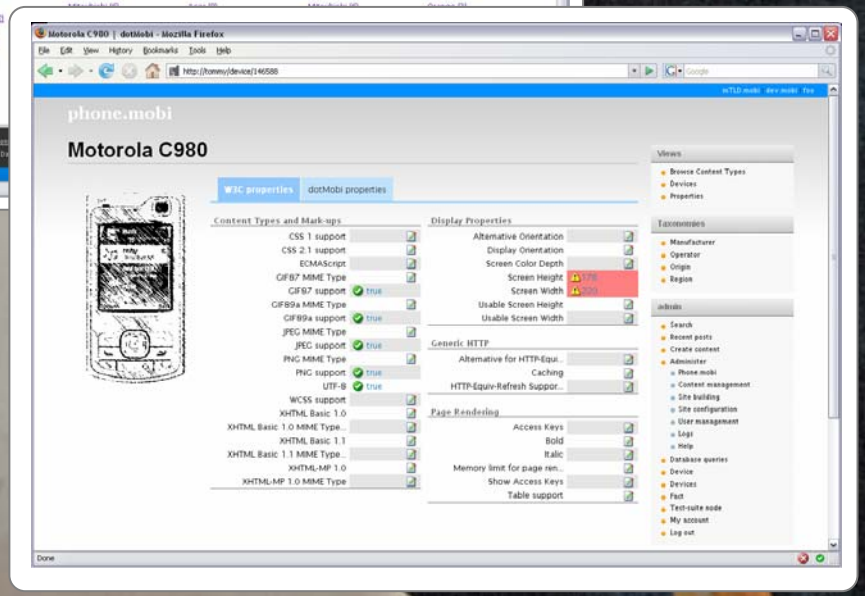
“Finding quality mobile content”

- Directory of mobile content
- W3C Best Practices used for rating quality across TLDs
- Positive feedback loop drives BP usage by developers



Implementation #4
Device Database (January 2008)





free

"What does this handset do?"

- Definitive database of handset information
- A DDR Implementation
- Data sourced from throughout the industry

- Data subscription for usage in content adaptation
- Premium analytics tools

Bringing mobile to developers

http://dev.mobi

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