



James Pearce, CTO

jpearce@mtld.mobi

dotMobi (mTLD Top Level Domain, Ltd.)

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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

<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

Who is behind dotMobi?

Investors



Associations





- **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

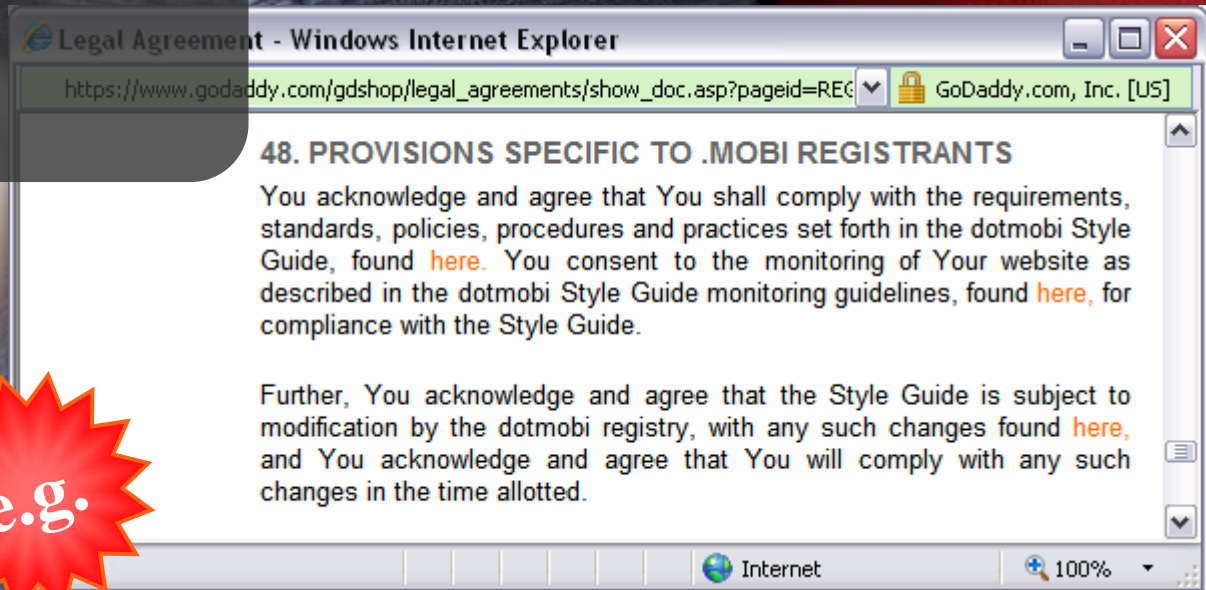
Implementation #1

Domain compliance rules

“Driving confidence in the mobile web”

Mandatory styleguide rules:

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



e.g.



NetworkSolutions **.mobi**
Ready.mobi Report

Get your free page analysis and MobiReady score. This report tests the mobile-view use of your site using industry best practices & standards.

Enter the URL of the page you want to check:

ready.mobi report **thyng.mobi**
from Feb 26 11 50:24 GMT 2012

Results

thyng.mobi scored 5 out of 5

Overall GOOD

It will probably display very well on a mobile phone.

Your mobile readiness score is calculated from the results of explained below. Failing tests and large page sizes both lower the score. Read through the report to understand how to improve your score - and your site.

Readiness, Size, Time & Cost

Category	Score
Mobile Readiness	4.75
Page size	0.25

Estimated Price

Category	Price
Analysis	\$8.00
Check	\$0.00
Phone	\$0.00
Code	\$8.00
OTA	\$0.00

Estimated Speed

Category	Speed
0.00s	1.25s
1.00s	0.25s
2.00s	0.25s
3.00s	0.25s
4.00s	0.25s

Visualization

THYNG THYNG MOB

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








NEWS | LOCAL (15) | REF | WEB





- 1. Sports Home Page**
 Sports Home Page Main Menu Headlines ...
[pda.sky.com/...](http://pda.sky.com/) - 22k
- 2. BBC Sport | Sport Homepage**
 BBC Sport | Sport Homepage 11 Sep 07 14:35 15:35 UK BBC News >> Sport Homepage Football Football Scores (...)
[news.bbc.co.uk/...](http://news.bbc.co.uk/) - 24k
- 3. espn.mobi**
 Top News MLB NBA NHL NASCAR Golf NFL College FB More...
espn.mobi - 25k

mobi MOBILE SEARCH
Results for: sports

NEWS (115) | LOCAL | REF | WEB

- 1. Sports**
 Sports Sports 1. Square peg Keller comes ...
[mobile.latimes.com/...](http://mobile.latimes.com/) - 7k
- 2. Sports**
 Sports 09/11/2007 NFL Replay ... Alerts - NEW! Team Notes Scores Sports Poll Sports On TV MLB NBA NHL ...
[wap.usatoday.com/...](http://wap.usatoday.com/) - 17k
- 3. Reuters Sports**
 ... Reuters Sports Sports - Battle's late touchdown gives ... to miss Davis Cup Home > Sports Top News | Oddly Enough | Entertainment ...
[mobile.reuters.com/...](http://mobile.reuters.com/) - 5k
- 4. Google News - Sports**
 ... Google News - Sports News beta Sports 49ers edge Cardinals, 20-17 ...
[news.google.com/...](http://news.google.com/) - 13k
- 5. Sports in Pictures**
 Sports in Pictures Sports ...
[wap.usatoday.com/...](http://wap.usatoday.com/) - 13k

NEWS | LOCAL (15) | REF | WEB

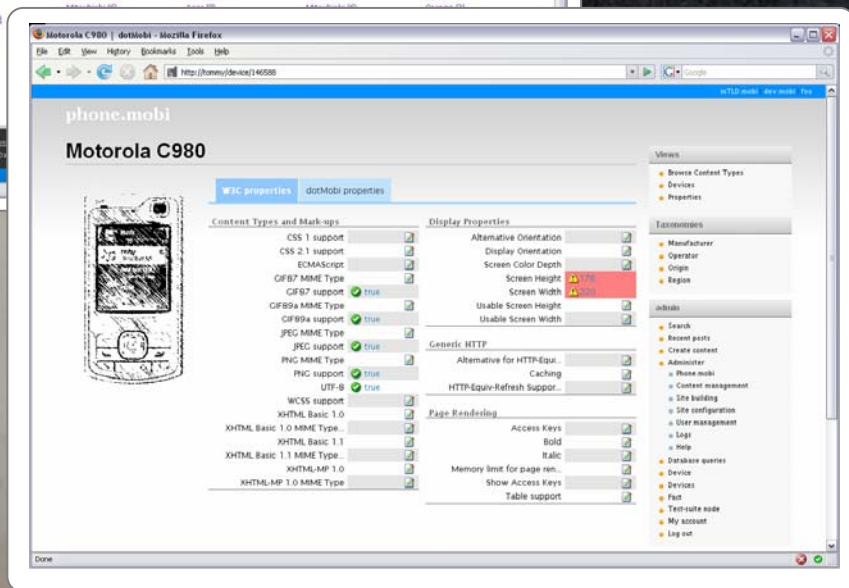
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 BBC Sport | Sport Homepage 11 Sep 07 14:35 15:35 UK BBC News >> Sport Homepage Football Football Scores (...)
[news.bbc.co.uk/...](http://news.bbc.co.uk/) - 24k
- 3. espn.mobi**
 Top News MLB NBA NHL NASCAR Golf NFL College FB More...
espn.mobi - 25k
- 4. Eurosport**
 Eurosport Choose your language Please choose your language :
eurosport.com eurosport.fr

Implementation #4 Device Database (January 2008)



“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>

The screenshot shows the dev.mobi website in a Windows Internet Explorer browser window. The address bar displays 'http://dev.mobi/'. The website features a navigation menu with categories like 'articles', 'forum', 'tools', 'blogs', 'ebooks', 'certification', 'training', 'showcase', and 'MAG'. A main banner reads 'The Mobile Web is growing and Certification can increase your business'. Below this, there are sections for 'Welcome to dev.mobi', 'Developer Guide', 'Site Builder', 'Mobility Check', 'Get started', 'Build content', and 'Improve'. A 'User login' section includes fields for 'Username' and 'Password' with a 'Log in' button. An 'Article Topics' section lists various subjects like 'Advertising', 'Authoring cms', 'Content adaptation', 'dev.mobi Device databases', 'detection Framework', 'Mobile AJAX', 'Mobile design', 'mobileOK MWI', 'One Web Publishing', 'ready.mobi', and 'Testing Tools W3C'. The browser's status bar at the bottom shows 'Internet' and '100%' zoom.





Internet Made Mobile

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