the future of mobile web

by startech.ro

year of the mobile web

2007

2008

2009

2010

2011

year of the mobile web

~~2007~~

~~2008~~

~~2009~~

2010

2011

bad hardware

bad browsers

expensive data plans

year of the mobile web

~~2007~~

bad hardware

~~2008~~

bad browsers

~~2009~~
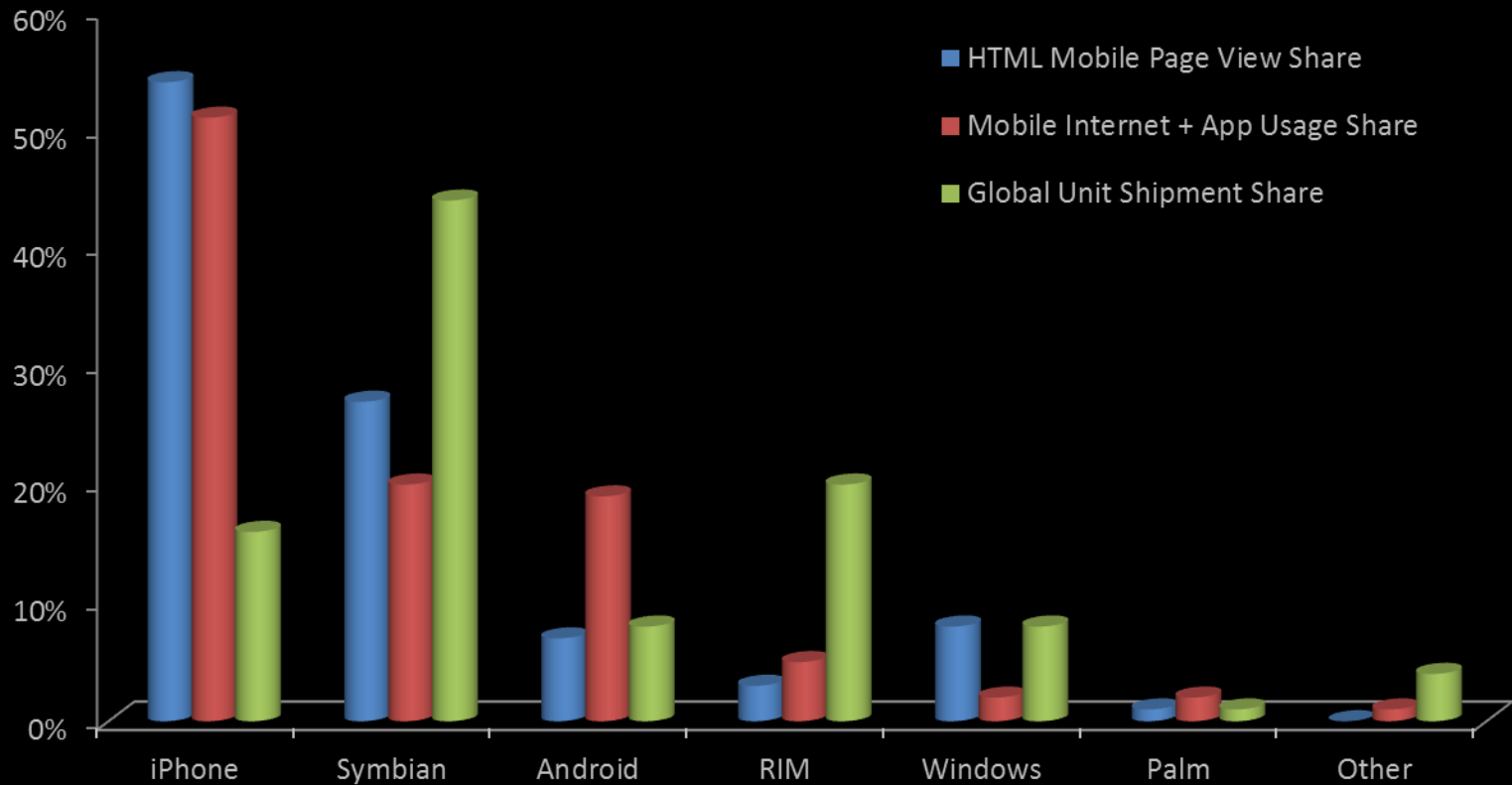
expensive data plans

~~2010~~

mobile apps

2011

html 5

the device revolution

iPhone users…

- **70%** check email at least once a day

- **60%** browse the web at least once a day

- **80%** browse the web

  smartphone users: **32%**

  mobile phone users: **10%**

OS market share (US)

source: Morgan Stanley

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phone models market share RO

% of total html pageview requests

Phone Models - Feb 2009	
Apple iPhone	14.93
Nokia E51	5.42
Nokia E71	4.32
Nokia N95 8GB	3.40
Nokia N95	3.19
Nokia N73	3.11
RIM BlackBerry 9000	2.53
Nokia 6300	2.12
Nokia N70	1.35
Apple iPod Touch	1.33
Nokia 6234	1.31
HTC P3700	1.66
Sony Ericsson K800i	1.29
Sony Ericsson W910i	1.25
HTC P3700	1.21

Phone Models - Nov 2009	
Apple iPhone	26.85
Nokia E71	4.42
Nokia E51	3.48
RIM BlackBerry 9000	2.27
Apple iPod Touch	2.16
Nokia 5800d	1.68
NokiaE63	1.65
Nokia N73	1.64
Nokia N95 8GB	1.58
RIM BlacBerry 8900	1.56
Nokia N97	1.51
Nokia N95	1.38
Nokia 6300	1.21
LG KU990	1.10
RIM BlackBerry 8520	1.04

Phone Models - Nov 2010	
Apple iPhone	30.77
Samsung Galaxy I9000	3.98
RIM BlackBerry 9700	2.18
Nokia E71	2.07
Nokia E63	1.69
Apple iPod Touch	1.62
Nokia E72	1.60
RIM BlackBerry 8520	1.53
HTC Desire	1.51
Nokia E51	1.21
LG P500	1.05
HTC Wildfire	1.02
Nokia 5230	0.91
Nokia E52	0.84
Nokia 5800d	0.82

source: mobilestats.ro

brands and OSs market share RO

% of total html pageview requests

Phone OSs - Feb 2009

Symbian	37.27
Others*	29.06
iPhone OS	16.27
Windows OS	7.54
RIM OS	6.75

Phone OSs - Feb 2010

Symbian	29.33
iPhone OS	29.02
Others*	24.86
RIM OS	6.68
Windows OS	3.85
Android	1.90

Phone OSs - Feb 2011

iPhone OS	34.49
Others*	18.24
Symbian	17.44
Android	16.91
RIM OS	6.43
Windows OS	2.57

Phone Brands – Feb 2009

Nokia	43.98
Apple	16.27
SonyEricsson	10.25
RIM	6.75
Samsung	5.14
HTC	3.43
Motorola	2.54

Phone Brands - Feb 2010

Nokia	37.08
Apple	29.02
RIM	6.68
Sony Ericsson	6.51
Samsung	5.24
HTC	3.45
LG	3.12

Phone Brands – Feb 2011

Apple	34.49
Nokia	23.23
Samsung	8.89
HTC	6.57
RIM	6.43
SonyEricsson	4.10
LG	3.51

source: mobilestats.ro

change in operators strategy

% of the users who accessed this sites on
phone during the year

2007

Carriers	
Google	
BBC	
Nokia	
Yahoo	
eBay	
Microsoft	
Webmails	
Amazon.com	
Wikipedia	

0%   20%   40%   60%

2008

Google	
BBC	
Nokia	
Facebook	
Webmail	
You Tube	
Microsoft	
Wikipedia	
Yahoo	
Carriers	

0%   20%   40%   60%   80%
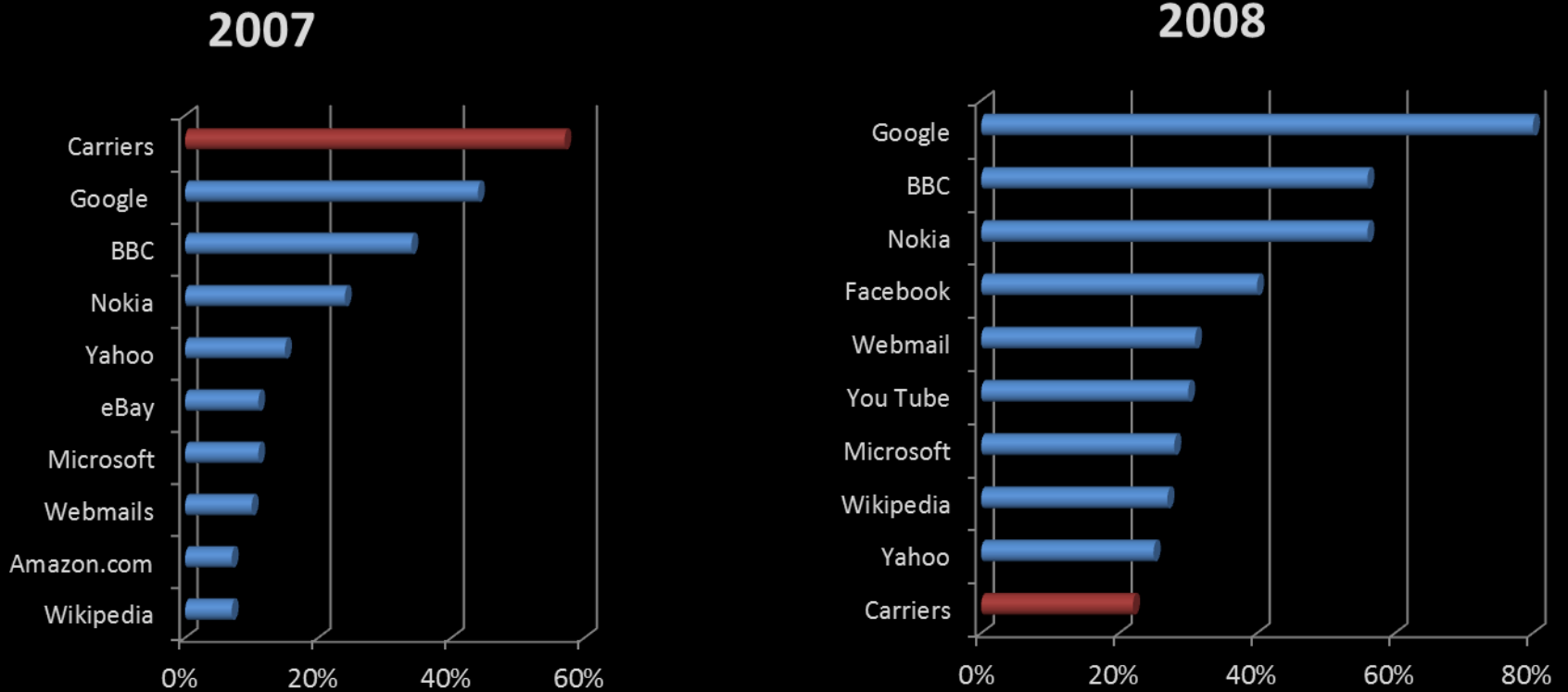
source: nokia UK smartphone study

trend

hotnews
realitatea

million pageviews [dec 2008 – nov 2010]

% from web traffic [dec 2008 – nov 2010]
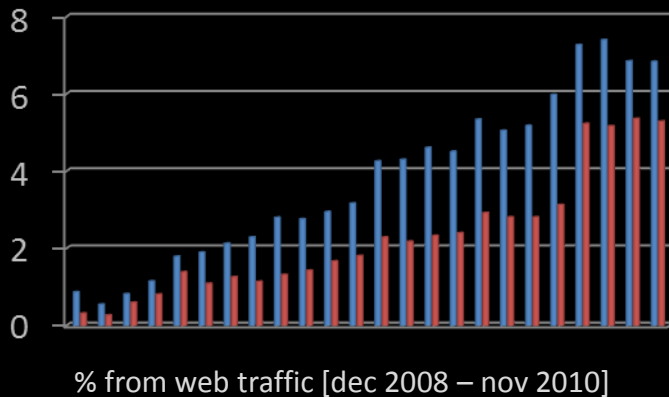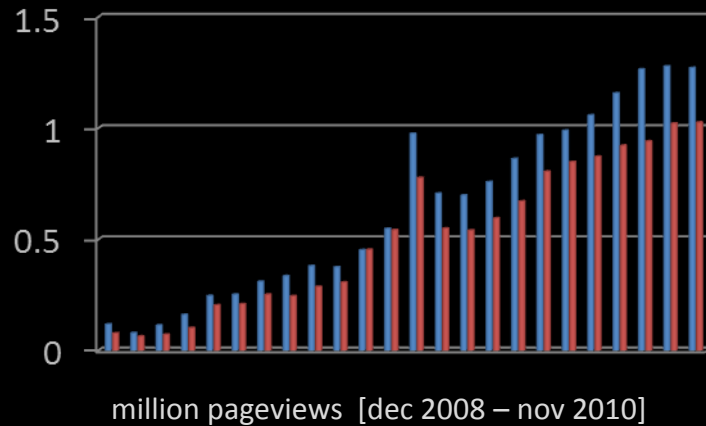
Highlights

✓ 10 + times growth in traffic in 2 years

✓ The mobile web traffic has reached almost 7% from web traffic

✓ 30% from the hotnews mobile traffic comes from iPhone and Android Apps

✓ The mobile operators had only recently started to promote the mobile web/internet (vs. their own portals)

source:

http://mobilestats.ro
http://sati.ro

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future

mobile internet users > desktop users
(usage)   (usage)

within 5 years
according to

Morgan Stanley
Gardner

development

problems (fragmentation)

markup
- WML
- CHTML
- HTML
- XHTML
- XHTML-MP

screen size
- 128 px to 640 px

video support
- 3GP
- H264
- MPEG4 H263
- MPEG4 BOX

network access
- GPRS
- 3G
- HSDPA
- WI-FI

mobile web platform

- ## realtime device detection
  platform identifies every device accessing the mobisite (http://mobilestats.ro/live)

- ## device capabilities database
  thus knowing if it's mobile, its screen size, supporting image and video format etc.
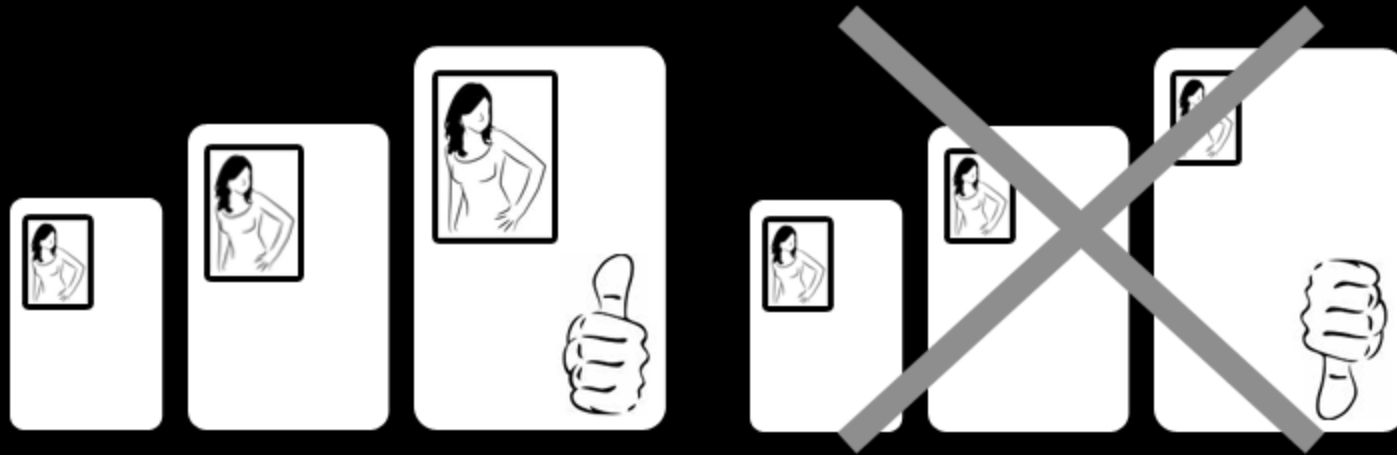
- ## device specific rendering
  so it builds the pages accordingly, delivering the optimized version for any device..
  iPhone, BlackBerry, Nokia, Samsung, HTC, SonyEricsson and so on

more features

- ## image scaling
  displaying proper image thumbnail based on screen size (width)

- ## video transcoding
  generating mobile videos in several formats/codecs to be served by download, based on device video format support, obviously

standards and best practices

realitatea.mobi

Overall **5**

GOOD

It will probably display very well on a mobile phone.

Your mobi.readiness score is calculated from the results displayed 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

Score: 4.80
Size: 17.50k

Estimated cost
€0.23 Aus
€0.05 China
€0.17 Europe
€0.30 Latin
€0.14 USA

Estimated speed
WIFI 1.03s
3G 1.97s
GPRS 6.24s

[Representative charges for a user on a usage-based tariff]

Compliance tests

AUTO REFRESH and REDIRECTION, CACHING, CHARACTER ENCODING SUPPORT and CHARACTER ENCODING USE, CONTENT FORMAT SUPPORT and VALID MARKUP, DEFAULT INPUT MODE, EXTERNAL RESOURCES, GRAPHICS FOR SPACING, IMAGES RESIZING and IMAGES SPECIFY SIZE, LINK TARGET FORMAT, MEASURES, MINIMIZE, NO FRAMES, NON-TEXT ALTERNATIVES, OBJECTS OR SCRIPT, PAGE SIZE LIMIT, STYLE SHEETS SUPPORT, TABLES ALTERNATIVES...

.mobi™

there are mobile apps …

Stores:
There are currently 6 major mobile application stores:

App Store Apple iPhone Launched: Jul 10, 2008	Android Market Google Android Launched: Oct 22, 2008	Software Store Palm Launched: Dec 16, 2008	App World Blackberry Launched: Apr 1, 2009	App Catalog Palm/HP Launched: Jun 6, 2009	Windows Marketplace Windows Mobile Launched: Oct 5, 2009
225,000 apps	70,000 apps	5,000 apps	2,779 apps	2,000 apps	1,083 apps

More than 4 billion apps have been downloaded from the App Store alone.

Google, the second-largest Application Market, does not release those numbers.
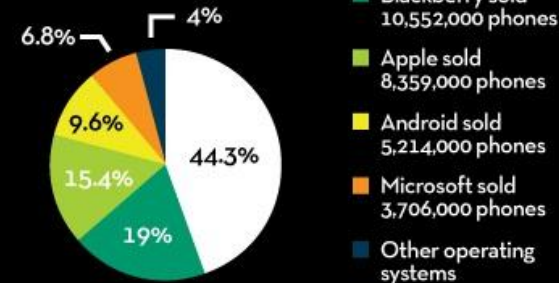
On these six stores, more than 305,862 apps are available.

The Market:
Apps are sold to those who have smart phones - so which market has the most smartphones? The smartphone market is quickly changing, as new phones and systems are introduced every year.

In most app sales, the developer's cut is 70% of the purchase price, the exceptions being BlackBerry, giving developers 80% of the purchase price, and third-party stores, who average 60% remuneration.

In the first quarter of 2010:

6.8%
4%
9.6%
15.4%
44.3%
19%

Symbian sold 24,069,000 phones

Blackberry sold 10,552,000 phones

Apple sold 8,359,000 phones

Android sold 5,214,000 phones

Microsoft sold 3,706,000 phones

Other operating systems

Surveys show the average iPhone user spends $80 on apps.

source: http://www.techpaparazzi.com/wp-content/uploads/2010/07/apps.jpg

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mobile web distribution

	Carriers	**App Store**	**Mobile Web**
Openness	Closed, seek permission	License Agreement	Open
Entry Cost	Thousands of dollars	$99	0
Revenue Split	60/40 to 50/50	70/30	100%
Restrictions	Many	Few	None
Releases	Difficult	1 to 2 weeks	Instantaneous
Micropayments	Inconsistent	iTunes	No

apps vs. HTML5

	iPhone App	Safari Browser
Location/GPS	Y	Y
Camera	Y	Y
Accelerometer	Y	N
Audio/Video	Y	Y
Offline Usage	Y	HTML5 Caching
Push Notifications	Y	N
Set Up Fee	$99	$0
Billing	iTunes	card
Approval Process	Y	N

source: http://mashable.com/2010/06/10/why-you-may-not-need-a-mobile-app/

dev framework

app framework

Featuring nearly 100% code reuse across desktop apps and over 80% reuse across mobile apps, Titanium provides a deep, yet highly-reusable development platform

html5 framework

PhoneGap is an open source development framework for building cross-platform mobile apps. Build apps in HTML and JavaScript and *still* take advantage of core features in iPhone/iPod touch, iPad, Google Android, Palm, Symbian and Blackberry SDKs

the open web…

every website should provide an API in order to give access to the content to different clients

- mobile (native) apps

- mobile web apps

- tablet apps (iPad)

links/contact

company and services

http://startech.ro

http://mobileweb.ro

http://mobilestats.ro

check out our showcase

http://mobileweb.ro/showcase

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we're looking for developers