



# MobiWebApp

Mobile Web Applications for Future Internet Services

## **Deliverable D1.1**

**Outreach**

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## SUMMARY

The MobiWebApp outreach activities are focused to increase awareness of W3C's Mobile Web Applications work in Europe. They disseminate the results of W3C's Mobile Web applications standards work (such as widgets, geolocation, device access and APIs, etc.) to a European audience of Web developers, software vendors and mobile industry at large and the press. A particular focus will be outreach to European SMEs and the ICT community.

This report provides an overview of the progress and achievements of the MobiWebApp outreach activities for the period September 2010 - August 2011. The dissemination plans include press outreach, promotion talks. Finally, this report provides the outreach plan for the 2<sup>nd</sup> year of the project.

## MOBIWEBAPP OUTREACH ACTIVITIES

During the first year of the MobiWebApp project, the outreach activities were numerous and included:

- Organization of promotion talks by W3C team members at events,
- Distribution of announcements and press releases related to MobiWebApp results,
- Collection of press clippings,
- Development of outreach material.

Note that the overall objective of the MobiWebApp “Outreach” work package is to disseminate the results of W3C’s mobile Web application work to a European audience of Web developers, industries, academics, ICT community and press. As a consequence, quite a few of the outreach activities of MobiWebApp concern W3C’s mobile Web applications work in general rather than the MobiWebApp project specifically, although some MobiWebApp-specific outreach material has also been produced.

### Promotion talks by MobiWebApp team members

Ten talks are planned during the 2 years project duration and six of them were given during the reporting period. More details about those promotion talks are given below:

1. François Daoust and Dominique Hazaël-Massieux, along with W3C community member Robin Berjon, presented “**HTML5 and the Web of the future**” at [Paris Web 2010](#), on 15 October 2010, Paris, France.



(See svg slides<sup>1</sup> and pdf slides<sup>2</sup>).

Dominique was presenting with Robin Berjon, and on a talk made with Francois, on HTML5 and the Web of the future, with a focus on Web applications, in particular on mobile. There were around 450 persons attending this talk, mostly Web developers and Web designers. A video of the presentation<sup>3</sup> (in French) is also available (see snapshot in Figure 1).

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<sup>1</sup> Paris Web 2010 svg slides : <http://www.w3.org/2010/Talks/10-parisweb-webdedemain-html5/slides.svg>

<sup>2</sup> Paris Web 2010 pdf slides: <http://www.w3.org/2010/Talks/10-parisweb-webdedemain-html5/slides.pdf>

<sup>3</sup> Paris Web 2010 video: <http://www.paris-web.fr/2010/programme/html5-et-le-web-de-demain.php>



Figure 1: Video of the Paris Web 2010 presentation

2. Philipp Hoschka presented "Mobile Web Applications" at the [Media Web Symposium](#), on 5 November 2011 in Berlin, Germany (see pdf slides<sup>4</sup>).

This was an opportunity to connect with the Wholesale Applications Community (WAC). Philipp also established a first link between Web Applications and the TV world.



3. Dominique Hazaël-Massieux presented W3C's mobile Web technologies titled **W3C and WAC** at a joint workshop between W3C and WAC on 26 January 2010, in Sophia Antipolis, France.

WAC is building a whole application ecosystem that heavily relies on the Web technologies developed in W3C, in particular HTML5, CSS, numerous JavaScript APIs, and widgets. WAC and a number of its member companies are active participants to the W3C Working Groups where these technologies are developed, and WAC and W3C are setting up a framework for cooperation that will facilitate synchronization of their roadmaps, and identifying upcoming needs for the Web platform.

Dominique presented W3C's technical roadmap in the mobile space (widgets, DAP, etc.) to a group of 40+ mobile industry representatives, including Vodafone, Deutsche

<sup>4</sup> Media Web Symposium slides:

[http://www.fokus.fraunhofer.de/en/fokus\\_events/fame/mediawebsymposium2010/program/\\_slides/S4\\_Hoschka\\_Mobile\\_Web\\_Applications.pdf](http://www.fokus.fraunhofer.de/en/fokus_events/fame/mediawebsymposium2010/program/_slides/S4_Hoschka_Mobile_Web_Applications.pdf)

Telekom, Orange, Alactel-Lucent, Telefonica, etc. This group notably showed interest for common outreach actions around developing guidelines, tutorials, and verification tools.

4. Dominique Hazaël-Massieux and François Daoust presented **W3C's widget work** at the WAC developer conference, part of the [Application Developers Track](#) (App Planet) during the Mobile World Congress 2011, on 14 February (see Figure 2 and pdf slides<sup>5</sup>).

WAC ([Wholesale Applications Community](#)) had invited W3C to present Web standards work. There were over 100 participants, both mobile application developers and industry representatives. We successfully distributed MobiWebApp communication material (such as the MWABP cards and the postcards, both described in the communication material section) and had interesting discussions with developers after the W3C session.



**Figure 2: MWABP card presentation at the App Planet conference**

The MobiWebApp team visited the MWC exhibition to meet industries active in the mobile space, such as Teleca, but also Gemalto and ST microelectronics. These contacts are starting points to bring these important European companies in W3C to do standardization work around mobile Web applications.

5. Dominique Hazaël-Massieux presented "**Quelles sont les meilleures méthodes de développement d'applications mobiles ?**" at [Rencontres INRIA-Industries](#) on 21 February 2011, in Sophia Antipolis, France. (see slides<sup>6</sup> in French).



Dominique was part of a panel discussing the best approaches to develop mobile applications, showing the particular role that the Web play in this space as perceived by developers and users. We distributed many MWABP cards, and had good discussions with a number of small and large companies (including

<sup>5</sup> Presentation at MWC'11: <http://www.w3.org/2011/02/Widgets-MWC11-prez.pdf>

<sup>6</sup> Rencontres INRIA slides: <http://www.w3.org/2011/Talks/inria-mobile/>

Amadeus) about their use of the Web as a development platform on mobile devices. There were over 150 attendees, many of them being local and regional SMEs. Important contacts made on site including with representatives of Amadeus, Monaco Telecom and Visteon.

6. Marie-Claire Forgue organized the Mobile Web Applications camp as part of the W3C track within the 20<sup>th</sup> International World Wide Web conference ([W3C track @ WWW2010](#)), on 31 March 2011, in Hyderabad, India.



Dominique Hazaël-Massieux and François Daoust gave presentations (see slides) and moderated the camp. In addition, European mobile companies, such as Telecom Italia, Teleca and Opera, gave their perspectives. The MobiWebApp camp featured a mix of structured content (talks, demos, lightning talks, etc.) and unstructured content. Topics of discussion for the two afternoon sessions were selected at the camp during the morning session and a dedicated wiki page<sup>7</sup> collected suggestions and recorded the discussions held on site.

In addition, Tim Berners-Lee, W3C director and inventor of the Web, gave a keynote on Thursday 31 March entitled "Designing the Web for an Open Society", where he emphasized the importance of web applications in many environments such as mobile. He notably said: "Regarding the world of devices, I see a lot of development of applications specific to a given platform. The problem with native apps? You can't bookmark them: it's not part of the public discourse, you can't link to them. The solution is to develop Web applications to work across all platforms."

## Outreach to developers

- [Over the Air 2010](#), 11 September 2010, London, UK

For this 3<sup>rd</sup> edition, the organizers had both a free developer event and hack-a-thon. Over the Air is a place where developers, designers, enthusiasts, entrepreneurs and academics can come together to celebrate, discuss, learn, chill and geek out for 24 hours of intense discussion and networking.

Tim Berners-Lee keynoted at Over the Air 2010 (see [all speakers](#)) where he mentioned the importance of Web apps over native phone apps, arguing that if it doesn't have a URL, and then it isn't on the Web and doesn't get serendipitous reuse. Over the Air is a very popular event in the mobile developer community.

- [MobileCamp2 @ Sophia Antipolis](#), 18 January 2011, Sophia Antipolis, France



Dominique Hazaël-Massieux participated in a mobile camp focused on mobile security and had the opportunity to expose the W3C DAP work to the participants, a mix of SMEs, large European companies and developers.

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<sup>7</sup> MobiWebApp camp wiki page : <http://www.w3.org/wiki/Camps:MobiWebAppW3CTrack>

## Outreach to ICT community

- [ICT 2010](#), 27-29 September 2010, Brussels, Belgium



ICT 2010 was organised by the European Commission and hosted by the Belgian Presidency of the European Union. Important contacts made on site included representatives from Agfa-Gevaert and Amadeus Capital Partners, Leif Edvinsson ("Brain of the Year 1998").

The MobiWebApp team distributed the brand new MWABP cards throughout the exhibition. The cards were very popular.

- [International AEGIS Conference](#), on 6 Oct. 2010, in Sevilla, Spain.

Dominique Hazaël-Massieux presented "[Mobile and Accessible](#)" at this event (see slides<sup>8</sup>) and wrote a related paper entitled "[On the Web: mobile and accessible?](#)" that was published as part of the proceedings of the conference.

There were around 50 participants in the audience, mostly European from industry, with a fair representation from ICT projects. Dominique distributed some of the first samples of the MWABP cards during the event. He established contacts with a Spanish SME, Andago, which is proving to be an interesting starting point for the standardization work package. He also got in touch with the I2Web project with which we are looking at collaboration opportunities.



- [Internet of Services Collaboration Event \(D/222499\)](#), on 19-20 October 2010, in Brussels, Belgium.

Philipp Hoschka attended this collaboration meeting where he successfully promoted the MobiWebApp project (a project poster was designed to that end – see Figure 11) and networked with the other projects to better identify directions of collaboration.

## Press outreach

The outreach to the media is an essential part of the MobiWebApp project. Results and events provide good content for press releases, media advisories or W3C home page news. All MobiWebApp related press activities<sup>9</sup> are recorded on the project's Web site.

A very effective press outreach was performed during the first six months of the project's life: a press briefing, a press release and a number of analysts' briefings at the Mobile World Congress 2011.

We developed messaging points for the mobile Web applications work first to use at the October 2010 press briefing. We then enriched the messaging before pitching it at the Mobile World Congress (February 2011).

We detail below the sequence of our press outreach strategy starting with the set up of our messaging, the organization of the first press briefing, the schedule of press announcements and the planning of analysts meetings at MWC'11.

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<sup>8</sup> Aegis slides: <http://www.w3.org/2010/Talks/dhm-aegis-mobiwebapp/slides.svg>

<sup>9</sup> MobiWebApp press room: <http://mobiwebapp.eu/press-room/>



## **MobiWebApp's key messages:**

The Open Web Platform plays an important role in the future of mobile application development, especially as the proliferation of mobile devices (including tablets) present disparate mobile operating systems and expensive application distribution channels for developers and business. Developers face higher development and distribution costs designing for different phone platforms in order to meet consumer demand.

Companies are also faced with having to choose one platform over another, or invest in designing for multiple hardware platforms, in order to distribute and support enterprise-grade applications. Even as new markets exist for mobile application vendors, the diversity in hardware platforms increases market entry costs and impacts ROI. The Web is a platform for mobile application development that is device agnostic, and therefore, could reduce development costs and interoperability issues.

The rapid growth of the market for mobile applications has increased the appeal of using the Web as development platform across many devices. Web applications are already replacing native applications in many computers, and we expect a similar trend on mobile devices in the near future since the Web platform addresses the fragmentation issues so familiar to mobile developers. The Web also makes it fast and easy to deploy and update applications without requiring any intervention of the user.

## **MobiWebApp's press briefing:**

A press briefing **was organized** on 13 October 2010 at the “Institut Télécom ParisTech” in Paris: W3C invited over twenty journalists - mostly from the IT publications - to attend Mobile Web Applications presentations followed by Q&A discussions - (see the dedicated press event page<sup>10</sup>). This press briefing triggered good media coverage, as detailed in the press clips section.

- About the speakers/presentations:

Dominique Hazaël-Massieux, François Daoust and Robin Berjon presented “The mobile Web or how HTML5, CSS3, WAI-ARIA and upcoming Web standards will change the use of the Web on diverse devices” (see Figure 3).

- Present reporters:
  1. Cyril Chausson - Le MagIT
  2. Pierre Tran - 01 Informatique
  3. Olivier Chicheportiche - Zdnet.fr
  4. Pierre Lagrange - blog.digitalfamily.fr
  5. Francis Pisani - Francispisani.net
  6. Pierre Edouard Laurent - Agence Image Djinn Press
- The reporters who missed the event asked to be briefed after the press conference:
  1. Boris Manenti - Le Nouvel Obs
  2. Cécile Ducourtieux - Le Monde
  3. Raphaële Karayan - L'Expansion
  4. Mathilde Cristiani - L'Atelier

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<sup>10</sup> Paris press briefing: <http://www.w3.org/2010/10/pressbriefing-Paris.html>

## 5. François Tonic - Programmez

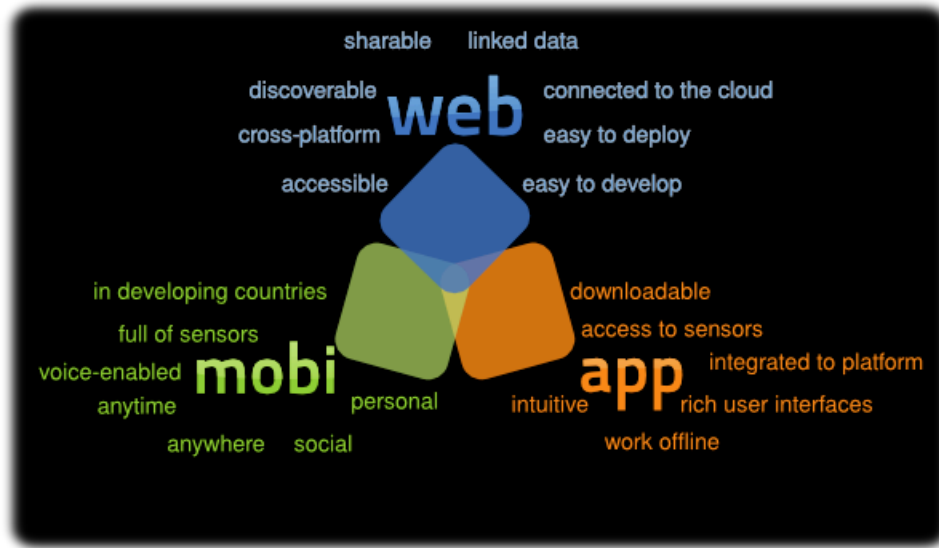


Figure 3: Graphics created for the press briefing

### MobiWebApp's press announcements:

In the reporting period, we issued two press releases:

- On 14 December 2010, we issued a very important announcement:

[W3C Issues Best Practices to Create Smarter Mobile Web Applications](#)

This press release is available in 6 languages: [English](#), [French](#), [German](#), [Portuguese](#), [Spanish](#), [Swedish](#).

W3C frequently invites their members to participate in W3C press release opportunities by submitting supporting testimonial statements (in English or other languages). For this press release, we received [testimonials](#) from Fundación CTIC, MobileAware and Vodafone.

- On 16 March, we announced MobiWebApp's participation in the 20<sup>th</sup> International Web Conference:

[W3C @ WWW2011 in India: Open Web Platform for All](#)

This press release is available in 5 languages: [English](#), [French](#), [German](#), [Spanish](#), and [Swedish](#).

Note: MobiWebApp press releases are distributed through three channels/portals:

- [AlphaGalileo](#) is a Web site (portal), which acts as 'the world's leading resource for European research news'. Run by the not-for-profit AlphaGalileo Foundation, on a mix of government grants, commercial sponsorship and



advertising, the service offers a fast and fast effective way to communicate with journalists around the world. It provides instant access to news, images, background information and a database of experts. AlphaGalileo has a total audience of over 6000 registered journalists.

- [Business Wire](#) disseminates full-text news announcements from thousands of companies and organizations worldwide (our members) to news media, financial markets, disclosure systems, investors, information web sites, databases and other audiences.
- [CORDIS Wire](#) is a service provided by the European commission giving access to information sent by European innovation and research stakeholders.

## **Analysts meetings and briefings at the Mobile World Congress 2011:**

The MobiWebApp team scheduled meetings with analysts present at the Mobile World Congress 2011, in Barcelona, Spain. It was a unique opportunity to engage with analyst firms well connected with the mobile industry. We specifically met with the following analyst firm's representatives:

**ABI Research:** We spoke with Mr. Jeff Orr, Senior Practice Director. Jeff covers devices and touches on operating systems. ABI has 50 analysts.

**IDC:** We first briefly met Elisabeth Rainge, Director, Network Software, who offered to make some introductions to colleagues at IDC in Framingham. Elisabeth mainly covers hardware/networks. Then, we had a more fruitful meeting with William Stofega, Program Director, Mobile Device Technology and Trends. He was very engaging and interested in the provided device related information and the higher-level engagement with W3C, particularly around Open Web Platform/HTML5 business transformation.

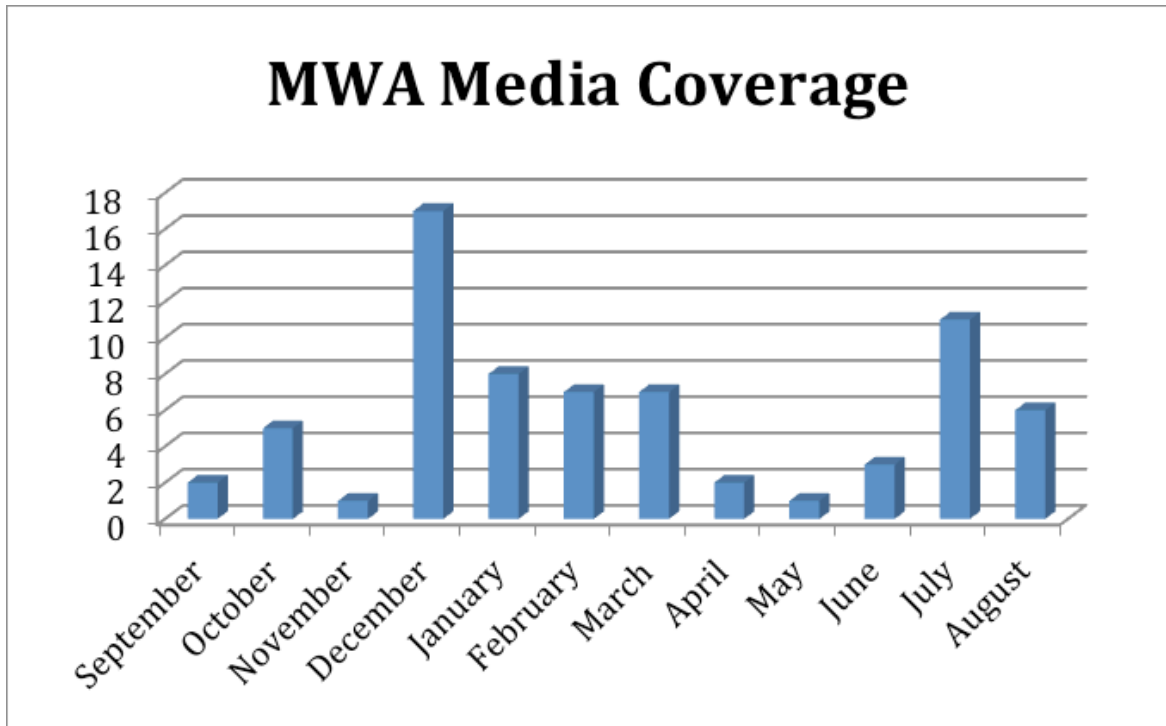
**OVUM:** We had a very interesting discussion with Adam Leach, Practice Leader, Devices. Adam is very knowledgeable and interested in continued dialogue with W3C.

**GIA:** We met again Lie Luo, an analyst who wrote the "[Native or Web Apps](#)" [white paper](#) Dominique Hazaël-Massieux participated in last year, and who has indicated interest in further work on the Web as a cross-devices applications platform.

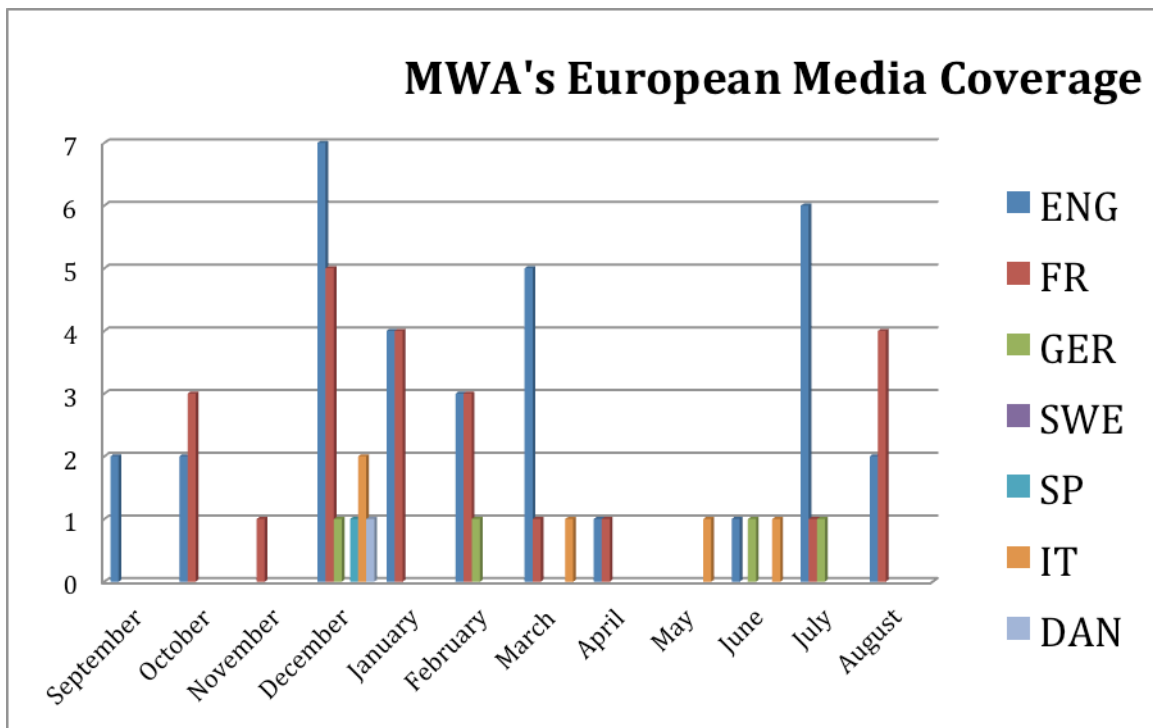
## **Collection of press clippings**

In the reporting period, we have collected a total of 70 press clips that report on W3C's Mobile Web Application work. Figures 4 and 5 provide statistics on the number of press clippings per month and show a notable peak on December 2010 when the Mobile Web Application Best Practices were announced as W3C standard.

All press clips are listed on the MobiWebApp Web site at <http://mobiwebapp.eu/press-clips/>.



**Figure 4: Distribution of press clips per month (Sept.10–August 11)**



**Figure 5: Press clips classification per month and per country**

The most important European IT publications (such as [BusinessMobile.fr](#), [ZDNet.de](#), [Le Journal du Net](#), [InfoWorld](#), [PCWorld](#), [CNet](#), [Heise-Online](#), etc.) have reported on the advancement of W3C's mobile Web technologies.

Large public newspapers (such as: [Le Nouvel Obs](#), [LePoint](#), [New York Times](#)) have also expressed interest about mobile Web applications standards developed at W3C and reporter on it in articles.

## **Development of outreach material**

Printed material is one of the most used communications tools in outreach campaigns. An effective outreach program coupled with high quality materials contributed significantly to boost the MobiWebApp project.

### **MobiWebApp logo**



The MWA logo is based on icons usually representing classic application shortcuts design (square with rounded edges and a 3D effect) usually found on smart phones. The designer used 3 colours (green, blue and orange) for the pictogram. The colours are also applied to the “mobiwebapp” text, hence easing the reading and the understanding. Finally, the logo is available with and without the project title “Mobile Web Applications” in the lower right corner.

### **MobiWebApp social networks metrics**

The project’s twitter account, w3c\_mobiweb, has a significant number of followers (608 as of 29 August 2011) and is growing, which represents an increase of 18% from 12 months ago. We are also pleased to report a steady high activity level with an average of 14 tweets per month (not counting retweets).

### **MobiWebApp Web site**

The project Web site is available on .eu domain: [mobiwebapp.eu](http://mobiwebapp.eu). [WordPress.com](http://WordPress.com) hosts the project’s Web site (Figure 6 shows the Web site home page). We chose this platform to facilitate the publication of blog posts (21 posts done during the first year of the project), and updates in various parts of the Web site such as press clips.

Moreover, we find the standard inclusion of social networks features by WordPress very valuable. On the right side of the Web site, a widget named “Stay tuned” offer a simple way to users to follow and share the MobiWebApp news on many social networks (share button).



Also, every blog post can be shared on Facebook and/or Twitter:



MobiWebApp

Mobile Web Applications



mobiwebapp

MOBILE WEB APPLICATIONS




HOME

ABOUT

OBJECTIVES

TESTING

TRAINING

MWA EVENTS

PRESS ROOM

PRESS CLIPS

PARTNERS

CONTACT

Encouraging feedback from the MWABP training course

The June 2011 mobile Web training course is just over. We are now sending certificates of completion to students who passed all course assignments. Excellent success rate so far, with students happy to have spent 8 weeks with us.

We are especially pleased by the feedback comments we got, ranging from praise of the teachers (yeah to Phil Archer and Frances de Waal!), to the high quality of the course. Here is some of the great feedback we received from students:

- "I'd definitely recommend this course. Not only is it full of up-to-date, useful, excellent information, but the emphasis on true learning is what makes it particularly valuable."
- "The instructors were amazing — supportive, encouraging, and demanding all at the same time!"
- "The diverse mix of professionals from around the world brought a robust forum discussion ... these comments, feedback, and additional comments about technology in their part of the world was priceless user feedback ..."
- "AWESOME experience!!! I have taken away a great deal more than I anticipated!"
- "Great course, money well invested. Thank you."

Week by week, step by step, students gained more and more experience and, accordingly, their assignments gained in more and more complexity. Check it out with this cool hangman application (courtesy of David Moulton) or this rock, papers and scissors one (courtesy Marcela Vargas), all developed by creative 2011 June MWABP students

Get involved now!

DOWNLOAD MWA BEST PRACTICES CARDS



Also available in:



Booklet Format

[Design by WithYou]

MOBILE WEB TRAINING COURSE

REGISTER NOW

Learn how to mobilize your Web Apps and get a W3C certificate

MOBIWEBAPP LATEST TWEETS

new @w3c community group on "Native Web Apps"; everyone can join #w3ccommunity <http://t.co/GfdoD1u> 6 days ago

Encouraging feedback from the

**Figure 6: mobiwebapp.eu**

MobiWebApp events and significant outreach material (such as the cards) were also promoted on the W3C Facebook page (3796 followers).

Finally, the MobiWebApp blog is aggregated in Planet Mobile Web<sup>11</sup>, a popular mobile Web news aggregator run by W3C, as well as in various popular W3C pages. Our blog is also aggregated on the Cordis news portal<sup>12</sup>.

## Web site Metrics

The Wordpress platform, which hosts MobiWebApp's Web site, provides statistics. The number of visits for the reporting period is of 14808, which makes an average of 1231 views per month.

<sup>11</sup> Mobile Web Planet: <http://www.w3.org/Mobile/planet>

<sup>12</sup> Cordis news portal: <http://cordis.europa.eu/ictfeeds/syndicated-news.cfm>

Some visits<sup>13</sup> are not counted. Note that the activity slows down during the summer months.

## MWABP cards

Based on the popularity of the [Mobile Web best practices flipcards](#) (published in 2005) designed as a pocket reference for the mobile developers, we decided to create another developer handout based on the specification “Mobile Web Application Best Practices” (MWABP). These cards, shown in Figure 8, summarize the [Mobile Web Application Best Practices](#) document. The guidelines aid the development of rich and dynamic mobile Web applications. Both a [Web](#) and a [PDF version](#) of the cards are available.



Figure 8: MWABP cards

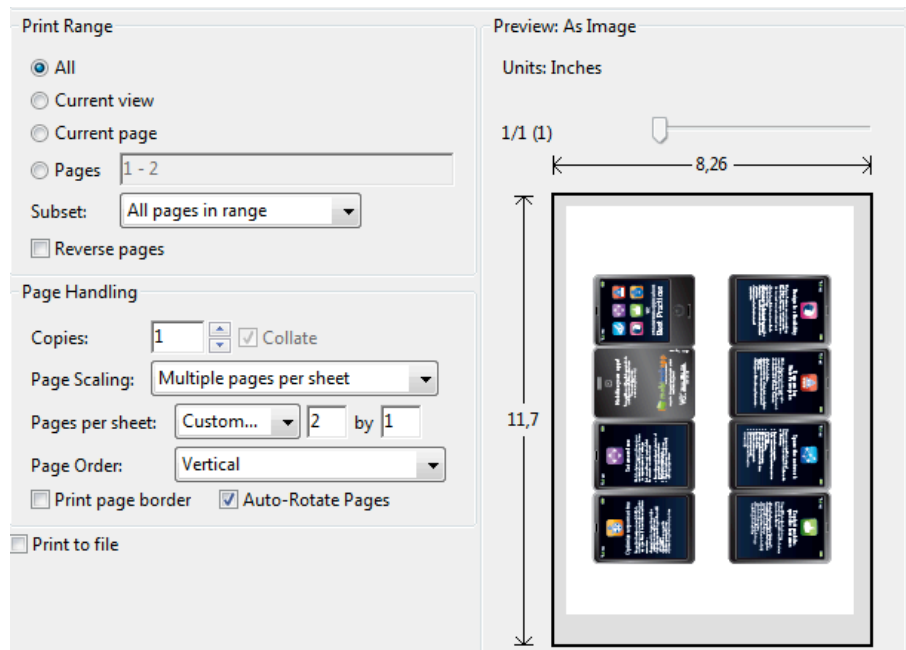
The cards were translated by the Web community or the W3C offices and as such they are already available in several languages: [English](#), [French](#), [Hebrew](#), [Korean](#), [Polish](#), [Spanish](#), and [Swedish](#).

## MWABP cards booklet

The booklet format of the MWABP cards is distributed at most conferences we attended but also available for download for anyone who wants to print it. This allows web developers to print them at their own convenience. The format used to print the MWABP

<sup>13</sup> Visits from registered users of the blog when they are logged in; Visits to uploaded documents and files; Visits from browsers that do not execute javascript or load images; GoogleBot and other search engine spiders.

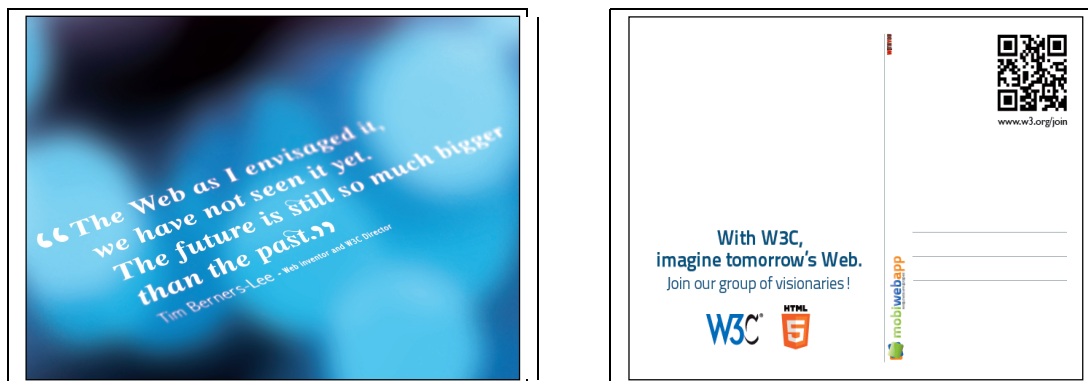
cards make it possible to fold it in a convenient booklet, as explained in accompanying folding instructions (see Figure 9 below), and explained in a dedicated blog post<sup>14</sup>.



**Figure 9: Folding instructions to create MWABP booklets**

## MobiWebApp postcard

This postcard was created in time to distribute at the Mobile World Congress 2011 with the goal of stating the importance of the Web as a transformation force for the mobile industry (“the Web is not yet done”) and how organizations joining W3C to help shape the Web are considered as visionaries. See Figure 10 below:



**Figure 10: MobiWebApp postcard**

## MobiWebApp factsheet and poster

We produced material, which explains the scope of the MobiWebApp project.

<sup>14</sup> MWABP booklet folding instructions: <http://mobiwebapp.eu/2011/01/24/print-your-mwa-best-practices-cards/>



A factsheet was written and published (in May 2010). It is available<sup>15</sup> on the Cordis Web site (see Figure 11 below).



**MobiWebApp**

MOBILE WEB APPLICATIONS

European Commission  
Information Society and Media



On the desktop, the Web has moved beyond simple Web pages. With approaches like AJAX, Web technologies are now an important tool for developing full-fledged applications for the desktop. In contrast, mobile applications are currently distributed through closed "application stores", each requiring application development in a different native programming language instead of using unified Web technology.

At a glance

**Project title:**  
Mobile Web Applications for Future Internet Services (SA)

**Project coordinator:**  
Dr. Philipp Hoschka  
W3C/ERCIM

**Partners:**  
none

**Duration:**  
September 2010 – August 2012

**Total cost:**  
€ 0.7 M

**Website:**  
<http://www.mobitwebapp.eu/>

Applications for the Mobile Web

The MobtWebApp project supports the use of Web technology for developing mobile Internet services, bringing the advantages of Web applications from the desktop to the mobile world. Web applications are easy to deploy, they allow simple incremental updates and they can be developed quickly and at low cost due to a strable existing developer base. Last but not least, mobile Web applications have the potential to overcome the current fragmentation in the area of mobile Internet services.

MobiWebApp includes support for European outreach, training, the development of test suites and standardization in the area of mobile Web applications. Outreach will focus on disseminating results of W3C's mobile Web application standards work to European developers and technology providers. The training events included in the MobiWebApp project will enable the European software developer community (and in particular SMEs) to become familiar with standards relevant for mobile Web application development. The project will also support working groups and related work supporting the development of mobile Web application standards.



**Figure 11: MobiWebApp fact sheet**

<sup>15</sup> MobiWebApp fact sheet: <http://cordis.europa.eu/fp7/ict/ssai/docs/call5-mobiwebapp.pdf>

A poster was designed (see Figure 12 below) for the 12 October 2010 concertation meeting and has been posted on the event Web site<sup>16</sup>.



## Fact Sheet

Run by **W3C**  
From Sep 2010 to Aug 2012  
Support Action

**Objectives:**

- Increase awareness of W3C's work on Mobile Web Applications in Europe
- Increase number of developers capable of developing Mobile Web Applications
- Provide more extensive test suites for Mobile Web Application Standards
- Further strengthen European standards activities in Mobile Web Applications

Compared to some of the existing programming environments for mobile Internet services, the Web platform is currently missing functionalities that are crucial for some important mobile Internet applications. Furthermore, current implementations of Web runtimes often diverge significantly from specified standards. This can lead to severe interoperability issues when developing applications. Lack of interoperable implementations is a frequent challenge for Web standards, and can be a reason for closed solutions to succeed, since a closed environment can be more tightly controlled with only a single vendor involved.

## Standards & Tests

- Standardization groups
- Web standards development
- Test suites

## Training & Outreach



- Outreach to European SME, developers, ICT
- On-line training for developers

The MobiWebApp "Outreach" work package serves to disseminate the results of W3C's mobile Web application work to a European audience with a particular focus on countries with a high level of interest in Mobile Web application development.

The Training work package includes the planning and establishment of a training program for application developers which explains how to use currently available and future solutions to create mobile Web applications.



## Opportunities for Collaboration:

- Participate in outreach and training events.
- Contribute to test suites.
- Participate in W3C Working Groups

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Figure 12: MobiWebApp poster

<sup>16</sup> List of posters for Internet of Services 2010 meeting, including MobiWebApp poster:  
[http://ec.europa.eu/information\\_society/events/cf/ios10/gallery.cfm?eventid=ios10](http://ec.europa.eu/information_society/events/cf/ios10/gallery.cfm?eventid=ios10)



## PLANNED MOBIWEBAPP FUTURE OUTREACH ACTIVITIES

The dissemination plan for year 2 of the project will continue to target the various audiences identified in this reporting period. The plan builds on keeping the momentum of excellent appreciation of the project's standardization roadmap, training and testing activities. We will also follow up with reporters and analysts briefed about MobiWebApp work results through announcements and meetings at upcoming events. Finally, we will continue to distribute the promotional material such as the popular cards.

The dissemination plan, composed of promotion talks, press outreach and development of communication material, is detailed in the following sections.

### Promotion Talks

The MobiWebApp team is scheduled to participate at the following four events:

1. [Open World Forum](#) (22-24 September 2011, Paris, France)



This event is supported in part by major European and French institutions (the European Commission, the Paris City authorities, and the Ile-de-France regional council and regional development agency). For its 4<sup>th</sup> edition, the event is expecting an international audience of over 1400 delegates. The focus of this event is to highlight open source initiatives, in particular and the open technological, economic and social initiatives, in general. The audience is a mix of decision-makers, communities and developers.

INRIA (which hosts the W3C French office) and the MobiWebApp teams worked together to propose a tutorial on mobile Web development. Dominique Hazaël-Massieux will present at this session.

2. [Over the Air](#) (30 September – 1 October 2011, London, UK)

The 4th annual Over the Air is a unique tech-agnostic event for and by the developer community. Subtitled “36 hours of development”, this event is extremely popular and respected among the mobile developer community. Participants are expected to work on ideas, apps and hack on the fly – to be entered into the various “hackaton” competition categories and to be later demonstrated.

The MobiWebApp team has been invited again to participate and take part of the discussions related to recent and planned mobile Web standardization work.

3. [Mobile World Congress](#) (27 February – 1 March 2012, Barcelona, Spain)

The MobiWebApp team is already preparing its presence at the upcoming Mobile World Congress, which is the leading mobile industry world event. In 2012, MWC'12 is expected to attract more than 60000 visitors. Both the exhibition and conference are extremely high-regarded as a must place to be and to speak at. Also, for the third year, the GSMA will host App Planet again, a developer-focused event presenting opportunities for the developer community and mobile professionals,



from operators to value-added service providers to equipment and device manufacturers to expand their knowledge as well as connect with other major apps influencers.

At the MWC'12, the MobiWebApp team is planning to participate at:

- a. the exhibition: a 18m2 conference booth is already booked. This physical space will help us to schedule meetings, demonstrate MobiWebApp latest work, etc. We will design the booth so that to send out clear messages that open standards are important for the mobile industry at large (operators, manufacturers, browsers, content providers, etc.)
- b. the conference: the MobiWebApp team is going to submit speaking proposals through the call for speakers (deadline is 8 September 2011). We are looking at being part of panels dedicated to HTML5 and mobile, for example.
- c. the application developer conference (ADC), within the AppPlanet: like last year, the MobiWebApp team will likely meet and discuss with the mobile developer congress participants through presentations related to the project's work results.

4. The World Wide Web Conference - [WWW2012](#) (16-20 April 2012, Lyon, France).

The World Wide Web Conference is a yearly international conference on the topic of the future direction of the World Wide Web. It began in 1994 at CERN and is organized by the [International World Wide Web Conferences Steering Committee](#) (IW3C2). This Web conference aims to provide the world a premier forum for discussion and debate about the evolution of the Web, the standardization of its associated technologies, and the impact of those technologies on society and culture.



At WWW2012, MobiWebApp will participate in 3 endeavors:

1. in the W3C track: the W3C track is one of the main WWW conference tracks. The MobiWebApp team will organize one camp during this 2 days track, most certainly dedicated to HTML5 and mobile. Conference participants will identify and discuss two to four topics for discussion of this day-long “unconference”-style camp.
2. in the conference tutorial track: for the first time, W3C is offered to staff and provide content for 4 half days of tutorials. We, as MobiWebApp team, are thus planning to book at least one half-day to train conference participants on mobile Web development and best practices. This will notably give us the opportunity to present a live teaser of our training courses (Course 1 and Course 2).
3. at a conference booth, both run by the W3C French office and INRIA: we will distribute MobiWebApp communication material.

As a summary, MobiWebApp will be participating in events while reaching out to diverse audiences, as shown in Table 1 below:

<b>Events</b>	<b>OWF'11</b>	<b>Over the Air 2011</b>	<b>Mobile World Congress 2012</b>	<b>WWW 2012</b>
<b>Audiences</b>				
Industry/SMEs	✓	✓	✓	✓
Academics	✓			✓
Developers	✓	✓	✓	✓
ICT community	✓		✓	✓
Press/Analysts	✓	✓	✓	✓

**Table 1: Audiences that will be exposed to MobiWebApp**

Note: upcoming and past MobiWebApp events are carefully recorded on the project's Web site<sup>17</sup>.

## **Press Outreach**

The MobiWebApp team is planning to pursue and build on the press relationships established during the first year of the project. We are planning press announcements dedicated to W3C standardization work and also related to the project training activities. For the former, we are planning two important announcements that will serve as basis for press releases. For the latter, we will notably reach out about the mobile Web training Course 2 during the MWC'12.

## **Press releases**

1. The [Geolocation API Specification](#) is in Candidate Recommendation status now and it is expected that this document will be published as a Web standard by end 2011 or beginning of 2012. This specification defines an API that provides scripted access to geographical location information associated with the hosting device.

This is a very important document and the Web community and mobile industry are already implementing the specification. We will issue a press release at the time of the document publication (**Q4 2011 or Q1 2012**).

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<sup>17</sup> Past and upcoming MobiWebApp events: <http://mobiwebapp.eu/news-events/>

2. The [Widget Packaging and XML Configuration](#) specification reached the W3C Proposed Recommendation status during this summer and is now just a step away from becoming a Web standard. This specification standardizes a packaging format and metadata for a class of software known as *widgets*.

Here again, the mobile industry at large is expected to fully adopt this specification. We are looking at issuing a press release in the **October-November 2011** timeframe.

### **Press/Analysts briefings**

The MobiWebApp team will schedule meetings with press and analysts present at the Mobile World Congress 2012, in Barcelona, Spain. It is really a unique opportunity to engage with reporters specialized in mobile news and with analyst firms well connected with the mobile industry.

### **Communication Material**

The communication material created during the first year of the project will be reused for the 2<sup>nd</sup> year, thus contributing to the lasting impact of the project. Specifically, the mobile Web application best practices cards will be distributed at scheduled events such as OWF'12, Over the Air, MWC'12 and WWW2012, but will also be distributed at other events such as W3C meetings, European W3C offices seminars, etc.

Moreover, we will create new communication material to support our presence at the Mobile World Congress 2012. We will most probably design stickers to put on devices such as phones, tablets, etc.

## CONCLUSION

The MobiWebApp project benefitted from an extensive and effective outreach during its first year. Specifically:

- MobiWebApp-funded **W3C team members gave six presentations on W3C's mobile Web related activities** at high-profile events, increasing the visibility of W3C's mobile work in Europe to varied audiences, and thus leading to valuable contacts for future collaboration. Table 2 below shows the different audience categories reached by each talk. In particular, the work was exposed to:
  - **Industry** (mobile operators, mobile manufacturers, browser vendors, security experts, automotive, RFID experts, etc.) and **European SMEs**: at the [Mobile World Congress](#), [Rencontres Inria-Industries – Services Mobiles](#), [Media Web Symposium](#)
  - **Researchers, academics**: [International AEGIS Conference](#), WWW2011
  - **Developers from the mobile and Web communities**: at [MobileCamp2 @ Sophia Antipolis](#), [Paris Web 2010](#), [Over the Air 2010](#) (where Tim Berners-Lee keynoted)

<b>Audiences</b>	<b>Events</b> <b>Over The Air</b>	<b>ICT 2010</b>	<b>AEGIS Conference</b>	<b>Paris Web 2010</b>	<b>Media Web Symposium</b>	<b>INRIA-Industries Rencontres</b>	<b>MobileCamp2</b>	<b>Mobile World Congress</b>	<b>WWW2011</b>
Industry/SMEs	✓	✓	✓	✓	✓	✓	✓	✓	✓
Academics	✓	✓	✓	✓	✓	✓			✓
Developers	✓			✓	✓	✓	✓	✓	✓
ICT community		✓	✓		✓			✓	✓
Press/Analysts	✓	✓	✓	✓		✓		✓	✓

**Table 2: MobiWebApp outreach to varied audiences**

- Outreach to the **developer community at large** through the publications of blog posts (on relevant Web sites, mainly on [mobiwebapp.eu](http://mobiwebapp.eu)), of twitter messages (@w3c\_mobiweb<sup>18</sup>), etc.
- Outreach to the **press** with the release of **2 announcements**; in particular, the **press release** related to the publication of the Mobile Web Application Best practices was issued and got good media coverage.
- Collection of **70** press clips resulting from an extensive press outreach (press releases, press/analysts briefings, press conference, etc.)
- Outreach to the **ICT community** with participation to the ICT2010 event and with the publication of article in the [ERCIM News n°83](#) (page 63 - October 2010).

Finally, the MobiWebApp team expects to continue to perform effective outreach activities for the second year of the project.

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<sup>18</sup> Mobiweb twitter account: [http://twitter.com/w3c\\_mobiweb](http://twitter.com/w3c_mobiweb)