



MobiWebApp

Mobile Web Applications for Future Internet Services

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Outreach

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SUMMARY

The MobiWebApp outreach activities are focused on increasing awareness of W3C's Mobile Web Applications work in Europe. They disseminate the results of W3C's Mobile Web applications standards work (such as HTML5, WebRTC, device access and APIs, etc.) to a European audience of Web developers, software vendors, mobile industry at large and the press.

This report provides an overview of the progress and achievements of the MobiWebApp outreach activities for the period September 2011 - August 2012. The report builds on the planned outreach plan for the 2nd year, ranging from promotion at selected events, press outreach, production of promotional material, etc.

MOBIWEBAPP OUTREACH ACTIVITIES IN YEAR 2

In August 2011, the dissemination plan for year 2 of the project was carefully defined to better target the relevant audiences identified during the first reporting period. The plan was built to keep the momentum from of the high appreciation of the project's standardization roadmap, training and testing activities. Specifically, the plan included:

- Organizing promotion talks by W3C team members at selected events,
- Distributing announcements and press releases related to MobiWebApp results,
- Following up with reporters and analysts (especially those who were briefed during the first year of the project),
- Collecting press clippings,
- Developing promotional material.

It is important to 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, many 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.

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

Promotion Talks

Ten talks were planned during the two years project duration. Six of them were given during the first year reporting period. In the past twelve months, the MobiWebApp team gave eleven more promotion talks, as detailed below:

- 1) Dominique Hazaël-Massieux presented a tutorial on “Best practices in developing Mobile Web Applications” at [Open World Forum 2011](#), on 23 September 2011, Paris, France (see slides¹ and pdf slides²).



This event is supported in part by major European and French institutions (including the European Commission, the Paris City authorities, and the Ile-de-France regional council and regional development agency). INRIA (which hosts the W3C French office) and the MobiWebApp teams worked together to propose a tutorial on mobile Web development during the “Code track” of the conference. Over 20 persons, mostly developers from SMEs, attended the tutorial. It served as an opportunity to demonstrate the power of mobile Web applications, and to introduce the basics of how to develop them (with links

¹ Open World Forum 2011 html slides: <http://www.w3.org/2011/Talks/dhm-owf/>

² Open World Forum 2011 pdf slides: <http://www.w3.org/2011/Talks/dhm-owf/slides.pdf>

to our training program and the standardization roadmap). Copies of the Mobile Web Application Best Practices cards were distributed to the participants.

- 2) Dominique Hazaël-Massieux presented “Native and Web” at [Over the Air 2011](#), on 30 September-1 October 2011, in London, UK (see slides³)

About 500 people attended the 4th edition of this mobile developer event of growing importance. Over the Air (OTA) 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. Over 50 people listened to Dominique’s talk on why the Web is a good development platform for mobile applications. As direct impact results, there was an increased awareness of the ongoing work happening within W3C on Device APIs and HTML5. MWABP cards were distributed to participants and W3C mobile Web online training courses were promoted.



- 3) François Daoust presented “WebApps Mobile” at [EPITA](#) as part of the [Open Source Day](#), on 22 November 2011, in Paris, France (see slides⁴).

About 25 students enjoyed this interactive talk where François notably went through the code of the EventSource demonstration⁵ that was made available a day before as a blog post on MobiWebApp’s Web site.

- 4) Dominique Hazaël-Massieux presented “The Web: a platform for connected devices” at the [W3C Spain Day](#), on 12 January 2012 in Grenada, Spain (see slides⁶).

This event, organized annually by the W3C Spain Office, and in a different Spanish city each time, attracted over 150 participants from SMEs and universities, and bigger companies as well. It was also a good opportunity to advertise the on-line training course. Figure 1 below shows Dominique Hazaël-Massieux demonstrating the power of HTML5 for a mobile device.

³ Over the Air 2011 slides: <http://www.w3.org/2011/Talks/dhm-ota/>

⁴ EPITA slides: <http://www.w3.org/2011/Talks/1122-mwabp-epita-fd/>

⁵ EventSource demo: <http://mobiwebapp.eu/2011/11/21/beyond-the-device-frontier/>

⁶ W3C Spain Day slides: <http://www.w3.org/2012/Talks/dhm-spain-day/>



Figure 1: Dominique Hazaël-Massieux at the W3C Say Spain

5) Dominique Hazaël-Massieux presented “The Web as a platform for connected devices” at the [INRIA-Lille day](#), on 14 February 2012 in Lille, France (see slides⁷).

There were over 120 participants, most from local SMEs and universities, who attended this INRIA event entitled « Autour du W3C : nouveaux standards et Web mobile ». Dominique had many discussions with participants and incited them to get involved in Web standardization. Dominique also advertised the MobiWebApp online training courses.

6) Dominique Hazaël-Massieux presented in a developer panel at the Mobile World Congress ([MWC'12](#)), on 29 February 2012, in Barcelona, Spain.

There were around 250 participants, mostly mobile-focused developers from around the world, working from companies of very diverse sizes. The panel focused on how mobile developers can make use of Web technologies to build mobile apps, in light of the announcement of the Core Mob Community Group that was done by FaceBook’s CEO during the MWC’12 conference.

Note: an entire section (below) is devoted to other numerous outreach activities performed during MWC’12.

7) Dominique Hazaël-Massieux presented the MobiWebApp project in the EU conference track of the World Wide Web Conference ([WWW2012](#)), on 19 April 2012, in Lyon, France (see slides⁸).



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.

⁷ INRIA Lille slides: <http://www.w3.org/2012/Talks/dhm-inria-lille/>

⁸ MobiWebApp project at EU track: <http://www.w3.org/2012/Talks/dhm-mobiwebapp-www/>

For the WWW2012 edition, a European conference track was put together. We submitted a paper (see Appendix 3). Our paper was accepted and Dominique presented the MobiWebApp project to an audience of around 20 participants, mostly from other European projects' representatives. One of the participants, working for a testing lab in Orange, was specifically invited to the Mosquito testing event (end of May).

8) Robin Berjon presented the tutorial on "Developing Mobile Web Applications" at the W3C Tutorial track of the World Wide Web Conference ([WWW2012](#)), on 17 April 2012, in Lyon, France.

For the first time in the whole conference series, W3C was offered to staff and provide content for 4 half days of tutorials. We, as MobiWebApp team, booked one half-day to train conference participants on mobile Web development and best practices. We took the opportunity to promote the W3C online training program with its mobile Web (MobiWebApp) training courses, specifically the 30 April Mobile Web 1 course.

Together with Frances de Waal, one of the online "Mobile Web 1" course trainers, Robin Berjon, as one of the "Mobile Web 2" training course trainers, presented a 3-hours tutorial to an audience of over 70 participants. The trainers covered mobile Web best practices and how to write Web applications for mobile devices using the new JavaScript-based APIs. The feedback was very positive, with notably several students from local engineering schools staying long after the end for further questions, and at least one school (École Normale de Lyon) interested in cooperating to hold similar courses directly for its students.

9) Dominique Hazaël-Massieux presented "HTML5 and the Open Web Platform" at [Mobile Web challenges workshop](#) during the Mosquito interop event, on 29 May 2012, in Paris, France (see slides⁹).

Before an audience of over 40 participants, Dominique presented the promises of the Web as a development platform for connected devices, and more specifically the role played by the MobiWebApp project to make this a reality.

Dominique also ran a 2 hours tutorial on how to build a mobile application with Web technologies, taking into account the specificities of mobile devices (see slides¹⁰).

About 15 participating developers also had a chance to walk through the code of a mobile augmented reality application built with HTML5 (see code¹¹).

Finally, within the interoperability event, Robin Berjon presented a tutorial about how to write tests against W3C specifications in order to help improve the overall interoperability of the Web platform. Most of the participating developers did not use



⁹ Mosquito mobile Web workshop slides: <http://www.w3.org/2012/Talks/dhm-devices-mosquito/>

¹⁰ HTML5 mobile training: <http://www.w3.org/2012/Talks/dhm-mosquito-training/>

¹¹ Augmented Reality code: <http://www.w3.org/2012/Talks/dhm-mosquito-training/code-talks/player.html>

testing in their own products and so the session also covered an introduction to testing and its benefits (see slides¹²).

- 10) Dominique Hazaël-Massieux presented "[Mobile Web Apps and HTML5](#)" at the [Taller sobre Web Móvil y HTML5](#) (Workshop on mobile Web & HTML5), on 6 June 2012, in Barcelona, Spain (see slides¹³).

Dominique presented to over 80 participants the promises of Web technologies for mobile, with a number of demonstrations showing the existing capabilities that these technologies provide.

- 11) Dominique Hazaël-Massieux presented "HTML5 and the mobile Web apps" (*in French*) at the [W3café](#) event, on 29 June 2012, in Paris, France (see slides¹⁴).

Dominique did a 2 hours tutorial on Web technologies on mobile before an audience of about 40 participants, mostly Web developers. He completed this tutorial by walking through of the code for an HTML5 mobile augmented reality application (see demo¹⁵).

Note: Upcoming and past MobiWebApp events are carefully recorded on the project's Web site¹⁶. Also, MobiWebApp events and training courses, as well as significant outreach material (such as the cards) were promoted on the W3C Facebook page (5435 "likers" as of 23 July 2012) and on twitter (@w3c_mobiweb, @w3c, etc.).

Exhibition at the Mobile World Congress 2012

The MobiWebApp team was present at the Mobile World Congress (27 February – 1 March 2012, Barcelona, Spain).

The Mobile World Congress is the leading mobile industry world event. This year, MWC'12 attracted more than 60,000 visitors. Both the exhibition and conference are highly regarded as a must place to be, to network and to speak at.



At MWC'12, the W3C/MobiWebApp team had a strong presence with a booth¹⁷ and booth staff¹⁸. In the exhibition, we had an 18m² space in Hall 2 (see Figure 2), one of the main exhibition halls.

¹² Mosquito testing: <http://berjon.com/presentations/20120530-mosquito-testing/mosquito-testing.html>

¹³ W3C Spain workshop slides: <http://www.w3.org/2012/Talks/dhm-html5-taller/#/step-1>

¹⁴ W3Café slides: <http://www.w3.org/2012/Talks/dhm-w3cafe/>

¹⁵ W3Café demo: <http://www.w3.org/2012/Talks/dhm-w3cafe/code-talks/player.html>

¹⁶ Past and upcoming MobiWebApp events: <http://mobiwebapp.eu/news-events/>

¹⁷ W3C booth at MWC'12: <http://mymwc.mobileworldcongress.com/exhibitors/w3c-1>

¹⁸ W3C/MobiWebApp staff at MWC'12: <https://www.w3.org/2012/MWC/bios>



Figure 2: W3C booth at MWC'12

This physical space helped us to schedule meetings (notably with industry representatives and the press), demonstrate MobiWebApp latest work, and promote the “Mobile Web 2: Applications” online training course which was open for registration at an early bird price. We created a dedicated W3C@MWC'12 Web site¹⁹ where all resources (slides, roadmaps, videos, online training courses, schedule of demonstrations (see Figure 3) and other promotional activities) were provided.



Figure 3: Demonstration at the W3C booth at MWC'12

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 activities²⁰ are recorded on the project's Web site.

¹⁹ W3C@MWC'12 Web site: <https://www.w3.org/2012/MWC/>

²⁰ MobiWebApp press room: <http://mobiwebapp.eu/press-room/>

During the reporting period, we focused our media outreach efforts towards the Mobile World Congress 2012 (MWC'12). We did a media advisory and scheduled a number of analyst and reporter briefings before and at MWC'12.

MobiWebApp's press announcements:

In the reporting period, we issued one media advisory and one press release related to MWC'12 and WWW2012 events respectively.

W3C Demonstrates Power of Open Web Platform at Mobile World Congress 2012

This media advisory was made available in 5 languages: [English](#), [Arabic](#), [German](#), [Spanish](#) and [Swedish](#).



In this media advisory, we invited media and analysts to meet at the W3C booth to learn how the Web is transforming all industries and more specifically the mobile industry. We took the opportunity to also promote the mobile Web online training program.

The media advisory text is available in Appendix 1.

W3C Expands Presence at WWW 2012 to Increase Community Engagement

This press release was made available in 7 languages: [English](#), [French](#), [German](#), [Greek](#), [Hindi](#), [Spanish](#), and [Swedish](#).

In this media announcement text, we notably promoted the W3C mobile Web training activities and the Mobile Web applications tutorial. The press release text is available in Appendix 2.

Note: The MobiWebApp press releases are distributed through two European channels/portals, in addition to W3C's press list (223 entries) and the W3C Europe list of France-based reporters (about 500 reporters).

- [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 6500 registered journalists.
- [CORDIS Wire](#) is a service provided by the European commission giving access to information sent by European innovation and research stakeholders.

Meeting with the press at MWC'12:

We directly contacted (telephone calls) a number of influential European and US-based reporters, and pitched them along with a reference to the MWC'12 media advisory. The contacted reporters were:

- **CNET:** Stephen Shankland (USA)

- **Information Week:** Ben DuPont (USA)
- **Clubic.com/M6 Web:** Guillaume Belfiore (France)
- **CNET France:** Alexandre Billault (France)
- **Mobile Cowboys:** Joran Maaswinkel (Netherlands)
- **Il Sole 24 Ore SpA/Eurosat:** Gabriele Marzocchi (Italy)
- **Spiegel Online:** Matthias Kremp (Germany)
- **Computerwoche:** Jürgen Hill (Germany)
- **c't Magazin / heise online:** Volker Briegleb (Germany)
- **AccessOWeb:** Philippe Lagane (France)
- **01net.com:** Stephanie Molinier (France)

We arranged a face-to-face meeting at the W3C@MWC'12 stand, between the CNET reporter, Stephen Shankland, and Jeff Jaffe (W3C CEO). As a direct result, we got the following media coverage: [CNET](#) (5 March): [Jeff Jaffe lights a fire under Web standardization](#), Stephen Shankland, *W3C, CSS3, HTML5, Device APIs, Jeff Jaffe*

Analysts briefings and meetings at MWC'12:

The MobiWebApp team scheduled meetings with analysts present at the Mobile World Congress 2012, in Barcelona, Spain. It was a not-to-be missed opportunity to engage with analyst firms well connected with the mobile industry and to update them on W3C's messaging on the topic of HTML5 and mobile Web.

A summary of our messaging is below:

- **Open Web Platform:** W3C's Open Web Platform, with HTML5 as its cornerstone, is here. Industry has broadly embraced it as the cross-platform solution for reaching more people via rich applications, on more devices, at lower cost. The set of technologies being standardized at W3C is large and at various stages of maturity, but broad adoption has begun. We continue to add new features, and ensure that existing interoperable features are supported.
- **Upcoming work related to mobile devices:**
 - WebRTC (real-time, videoconf, peer to peer)
 - Privacy / Do not track
 - Mobile (profile community group from Facebook)
 - TV (profile, content protection, streaming)

We notably scheduled analysts' briefings before the event, during January and February 2012. We thus had conversations with:

- **IDC:** William Stofega
- **Forrester:** Jeffrey Hammond
- **Yankee:** Jason Armitage and Chris Marsh
- **Gartner:** David Mitchell Smith
- **Ovum:** Michael Azoff

As a direct impact, we got the following press article, by Jeffrey Hammond, Forrester, on 25 January 2012: [ComputerWorld](#) (25 January): [Here comes the open web – embrace It](#), Jeffrey Hammond.

During MWC'12, we met with the following analyst firm representatives. Note that we had a first contact with them last year at MWC'11. It was then interesting to give them an update of our mobile Web messaging.

- **ABI Research:** Jeff Orr
- **OVUM:** Adam Leach

Tracking the media coverage

In the reporting period, we have collected a total of 175 press clips that report on W3C's Mobile Web Application work. Figure 4 provides statistics on the number of press clippings per month and per European language and shows a notable peak on February 2012 related to W3C's presence at Mobile World Congress 2012.

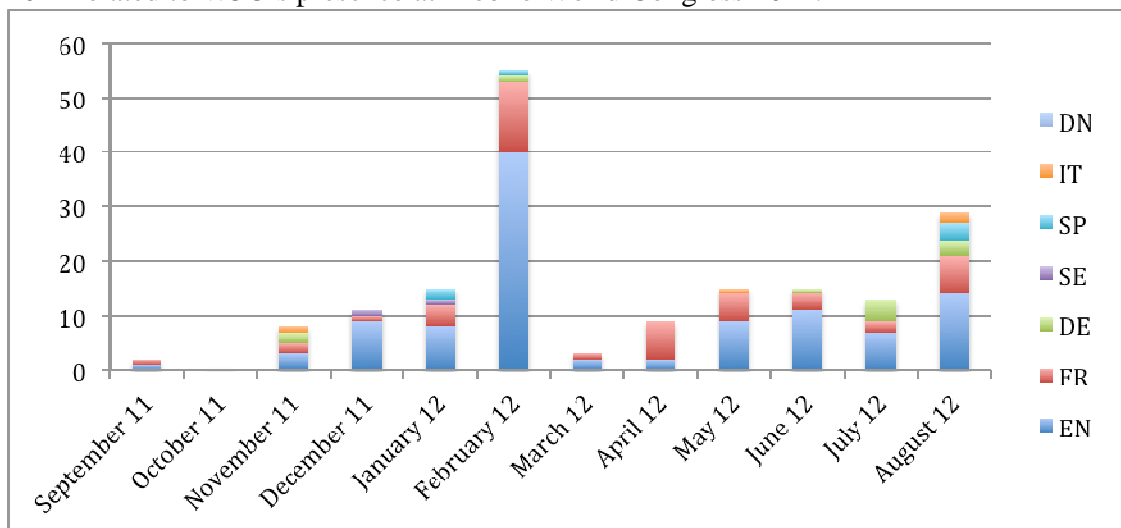


Figure 4: Distribution of press clips per European language in year 2

Analysis to assess the project impact through press clippings

We have analyzed the direct impact of MobiWebApp's announcements and related mobile Web news on our media coverage. We have collected 54 press clips directly generated by the W3C@MWC'12 and W3C@WWW2012 announcements, the press and analysts briefings, and our discussions with W3C members such as Facebook. That represents 38,8% of the total press clips collected.

The most important European IT publications (such as Silicon.de, Mobile Business, The Register, ZDNet.fr) have reported on the advancement of W3C's mobile Web technologies.

Large public newspapers (such as Les Echos, The Guardian, Le Monde, Heise, Le Point) have also reported on the advancement of W3C's mobile Web work. All collected press clips²¹ are listed on the MobiWebApp Web site.

Development of outreach material

During the first year of the project we managed to create numerous types of professional-looking communication material both in a print form (MWABP cards, MobiWebApp postcard, poster) and online form (Web site, MWABP cards booklets). This existing promotional material was not only distributed at all events happening during the reporting period, but we also updated existing and created new promotional material.


Updated MobiWebApp poster

At the occasion of a EU commission-organized concertation meeting for SSAI projects (including MobiWebApp) at the end of September 2011, we were asked to show a poster that “explain the aims and approach of the project, together with the achieved and planned results”. We created the poster shown in Figure 5. The poster is available from the *About*²² page at the MobiWebApp Web site.

²¹ MobiWebApp press clips: <http://mobiwebapp.eu/press-clips/>

²² MobiWebApp About page and poster: <http://mobiwebapp.eu/about/>

From Sep 2010 to Aug 2012
Support Action



mobiwebapp

MOBILE WEB APPLICATIONS

Outreach

To Increase awareness of W3C's mobile Web work to European stakeholders:


- MobiWebApp promotion at various key events to reach various audiences: press and industry (Mobile World Congress, etc.), academics (World Wide Web Conference, etc.)
- Production of communication material such as the popular MWABP cards (and postcards, posters, etc.) and developer (Over the Air, etc.)
- Upcoming important announcements related to geolocation and widgets

Stay tuned on mobiwebapp.eu
and follow us on @w3c_mobiweb

Training

To Increase the number of developers capable of creating mobile Web applications:

- Creation and production of two online training courses "Introduction to Mobile Web Application Best Practices" (June and September 2011)
- Third production of MWABP course beg. of January.
- Upcoming translation of MWABP training course in other European languages
- Over 360 Web developers and designers already trained
- New training course on developing advanced mobile Web applications to be held beg. of January 2012

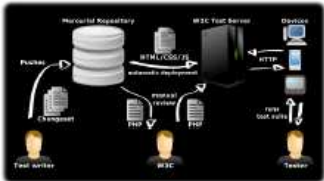


Testing


To provide more extensive test suites for mobile Web applications standards, and ensure interoperability between implementations:

- The MobiWebApp drives the development of a new generic testing framework to test a large variety of Web technologies on mobile
- Dedicated infrastructure to deploy, review and serve test cases for W3C Working Groups

Contribute to testing via the upcoming
Web Testing Interest Group




Standardization






To further strengthen European standard activities in the mobile Web application space:

- Standards for Web Applications on Mobile (last update in August 2011) lists the 50+ current and upcoming technologies that are particularly relevant to the development of mobile Web applications
- MobiWebApp is co-chairing the SSAI standardisation collaboration group

Participate in W3C Working Groups and get involved in the Standards Collaboration Group



<http://mobiwebapp.eu>




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Figure 5: MobiWebApp poster (October 2011 update)

Mobile Web online training bracelets

In order to promote the mobile Web training courses, and specifically “Course 2” on Mobile Web Applications, we created a fun and young audience-focused goodie: a bracelet that could be either knotted or tied (see bracelet design in Figure 6). We distributed these bracelets at MWC’12.



Figure 6: W3C online training course bracelet

MobiWebApp Web site

The project Web site is mobiwebapp.eu. We wrote **21 blog posts** during reporting period, keeping a regular pulse on the Web site home page. The Web site pages, such as Testing, Standards, Press Room, Training, etc. have been updated on a regular basis as

well. Figure 7 shows the MobiWebApp's home page on 29 May 2012, when we announced the new mobile Web training course in Spanish.



Figure 7: One blog post on MobiWebApp's Web site

MobiWebApp Web site metrics

Note that the MobiWebApp blog is aggregated in Planet Mobile Web²³, 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 portal²⁴.

The Wordpress platform, which hosts MobiWebApp's Web site, provides statistics, summarized below:

- The MobiWebApp Web site was **viewed about 20,953 times** in the reporting period (as of 21 August 2012), which makes an average of 1360 views per month.

²³ Mobile Web Planet: <http://www.w3.org/Mobile/planet>

²⁴ Cordis news portal: <http://cordis.europa.eu/ictfeeds/syndicated-news.cfm>

- The highest “visit peaks” during the reporting period (see Figure 8) were recorded on February 2012 and June 2012. These two peaks correspond to two blog posts:
 - “February 2012 edition of “Standards for Web Applications on Mobile”²⁵” (posted on 20 February 2012 in relation with the Standardization WP)
 - “W3C Mobile Web training courses: learn from the experts!” (posted on 5 June 2012 in relation with the Training WP)
- The 5 June 2012 blog post was actually the most viewed post (381 views) since the creation of the MobiWebApp Web site.

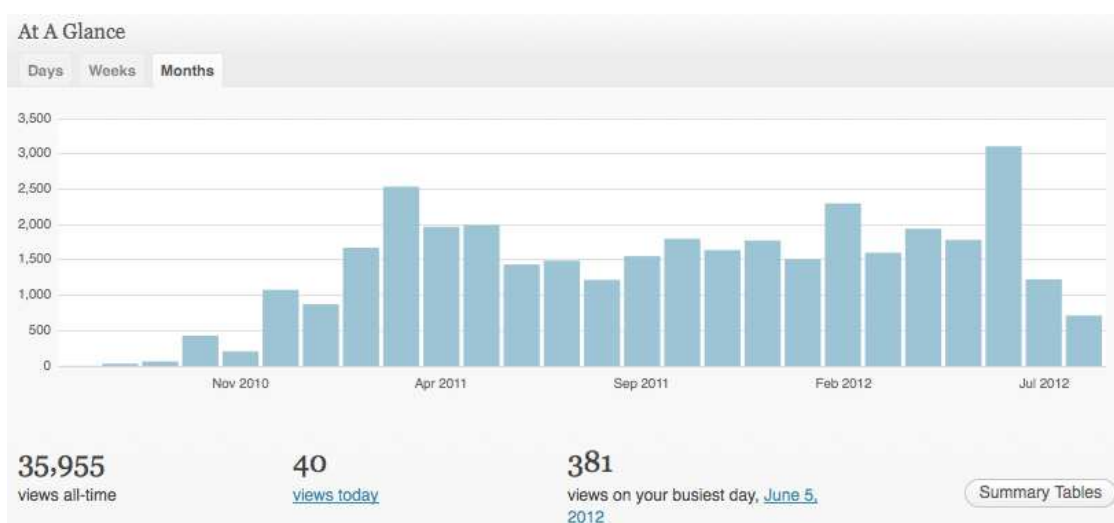


Figure 8: Web site stats from August 2010 to July 2012

MobiWebApp social networks metrics

The project’s twitter account, @w3c_mobiweb²⁶, has a significant number of followers: **918 followers** (as of 21 August 2012), which represents an increase of approx. 40% from a year ago.

We are also pleased to report (using the tweetstats²⁷ tool) a steady high activity level with an average of 14 tweets per month (that is a **2,1 tweets per day**, not counting retweets). We tweeted directly from the twitter account and we also set up automatic tweeting when new blog posts were published on the project’s Web site (see Figure 9).

²⁵ Feb. 2012 standardization map update: <http://mobiwebapp.eu/2012/02/20/february-2012-edition-of-standards-for-web-applications-on-mobile/>

²⁶ MobiWebApp twitter account @w3c_mobiweb: https://twitter.com/w3c_mobiweb

²⁷ TweetStats: <http://tweetstats.com/>



Figure 9: Example of an automatic tweet done from mobiwebapp.eu

CONCLUSION

The MobiWebApp project benefited from an extensive and effective outreach during its second year. Specifically:

- **MobiWebApp-funded W3C team members gave eleven 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 1 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, W3C Spain Day, INRIA-Lille Day, etc.
 - **Researchers, academics and ICT community**: mainly at WWW2012
 - **Developers from the mobile and Web communities**: at Over the Air 2011, Mosquito event, HTML5 mobile workshop, etc.
 - **Students**: at EPITA
 - **Press/Analysts**: mainly during MWC'12 and WWW2012

Events / Audiences	OWF'11	OTA'11	EPITA	W3C Spain Day	INRIA-Lille Day	MWC'12	WWW 2012	Mosquito event	HTML5 mobile workshop	W3café
Industry/SMEs		✓		✓	✓	✓	✓	✓	✓	✓
Academics							✓			
Students		✓	✓	✓	✓	✓	✓	✓	✓	✓
Developers		✓		✓	✓	✓	✓	✓	✓	✓
ICT community						✓				
Press/Analysts						✓				

Table 1: Various audiences exposed to MobiWebApp's work and results

- Outreach to the **developer community at large** through the publications of blog posts (on relevant Web sites, mainly on mobiwebapp.eu), of twitter messages (@w3c_mobiweb²⁸), etc.

- Outreach to the **press** with the release of **2 announcements** informing about our strong presence at 2 important events (MWC'12 and WWW2012)
- Collection of **175** press clips resulting from an extensive press outreach (press releases, press/analysts briefings, etc.)
- Reuse of promotional material created in the first year of the project and production of new ones

APPENDIX 1: W3C @ MWC'12 MEDIA ADVISORY



W3C Demonstrates Power of Open Web Platform at Mobile World Congress 2012

Meet with W3C to Learn How the Web is Transforming Industry

<http://www.w3.org/> —8 February 2012— W3C invites media, analysts, and other attendees of [Mobile World Congress \(MWC\) 2012](#) to meet with W3C and learn how the Open Web Platform is transforming industry. W3C will showcase demonstrations of HTML5, CSS3, and other open Web technologies at its booth in **Hall 2, Stand 2A31**. CEO Jeff Jaffe, W3C staff, and some W3C Members will be available as expert resources for media stories and analyst reports on how the Web is changing mobile, television, advertising, games, publishing, automotive, health care, and other industries. W3C also encourages attendees to visit the more than 40 [W3C Members](#) that are exhibiting at this year's Congress. [Learn more about W3C @ MWC 2012.](#)



W3C invites people to the W3C booth for demonstrations and discussion of:

- the promise and realities of building Web applications for mobile devices;
- television and the Web, including home networking scenarios, multi-screen applications, device-discovery, and requirements around streaming;
- current status of standards around HTML5, CSS3, SVG, device APIs, and more;
- new areas of interest at W3C including the Web and the automotive industry or real-time communications within Web applications;
- new ways to participate in W3C, including [Community and Business Groups](#);
- [online training](#) for Web developers featuring courses on mobile Web best practices and application development.

Key Points

What

W3C executives available as resources for media and analyst articles on the following subjects: HTML5, CSS, the Open Web Platform, business model transformation, consumer case studies, open standards. Please [contact us](#) to schedule a meeting at the W3C booth at the show.

Who

W3C CEO Jeff Jaffe, Dominique Hazaël-Massieux, Dave Raggett, other expert staff, and some W3C members

Where

W3C Booth, Hall 2, Stand 2A31 at Fira de Barcelona Montjuic, Barcelona, Spain.

When

February 27 through March 1, 2012

About the World Wide Web Consortium (W3C)

The World Wide Web Consortium (W3C) is an international consortium where Member organizations, a full-time staff, and the public work together to develop Web standards. W3C primarily pursues its mission through the creation of Web standards and guidelines designed to ensure long-term growth for the Web. Over 325 organizations are [Members](#) of the Consortium. W3C is jointly run by the [MIT Computer Science and Artificial Intelligence Laboratory](#) (MIT CSAIL) in the USA, the [European Research Consortium for Informatics and Mathematics](#) (ERCIM) headquartered in France and [Keio University](#) in Japan, and has additional [Offices worldwide](#). For more information see <http://www.w3.org/>

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W3C Expands Presence at WWW 2012 to Increase Community Engagement

New W3C Tutorial Track Broadens Discussions about Open Web Platform

<http://www.w3.org/> —27 March 2012— W3C invites developers, business, government, media, analysts, and all who attend the [2012 World Wide Web Conference](#) to participate in the [expanding W3C Track](#) and learn how the Open Web Platform is transforming industry and society. W3C's activities at the conference this year, from 16-20 April at the Lyon Convention Center in France, include:

- **Tim Berners-Lee Keynote (18 April):** The W3C Director will deliver a keynote address and is on the program committee for the [Linked Data on the Web Workshop](#) (16 April).
- **W3C Tutorial Track (NEW!):** Four half-day presentations and discussions:

CSS3 in Style (16 April)

How the newest Cascading Style Sheets (CSS) features are enhancing the toolkit for building beautiful, interactive apps that run across a broad range of devices.

Accessibility in Tomorrow's Web (16 April)

The latest techniques for good Web design that ensure that people with disabilities can use the Web.

Developing Mobile Web Applications (17 April)

Guidance for how to build Web applications that work on an array of mobile devices, and to manage deployment challenges.

Open Data in Practice (17 April)

Explore the breadth and potential of government open data and how to manage data from diverse sources, in different formats, and different levels of quality.

- **W3C Track:** Camp-style half-day interactive discussions with W3C experts and Web users:

Web Security and Privacy (18 April)

How distributed applications and client-side apps are changing the landscape of privacy and security issues, and what is being done about it.

HTML5 Games (19 April)

Best practices for HTML5 game development, one of the most dynamic areas of Web development today.

A number of [W3C staff](#) will be on hand to discuss HTML5, CSS, and other technologies of the Open Web Platform. Attendees can also learn about [W3C online training](#) and participation in [W3C Community Groups](#).

W3C also invites people to meet representatives of the [new W3C France Office](#). The France Office and Inria will have a booth (number 54) in the exhibition area at the Lyon Convention Center. This year the exhibition area will run the entire week of the conference, and will be open to the public for a small fee (see [registration information](#)).

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APPENDIX 3: PAPER AT THE EUROPEAN TRACK OF WWW2012 CONFERENCE

Paper Title: Mobile Web Applications: Bringing Mobile Apps and Web Together

Paper Authors: Marie-Claire Forgue and Dominique Hazaël-Massieux

Mobile Web Applications: Bringing Mobile Apps and Web Together

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ABSTRACT

The popularity of mobile applications is very high and still growing rapidly. These applications allow their users to stay connected with a large number of service providers in seamless fashion, both for leisure and productivity. But service providers suffer from the high fragmentation of mobile development platforms that force them to develop, maintain and deploy their applications in a large number of versions and formats. The Mobile Web Applications (MobiWebApp [1]) EU project aims to build on Europe's strength in mobile technologies to enable European research and industry to strengthen its position in Web technologies to be active and visible on the mobile applications market.

Keywords

Mobile Web Applications, HTML5, Web Standards, MobiWebApp, Device APIs, Training, Testing, Outreach

1. INTRODUCTION

With technologies such as HTML5, Web technology is currently undergoing a sea change that makes it a strong contender for becoming an open, royalty-free standards-based platform for mobile applications.

The MobiWebApp project has the following key goals:

- **Standardisation:** Increase the features available to Web applications to match the ability of native applications developed using proprietary technologies.
- **Testing:** Increase the interoperability of Web technologies on mobile devices, to make true the promise of cross-platform development.
- **Training:** Increase the number of developers capable of developing Web-based mobile applications.
- **Outreach:** Increase awareness of W3C mobile Web applications work in Europe.

2. WORK PERFORMED AND RESULTS ACHIEVED

2.1 Standardization

2.1.1 Development of device APIs for the Web

To match the capabilities of native applications on mobile devices, the Web needs to provide ways for closer integration between the browser and the underlying device, allowing for instance interactions with the user's camera, reading and writing from her address book or her agenda, or adapting the user experience based on the battery level or the capabilities of the network. Thanks to the APIs developed by the W3C Device APIs Working Group [2], Web developers will be able to gain access to the above-mentioned features from the browser, using JavaScript.

The MobiWebApp project funds the specific efforts put into the group and have allowed the publication of ten specifications.

2.1.2 Standardization Roadmap

Beyond device APIs, W3C is in charge of producing a large number of specifications that are relevant to Web applications.

To make it easier to identify which specifications are relevant to mobile Web applications developers, the MobiWebApp project has developed and released a standardisation state of the art and roadmap [3] that covers more than 50 specifications published by 16 W3C Working Groups.

2.3 Collaboration with ICT projects

Using the Web for developing mobile applications matches the goals and needs of various other ICT projects that wants to reach their users on many devices, and in particular on mobile phones. The project has established working relationship with 3 other ICT projects in Europe (Webinos, Mosquito, and Serenoa) to coordinate on their work toward deploying applications on mobile devices using Web technologies.

The MobiWebApp project is also co-chairing the standardisation coordination group of the Service

and Software Architectures and Infrastructures cluster of projects, assisting other projects in their strategy to bring work to standardisation.

2.4 Testing framework

One of the strengths of Web applications over their native counterparts is that they make it possible for service providers to develop their applications once, and have it run on any mobile device. To keep that promise, mobile browsers need to provide a strong level of interoperability in their implementations of the relevant specifications.

To that end, the MobiWebApp project is involved in the deployment of a mobile-friendly testing framework (see Figure 1) that allows all the relevant W3C Working Groups to publish their test suites and make them available through a single point of entry. The data collected by the testing framework will be usable to identify what browser implements which technology and how well. The testing framework will also make it easier to identify which specifications need more test development efforts.

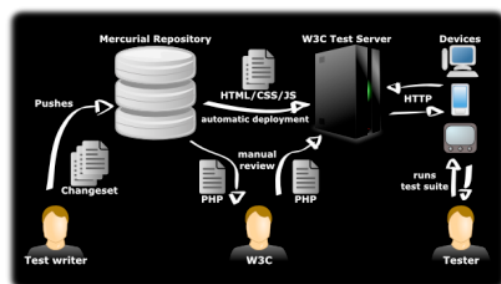


Figure 1: W3C test server

So far, a testing-dedicated server has been deployed, **hosting 1500 test cases** from 5 Working Groups, with a specific review process that guarantees security while allowing contributions from the community at large (a Web server dedicated to serving these test cases was deployed at [4]).

To ensure the successful development of test cases across the relevant W3C Working Groups, the MobiWebApp project has also contributed to the set up of a W3C group dedicated to testing. That group will develop guidance on the development of mobile-friendly test cases that will work in the proposed testing framework.

2.5 Training

To make sure that Web developers in Europe have the knowledge to develop mobile Web applications, the MobiWebApp project has organized an online training course introducing the specificities of developing Web applications targeting mobile devices.

Work included recruiting a trainer, adapting and completing the content of an existing course on mobile Web development into a course targeting mobile Web applications, successfully marketing the course to students (more than **350 signed up**), and evaluating the student's feedback (which was excellent). More information about the course is available at [5]. Another more advanced training course (Writing great mobile Web apps) is under development and will be launched beginning of 2012.

2.6 Outreach

Service providers and Web developers need to better understand what Web technologies can provide in stead or in complement of native applications on mobile.

To that end, the MobiWebApp project has dedicated outreach effort [4] to disseminate the results of W3C's mobile Web application work to a European audience.

The following results have been achieved:

- Collection of over 70 press articles on W3C's mobile Web applications activities, resulting from outreach to media through two press releases and organization of a well-attended press conference.
- MobiWebApp-funded W3C staff members gave 6 presentations on W3C mobile Web application activities at high-profile events, increasing the visibility of W3C's mobile work in Europe
- Production of successful outreach material (such as best practices cards - see Figure 2)

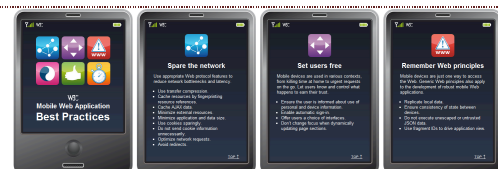


Figure 2: Mobile Web Application Best Practices cards

3. EXPECTED FINAL RESULTS, THEIR POTENTIAL IMPACT AND USE

To make it possible for European research, industry and SMEs to take advantage of the ubiquity of Web technologies, several blocking factors need to be lifted:

- Web browsers provide less features than what proprietary platforms, making it harder to mobile applications that integrate well with their devices,
- Service providers often lack knowledge of what current and upcoming Web technologies allow to build for their content and services,

- Web developers lack expertise in adapting their skills to mobile devices, and to Web applications in particular.

<http://mobiwebapp.eu/press-room/> ;
<http://mobiwebapp.eu/press-clips/>

MobiWebApp is expected to significantly reduce these barriers.


The development, standardisation and interoperability of new features for mobile browsers will reduce the gap between the Web platform and proprietary platforms to the point where most mobile applications can be developed using Web technologies.

Outreach on Web standards in European events, completed with a complete standardisation state of the art and roadmap provides greater visibility and understanding of what Web technologies enable on mobile devices.

The development and running of training courses allows Web developers to adapt their skills and expertise to the growing demand for Web-based mobile applications.

4. ACKNOWLEDGMENTS

MobiWebApp is led by the World Wide Web Consortium (W3C), an industry consortium of currently more than 350 members from research and industry. W3C is directed by Sir Tim Berners-Lee, the inventor of the Web. W3C's European branch is hosted by ERCIM.

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5. REFERENCES

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- [3] MobiWebApp's standardization roadmap:
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- [4] Web server dedicated to serving test cases:
<http://w3c-test.org/>
- [5] Mobile Web training:
<http://www.w3.org/Mobile/training/>
- [6] MobiWebApp outreach:
<http://mobiwebapp.eu/news-events/> ;