

Global Trends & Strategic Approaches to Mobile

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2007 Forrester Research



there are approximately
1.2 billion web-enabled
mobile devices on Earth

there are approximately
1 billion PCs on Earth

3x growth of **fixed broadband** in the developing world

10x growth of **mobile broadband** in the developing world

To many of today's students,
mobile has always been there like...



The WorldWideWeb (W3) is a wide-area [hypermedia](#) information retrieval initiative aiming to give universal access to a large universe of documents.

Everything there is online about W3 is linked directly or indirectly to this document, including an [executive summary](#) of the project, [Mailing lists](#) , [Policy](#) , November's [W3 news](#) , [Frequently Asked Questions](#) .

[What's out there?](#)
Pointers to the world's online information, [subjects](#) , [W3 servers](#) , etc.

[Help](#)
on the browser you are using

[Software Products](#)
A list of W3 project components and their current state. (e.g. [Line Mode](#) ,[X11 Viola](#) , [NeXTStep](#) , [Servers](#) , [Tools](#) , [Mail robot](#) , [Library](#))

[Technical](#)
Details of protocols, formats, program internals etc

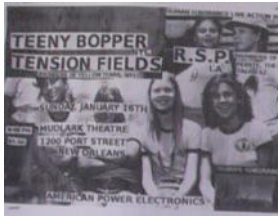
[Bibliography](#)
Paper documentation on W3 and references.

[People](#)
A list of some people involved in the project.

[History](#)
A summary of the history of the project.

[How can I help ?](#)
If you would like to support the web..

[Getting code](#)
Getting the code by [anonymous FTP](#) , etc.



Today, a website is a necessity – a virtual expression of your organization that can be extended by a **mobile web** presence.



There are an estimated **231 million** websites and **13.71 billion** web pages on the Internet.

Can prospective or current students, staff, or alumni find ***your*** mobile web site?

More importantly, will Google find ***your*** mobile site for them?



YouTube



Netflix



U-verse



Hulu Plus



TED



BBC News



CIO



Mobile Edition



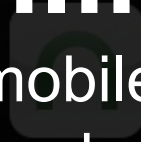
ABC Player



COMP...ORLD



Kindle



Squarespace



Pandora



Triplt



Scrabble



Wolfram



Safari



Mail



Calendar



Skype



Evernote

Unlike the web,

on mobile devices individuals create their own tailored personal mobile environment – very different than collecting bookmarks.



YouTube



Netflix



U-verse



Hulu Plus



TED



BBC News



CIO



Mobile Edition



ABC Player



COMP...ORLD



Kindle

Gartner predicts we will soon see a
mobile first approach
to software development –
mobile before the notebook and desktop.



Squarespace



Pandora



Triplt



Scrabble



Wolfram



Safari



Mail



Calendar



Skype



Evernote

Mobile is convenient.
interactive.
contextual.
personal.

Responsive +
Appropriate

Agile +
Enterprise

Tactical +
Strategic



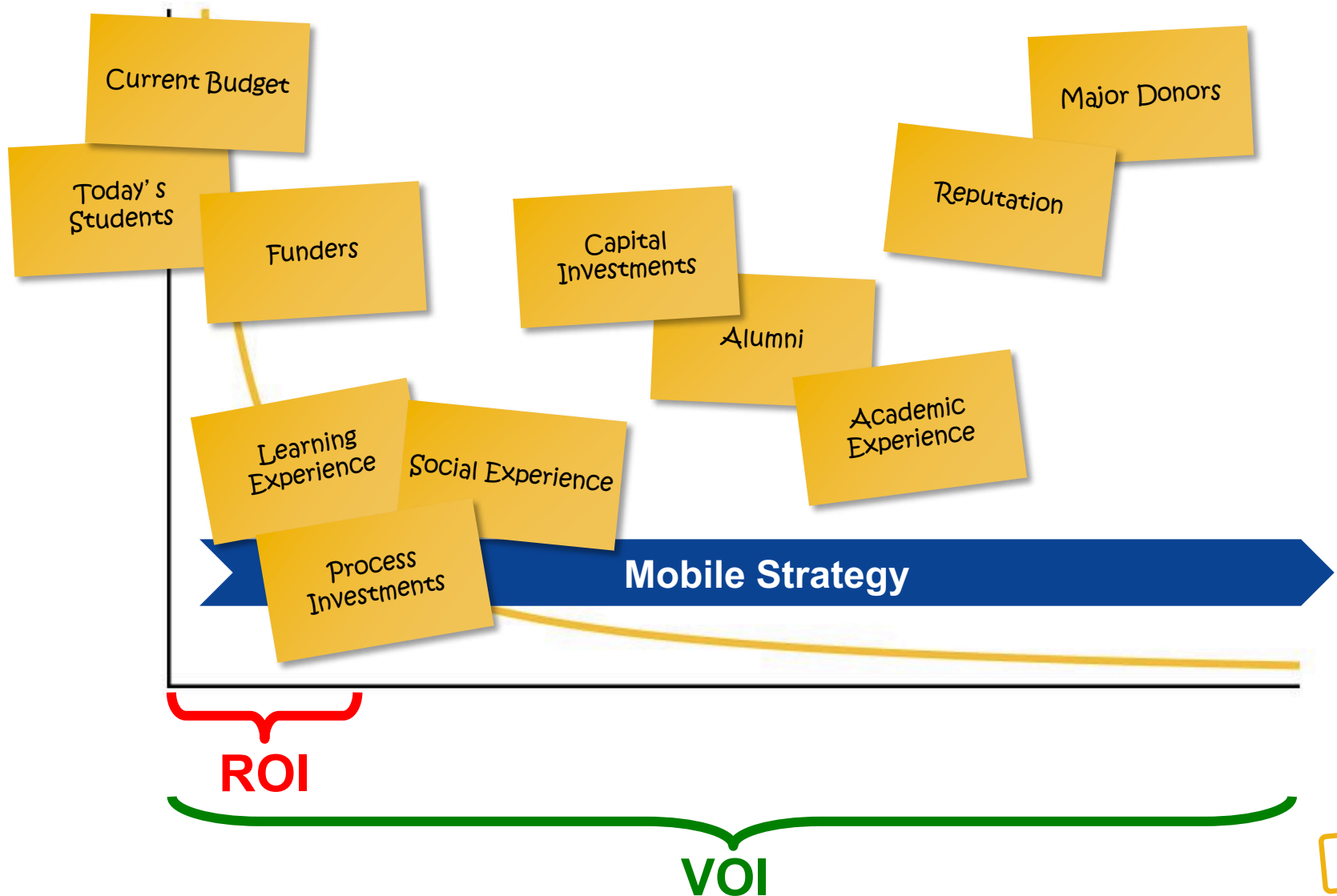


decide **who**,
understand **why**,
identify **what**,
articulate **how**,

and iterate, iterate, iterate...

VOI: Value on Investment

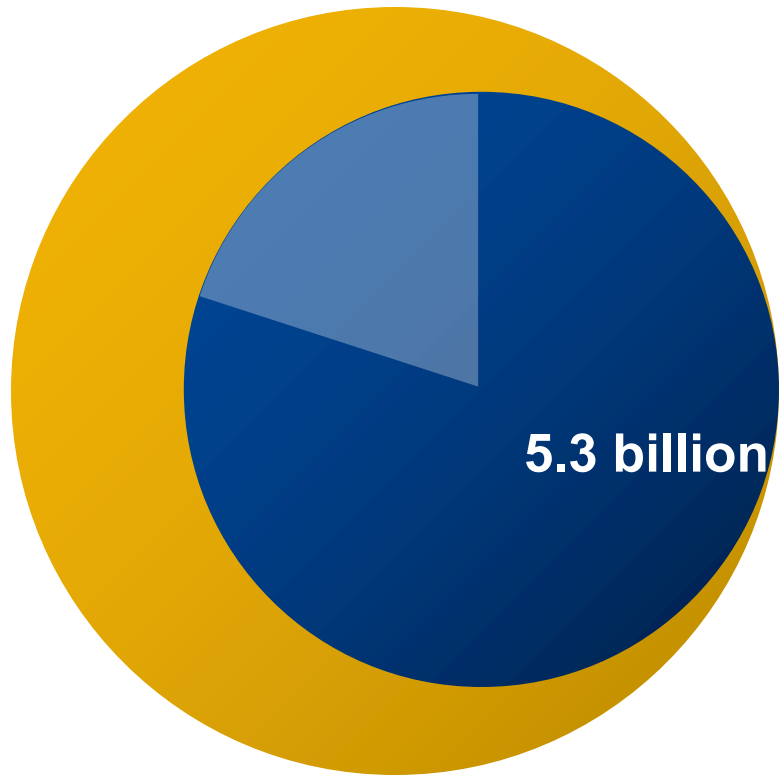
Long Tail of People, Process & Technology



2009 World Population Estimate

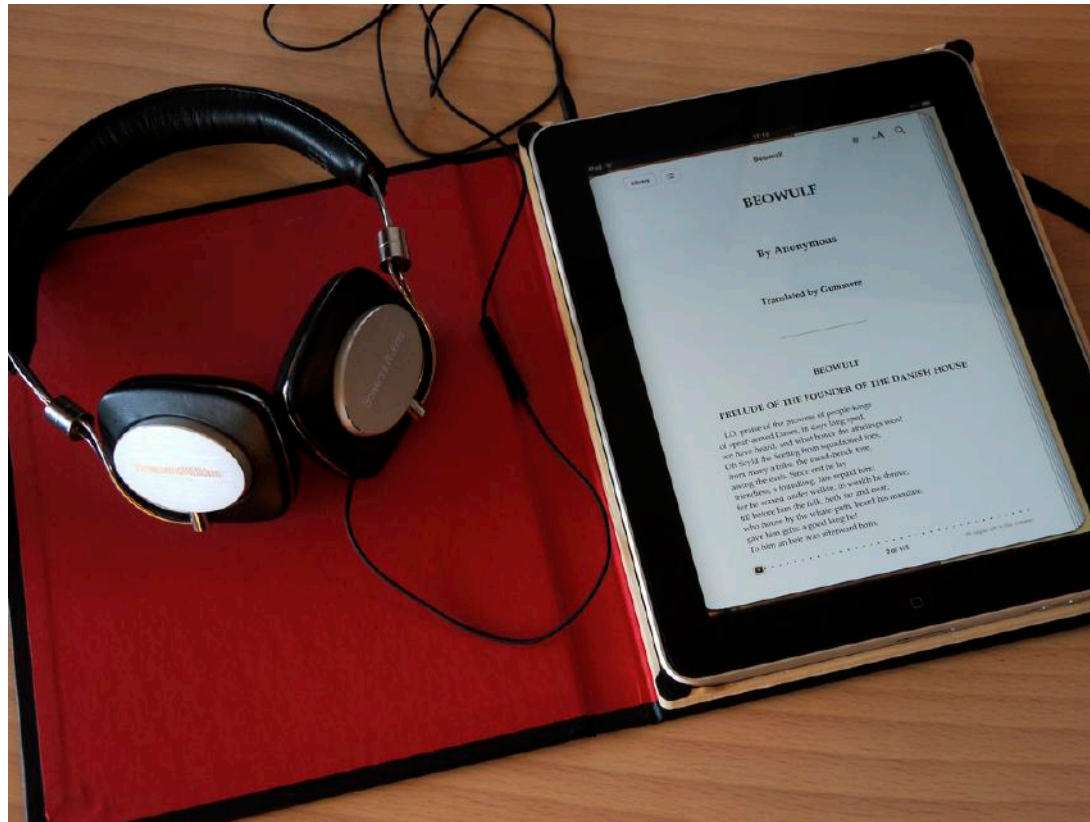
2011 Gartner Data

2010 ITU Data



6.8 billion people on Earth
mobile phone subscriptions

20% are web-enabled –
297 million are smartphones
and growing...



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