# Making the Web Truly Mobile Great Opportunities, Some Challenges

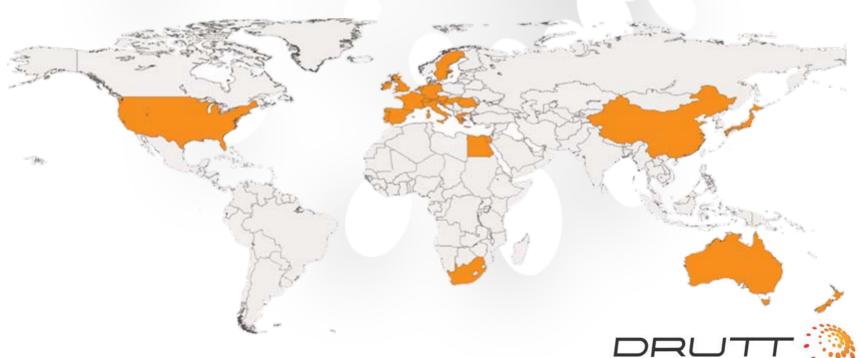
MWI London event Jonas Wilhelmsson VP Partner & Alliances



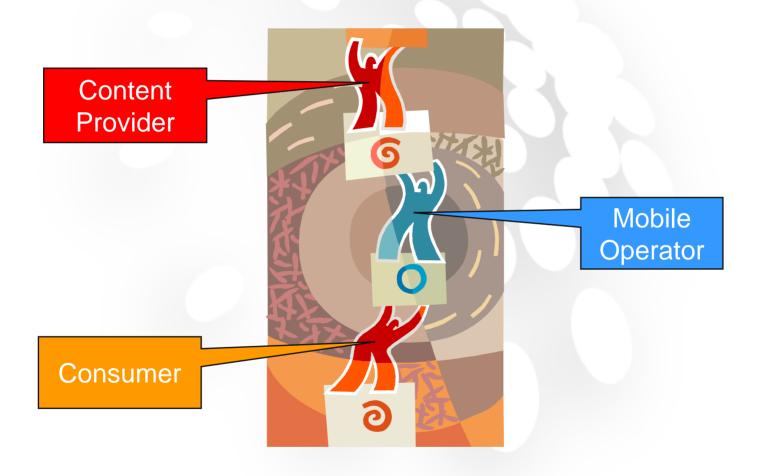
## **Welcome to Drutt Corporation**

#### The Leading MSDP Provider

- Global software company, focused on mobile content delivery
- Offices in Sweden, China & USA
- More than 30 operators in 25 countries around the world



## **Mobile Web – Key Stakeholders**





## Analysts: It's a "fat tail" business

- There are no killer applications
- Instead, a large number of services are needed

Amazon sells 13 million titles and Barnes & Noble [only sells] the top 130,000. But 60% of Amazon's revenues come from the "fat tail".

Light Reading Insider, Vol 5, No 4, Apr 2005



### **Current situation – Mobile Operators taking the lead**

- Walled Garden business model
  - 10-30% of users (?)
  - High margins
- Content = services must be perfect
- 3 mission-critical functions
  - Content adaptation
  - Content integration
  - Content charging
- Everything else is negotiable



#### **Questions**

- Is the walled garden the only valid busines model?
- 10 years ago, there was no Web
- How did it get so big?
- Premium sites?
- Today, "surfing" doesn't work.



#### Now, operators starting to change their minds...

- Rationale
  - Enormous investments in 3G infrastructure, but little traffic
  - Bringing the whole web to mobile devices will increase traffic dramatically
  - Increasing usage will also grow the hi-margin walled garden business



## **Exploiting the potential**

- Make the entire web truly mobile MWI
- Two business models co-existing
  - Walled Garden Brand building
  - One Web Grow the business
- Focus on where mobility adds value
  - In the eye of the beholder
  - Do your segmentation homework
  - Transactions will follow



## **Thanks**

