

Mobile Web Initiative

Accessing the Web on the move
anywhere, anytime, by anyone



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Mobile – the fourth screen

- More phones in the UK than there are people
- 15 billion WAP page impressions in 2005
- GPRS capable handsets exceeds 50% of total handsets



Thinking of end users

- Give users what they want – access to the Web
- Help deliver how users want to ‘browse’
- Build TRUST – ‘mobileOK’
- Enable personalised search for mobileOK sites

