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Mobile Web

Interest Group

Tracking document

MWIG01 v1.0

4th June 2013

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**Mobile Web Interest Group Tracking**

# 1. Summary

The purpose of this document is to capture and discussions scheduled biweekly with GSMA full members joined the Mobile Web Interest Group. This group is leveraging the former HTML5 Web Applications fast track project output for developing tangible deliverables.

## 1.1 Mobile Web Interest Group

This interest group is one of the evolutions of the web applications fast track project and has started in May ’13. The interest group members agreed to be actively contributing the discussion topics and to deliver tangible results as the measurable outcome.

This Interest Group is building on the former fast track project business objectives and sharing the results has been delivered with the newly joining operator members.

Participation is based on invitation only for full GSMA operator members only, because of the sensitivity of the business / strategy related documentation.

The interest group main scope is to deliver a possible joint strategy for operators to establish partnerships, create revenue opportunities, develop more channels and increase the profile and awareness of html5 web applications.

Operators have more chances to compete with Internet players delivering web applications if they collaborate and create joint partnerships.

# 2. Document Format and tracking

This document is used for capturing, tracking meeting minutes, actions and possible objectives. Actions summary listed in the top of the document below

# 3. Meeting schedules

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Meetings** | **Date** | **Time** | **Summary** | **Agenda** |
| 1st session | 7th May ‘13 | 8AM BST | Kick off meeting discussed the initial scope for phase1 | -Introduction  -Scope of Work / Mission  statement (TEF)  -Mobile Web IG Intro (topics in more detail)  -Document management and content access  -AOB |
| 2nd session | 21st May ‘13 | 4PM BST | Follow up to original discussion | -Action  tracker  -webRTC presentation  -key topics  -business processes update from fast track  -AOB |
| 3rd session | 4th June ‘13 | 11PM BST | Discussion about webRTC work stream on bundle API | -Action items follow up and  Updates  -Targeted advertising  concept / rationale  -Owners & Actions from the  formerly agreed 4 key topics  -AOB |
| 4th session | 18th June ‘13 | 8AM BST | Follow up on targeted advertising and webRTC topics | -Action items follow up and  updates  -Targeted advertising  concept / rationale  -webRTC follow up  -AOB |
| 5th session | 2 July ‘13 | 4PM  BST | Follow up interest group topics | -Action items follow up and updates  -Status updates on work streams (webRTC, targeted advertising)  -Web platform conformance introduction  -Affiliate business models introduction  -AOB |
| 6th session | 16th July’13 | 11PM BST | Follow up interest group topics | -Action items follow up and updates  -Status updates on work streams (webRTC, conformance, targeted ads etc)  -Web platform conformance follow up  -Affiliate business models introduction  -AOB |
| 7th session | 30th July ‘13 | 7.30AM BST | Follow up interest group topics | -Action items follow ups  -Status updates on work streams and topics (webRTC, conformance, targeted ads etc.)  -Affiliate business models introduction  Web platform conformance follow up  -AOB |
| 8th session | 13th August ‘13 | 4PM BST | Follow up interest group topics | TBC |
| 9th session | 27th August ‘13 | 11PM BST | Follow up interest group topics | TBC |

# 4. Actions summary (in chronological order)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Topic** | **#** | **Date** | **Responsible** | **Action Item** | **Status** |
| **webRTC** | 2 | 21/5/13 | Dan D (AT&T) | AT&T to lead webRTC work stream and produce objectives documents  Dan to provide an update about webRTC work stream status | **ONGOING** |
| **~~Affiliate Marketing~~** | ~~4~~ | ~~16/7/13~~ | ~~Hyewon (KT)~~  ~~/ Istvan~~ | ~~Introduction on this business model to provide updates about affiliation business model to other operators~~ | **~~CLOSED~~** |
| **HTML5 Testing and Performance** | 2 | 18/6/13 | Natasha R | Provide regular updates to the team about status of W3C testing and conformance  W3C updates – status can be checked in Github, ongoing | **ONGOING** |
| **AOB** | 1 | 18/6/13 | ALL | Natasha made proposal about MW IG to consider looking at alternative options for webapps monetisation like:  a) web based payments   * browser based payment methods) * subscription models   b) web and TV initiative  Action on all members to provide feedback  W3C Charter could be sent to the IG, Natasha to provide an update on the next call  Due to low attendance agree to move it to the next call | **ONGOING** |
| **Conformance**  **Testing** | 3 | 2/7/13 | Istvan L | Involve more operators to get feedback based on Vodafone’s proposal about conformance (to discuss legal and business aspects) | **ONGOING** |
| **Targeted advertising** | 5 | 16/7/13 | Istvan L | Follow up the advertising options with AT&T (Bryan Sullivan) | **ONGOING** |
| **AOB** | 2 | 16/7/13 | Istvan L / All | Istvan to prepare the strawman on objectives for the group  Gather other operators thoughts (look at specific topics and propose objectives) and propose objectives until end of the year. | **ONGOING** |
| **AOB** | 3 | 29/7/13 | ALL | Provide feedback / confirmation about attendance for the 1st face to face session being organised on 16th Sept’13 in London. | **NEW** |

# 5. Interest Group focus areas

The following focus areas have been agreed with the interest group members as a continuation of the fast track project analysis results:

* webRTC services for operators
* Targeted advertising
* Smarter Applications Guidelines
* Cloud Based Services

# 6. Focus topics

## 6.1 webRTC services

Background: webRTC is a disruptive technology offering operators an opportunity to deploy unified services on the web levering existing technologies like RCS.

### 6.1.1 Summary

|  |  |
| --- | --- |
| Proposed Lead | Dan Druta (AT&T) |
| Status | Agreed to form a work stream within Interest Group to develop a proposal for cross operator Bundle API  Work stream calls are managed separately with interested operators |
| Next steps | Form a work stream with interested operators within Mobile Web Interest |
| Develop weaknesses, gaps and opportunities with operators |
| Prioritise gaps, weaknesses and develop requirements |
| Identify partners |
| Develop and implement proof of concept  Focus on completing development of the webRTC whitepaper for PSMC #115 (mid Sept’13) |

### 6.1.2 Discussions

21st May ‘13

Bryan presented the status about webRTC and shared AT&T view about the opportunities. The slides can be found here at OMA website at <http://goo.gl/i9yFw>.

It has also been made clear that webRTC is not ready yet, as  the standards are being worked on, many are not finalised.

AT&T made a proposal for operators leveraging webRTC could be done in several ways, one which is interesting could be explored from Bundle API prospective.

DT and China Unicom also expressed interest about exploring this Bundle API. This API could mean webRTC services can be augmented with messaging, RCS and meshed up with other services.

Vodafone also stated that they can see opportunities around consumer and business use cases which worth exploring.

Interested operators for this work stream would be

                -Deutsche Telekom

                -Vodafone

                -China Unicom

                -Telefonica (offered to invite Tokbox as a guest speaker to talk about webRTC)

                -KT

                -SKT

The key message of the presentation was that “webRTC could be disruptive to many OTT players and would allow operators to position themselves better in the html5 value chain”

AT&T has been asked to lead the webRTC activities in the interest group with other operators interested to work out a solution for the Bundle API.

4th June ‘13

Dan D presented webRTC opportunities for the group. AT&T presented the scenarios about RTC status, it could support browser to browser and browser to notn browser solutions. AT&T is involved in the standardisation activities of webRTC. Unified experience webRTC offers to end users. Why operators should be involved is because it is moving fast. More stable APIs by end of 2013, signification support from browser vendors. Less visible APIs which have more impact, datachannel, mediachannel are very powerful. You need browser and web based app using Javascript APIs, it’s a client technology which needs network support. It requires end point to make a call. webRTC requires call control, push server, presence directory etc. Push notification API is required to make

webRTC could interact with RCS clients, VOLTE clients along with the necessary API

SKT

TEF commented the webRTC topics – had a question about websockets, Dan explained this is a connection to a server. SIP over websocket connection can also be established.

AT&T proposed to identify

Potentials

Weaknesses

GAPS

TEF are developing solutions based parts of webRTC solution its because of the limitations, some of the NAPI used. Requirements – webRTC implementation for every platform

Codec issues like: AMR issues, H.264 chipsets are becoming more powerful and we need to consider hw conversion on hw

Firefox collaboration -> Mozilla desktop webRTC support, they are parting it to mobile but there is no plan for the next version (mobile version has to be supported)

Codec natively supported by the chipset, Mozilla would be a good starting point – GAP

KT – questions -> it could be an opportunity but any OTT players could play a role, what does it mean

for operators? Operators couldn’t control OTT players on the web.they believe the web should be evolved by OTT players. Google / MS own web standards…incompatible with W3C standards…wouldn’t operators have more role in the value chain? Should be step back from w3c? w3c is important but kt is not convinced about collaboration…is not sure what we can do today!

Dan confirmed that web is the playfield for all of us playing along with OTT players. Google is one step ahead of standards (they have invented this technology) we need to act together on the opportunity

Istvan stated that we need to start looking into opportunities, we need to work together to leverage connectivity. There is no call control in webRTC, push notification.

Natasha commented that operators could add value and provide qos, etc

KT expressed concerns about embedded SIM examples influence OMA, standard issues limited progress

We could be limited by standards

KT mentioned RCS IOT like messenger from feature times….as devices evolved the OS had the capability that you would not need operator capability (you don’t need RCS potentially)

2 concerns a) too much limitation from w3c b) OTT players might implement their solution over the web without operators involvement (the web could become powerful)

Business processes for webRTC -> for the group ()

Living document -> AT&T will start and all the parties have to be identifying weaknesses, current status

What is the concern (lack of visibility, security?)

FB doesn’t own a browser yet, 1b users world-wide … they are leveraging the web

Use the web as a platform (we need to drive)

Areas of collaboration ->

18th June ‘13

Dan proposed to start weaknesses documentation before the end of this week. It has been proposed that we are moving the webRTC discussion to a separate work stream. The first call is proposed around 20/21st June ’13. Dan A proposed to involve TEF Tokbox colleagues in this work stream.

2nd July’13

The webRTC topics have been moved to the dedicated work stream to allow operators to discuss it in more details. Bryan has provided an update about what is happening in this WS. The team discussed the weaknesses and gaps of the technology and deep discussions took place about opportunities. Further updates can be found in Infocentre2 about webRTC specifically.

29th July’13

All discussions take place in the webRTC work stream and updating the IG members on a biweekly basis.

### 6.1.3 Actions

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **#** | **Date** | **Responsible** | **Action Item** | **Status** |
| ~~1~~ | ~~7/5/13~~ | ~~Bryan S~~ | ~~AT&T to provide summary documents about webRTC status~~ | ~~CLOSED~~ |
| ~~2~~ | ~~21/5/13~~ | ~~Dan D~~ | ~~AT&T to lead webRTC work stream~~ | ~~CLOSED~~ |
| ~~3~~ | ~~4/6/13~~ | ~~Dan D~~ | ~~Prepare and share live document for potential, weaknesses and GAPs for webRTC and share it with work stream members & develop objectives~~ | ~~CLOSED~~ |
| ~~4~~ | ~~18/6/13~~ | ~~Istvan~~ | ~~Setup a separate call for webRTC work stream~~ | ~~CLOSED~~ |

## 6.2 Targeted Advertising

Background: Targeted advertising concept for mobile operators has been developed together with GSMA and Smart to provide a solution for operators to provide specific user centric advertising. Targeting data will be provided by operators which are based on age, gender, location etc. information. Publishers and ad networks value more granular targeting data which generate additional revenue stream for operators.

### 6.2.1 Summary

|  |  |
| --- | --- |
| Proposed Lead | TBA |
| Status | ongoing |
| Next steps | GSMA to introduce concept about targeting advertising |

## 6.2.2 Discussion

Istvan presented targeted advertising concept to the team. Dan from AT&T commented about challenges related to targeted advertising. These challenges are:

-advertising is location bound

-customer consent is required

-regulatory issues may hinder implementation

Istvan confirmed these issues are valid but not a major concern as targeted advertising is an enhancement of the current advertising model by inserting customer context into Ad request (this is a new API GSMA has been developing for OneAPI Exchange) . Customer consent is resolved in OneAPI Exchange with operators and their respective customers. In terms of regulations it is region/country specific and this current proposal doesn’t have impact on the existing model.

KT commented about targeted advertising models are varying and we need to be clear about the deliverables. There are many different advertising models exist with different revenue deals. We need to be mindful of those. Also the cross operator aspects need to be factored in. Istvan confirmed the work has been on-going on the high level design (HLD) documentation.

TEF confirmed to reach out to their Global Advertising Business unit to share the proposal to seek collaboration. KT has also confirmed being an active partner to reach out to their advertising unit to have their support.

## 6.2.3 Actions

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **#** | **Date** | **Responsible** | **Action Item** | **Status** |
| 1 | 21/5/13 | Istvan L (GSMA) | Present targeted advertising concept | ~~CLOSED~~ |
| ~~2~~ | ~~18/6/13~~ | ~~Juan (TEF)~~ | ~~Provide contacts for TEF Global Advertising unit~~ | ~~CLOSED~~ |
| ~~3~~ | ~~18/6/13~~ | ~~Hyewon (KT)~~ | ~~Check with KT advertising unit to follow up the advertising model proposed~~ | ~~CLOSED~~ |
| ~~4~~ | ~~18/6/13~~ | ~~Hyewon (KT) / Istvan~~ | ~~Introduction on this business model to provide updates about affiliation business model to other operators~~ | ~~CLOSED~~ |
| 5 | 16/7/13 | Istvan L | Follow up the advertising options with AT&T (Bryan Sullivan)  29/7 - Istvan followed it up waiting for AT&T confirmation | ONGOING |

18th June ’13

Istvan shared to concept of targeted advertising with the team. The slides are going to be shared with the team. Action items agreed with Telefonica to get introduction to Global Ad Team to follow up this opportunity. The objectives are to achieve a proof of concept with an operator to show benefits. KT commented on targeted advertising and raised few concerns regarding regulatory issues. KT emphasized the need for clear objectives for targeted advertising.

## 6.3 Smarter Applications Guidelines

Background: Smarter Apps Guidelines website has been developed by GSMA for moving the Smarter Apps for Smarter Phones developer guidelines document content to the web.

### 6.3.1 Summary

|  |  |
| --- | --- |
| Proposed Lead | TBA |
| Status | Ongoing |
| Next steps | GSMA to update the group about the latest status |

## 6.3.2 Discussion

N/A

## 6.3.3 Actions

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **#** | **Date** | **Responsible** | **Action Item** | **Status** |
|  |  |  |  |  |
|  |  |  |  |  |

## 6.4 Cloud Based Services

Background: Cloud Based Services catalogue has been developed by the fast track project technology team to highlight the options for mobile operators.

### 6.4.1 Summary

|  |  |
| --- | --- |
| Proposed Lead | TBA |
| Status | Ongoing |
| Next steps | GSMA to update the group about the latest status |

## 6.4.2 Discussion

N/A

## 6.4.3 Actions

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **#** | **Date** | **Responsible** | **Action Item** | **Status** |
|  |  |  |  |  |
|  |  |  |  |  |

## 6.5 HTML5 Testing and Conformance

Background: There has been a proposed test suite developed by W3C called RIngmark which is available today but is not used by the browser manufacturers.

### 6.5.1 Summary

|  |  |
| --- | --- |
| Proposed Lead | Gavin Thomas (Vodafone) |
| Status | Ongoing |
| Next steps | Vodafone to introduce the concept of testing and conformance to group members |

## 6.5.2 Discussion

7th May ‘13

Gavin from VFE mentioned that we should put more emphasis on CoreMob activities in W3C focusing on conformance. Moving the level of conformance on platform specification is a must have. (Understanding status of RingMark and like needs more clarity). Bryan mentioned the importance about testing aspects of CoreMob which will be discussed in more detail on the W3C call next week. Dan commented on TEF perception on ecosystem as they are working with Mozilla on Firefox OS, packaged apps etc and investing time, energy and money into the open mobile ecosystem development. In FF OS device everything is managed through the web interface of the device like battery monitoring, dialler, contacts management, event handlers etc. TEF can see this opportunity for growth but the progress is orthogonal what has been done in WAC/W3C SysApps (as an example). TEF was however optimistic about the web standards platforms and willing to invest renewed energy into this area. TEF seconded the proposal made by KT about delivering a tangible solution out of this interest group. Istvan confirmed Inforcentre2 has been setup for sharing information and documents specific to this interest group and can be accessed [here](https://infocentre2.gsma.com/gp/og/MWB/Pages/Default.aspx)

18th June ‘13

Natasha has shared an update about the testing initiative in W3C has been developing. Once the technical aspects have been developed and agreed within W3C, Mobile Web IG could pick up and promote the ideas from business/products prospective. Until that time, regular updates are going to be provided about the status of this work item.

2nd July ‘13

Gavin has presented the Testing and Conformance proposal based on evolution of Ringmark initiative. The proposal is based on creating a GSMA branded conformance approval process (similar to Ringmark) based on W3C Open Web Testing endorsed by the operators. This conformance process could be leveraged by operators’ device acceptance, it would not have a PASS/FAIL criteria but a spectrum of performance figures based on the testing results. The proposal is highlighting that W3C is not proposed to do this with operators; GSMA would be a better place for conformance. Dan from TEF couldn’t attend the call but confirmed that a common conformance sounds like a good idea

29th July ‘13

TEF is discussing it internally. KT is interested (highlighting benefits and next steps would be great) they don’t see need /problem to be resolved at this moment of time. KT are happy to review the proposal then and provide feedback.

## 6.5.3 Actions

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **#** | **Date** | **Responsible** | **Action Item** | **Status** |
| ~~1~~ | ~~7/5/13~~ | ~~Gavin T (VFE)~~ | ~~To propose a detailed plan about testing and conformance. Start investigating technical maturity with W3C interest group then move the topic to Mobile Web IG~~ | ~~CLOSED~~ |
| 2 | 18/6/13 | Natasha R | Provide regular updates to the team about status of W3C testing and conformance | ONGOING |
| 3 | 2/7/13 | Istvan L | Involve more operators to get feedback based on Vodafone’s proposal about conformance (to discuss legal and business aspects) | ONGOING |

# 6.6 Any Other Business (AOB)

### 6.6.1 Discussion

**18th June ‘13**

Natasha proposed for the group to consider looking at other monetisation options for HTML5 webapps in line with W3C technical discussions like:

a) web based payments

* browser based payment methods)
* subscription models

b) web and TV initiative

the group members need to think about these proposal and provide feedback.

**2nd July ‘13**

Juan confirmed the meeting scheduled with TEF Global Advertising Unit on 11th July ’13 and he will provide feedback on targeted advertising proposal.

**16th July’13**

GSMA has issued the 1st joint W3C and Mobile Web interest groups newsletter. If operators would like to see a particular topic updated in this monthly reoccurring newsletter then please contact Istvan about this. KT has not received the newsletter, Istvan confirmed to forward it on.

**29th July’13**

Istvan introduced to the team the Affiliate business model principles. Telefonica mentioned the deal they have done in this area with Spotify for TEF Spain customers. Juan agreed to provide best practise sharing for the interest group members for the next sessions.

Istvan confirmed the 1st face to face joined W3C and Mobile Web Interest Groups meeting scheduled for 16th September ’13. Natasha has sent out the invite and the proposed agenda will be sent out in the next week or so.

## 6.6.2 Actions

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 18/6/13 | ALL | Natasha made proposal about MW IG to consider looking at alternative options for webapps monetisation like:  a) web based payments   * browser based payment methods) * subscription models   b) web and TV initiative  Action on all members to provide feedback  **29/7 - W3C Charter could be sent to the IG, Natasha to provide an update on the next call** | ONGOIGN |
| 2 | 16/7/13 | Istvan L / All | Istvan to prepare the strawman on objectives for the group  Gather other operators thoughts (look at specific topics and propose objectives) and propose objectives until end of the year. | ONGOING |
| 3 | 29/7/13 | ALL | Provide feedback / confirmation about attendance for the 1st face to face session being organised on 16th Sept’13 in London. | NEW |