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ccTLDs & Mobi

Building tomorrow´s
Internet, together

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Why I am here today

- Vision for ~~the future~~ ....today
- People accessing services....when/where they need them ....regardless of device

- The Mobile Web
  ....Ubiquitous
  ....Accessible
  ....Necessity

OPPORTUNITY

Powerful Partnership between ccTLDs & dotMobi

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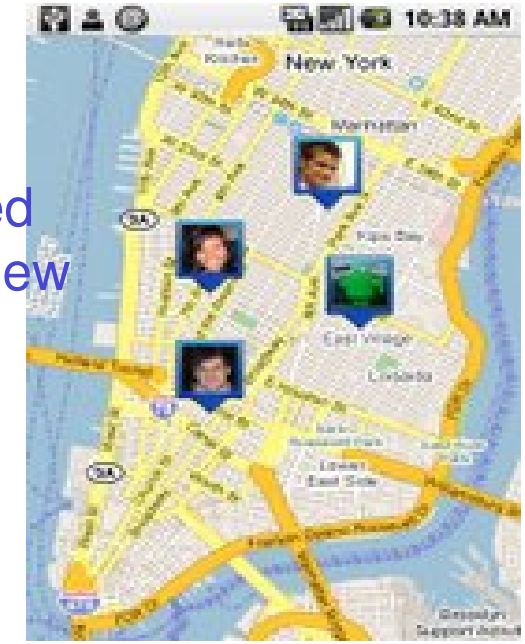
New Shape Of The Mobile Internet

Social media better on mobiles

Relevant content more accessible

Location-based services drive new experiences



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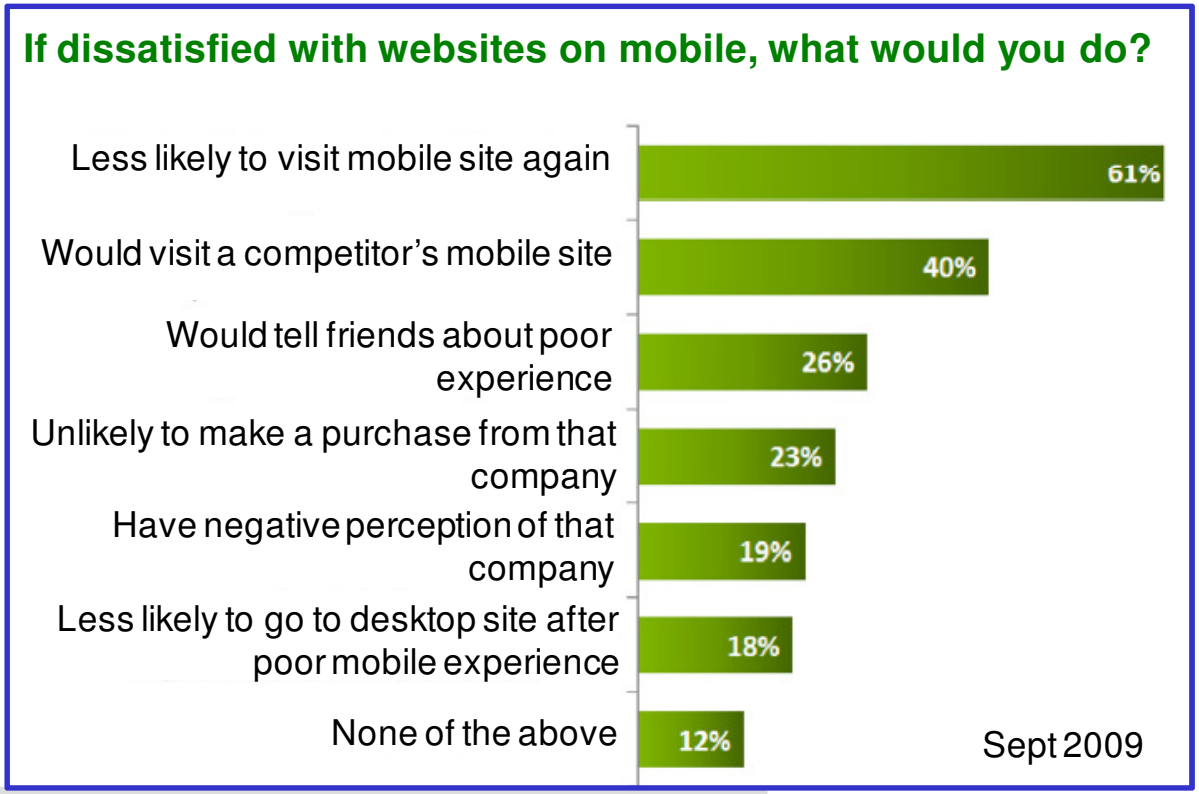
New Phones, But Still Frustrating Experiences

- **67% unsatisfactory** consumer experiences in last 12 months
- **38% unaware** of how to get to a mobile site



http://www.gomez.com/wp-content/downloads/gomez_mobile_web_experience_survey.pdf

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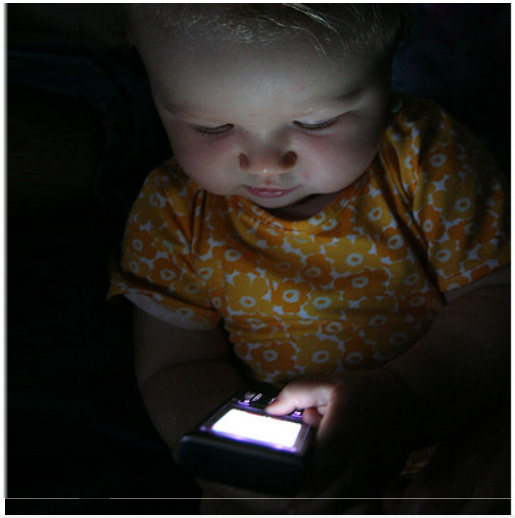
Different worlds, common problems



Consumers

- Growing interest
- Concerns over costs
- Limited availability of relevant mobile content
- Frustration growing

SMEs

- Backbone of the Economy
- Provide many critical local services
- Struggling to find new growth, in particular during economic downturn

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Costly User Experience

Desktop

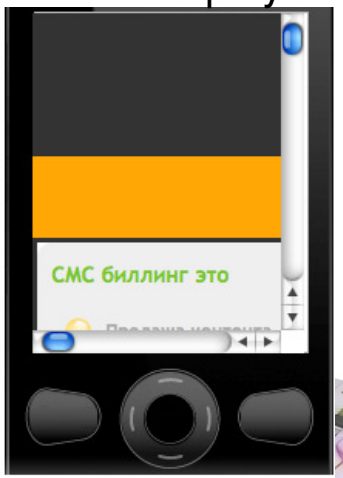
Mobile

Favourite.tld

Freedom of Choice?

???

Poor Display



Bypass domain for Search Engines?

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Our Role Together

Together we can:

Accelerate this process

Help Consumers, Businesses and Institutions

Make the Mobile Web a **natural part of daily life**

Expand the value of **your TLD**

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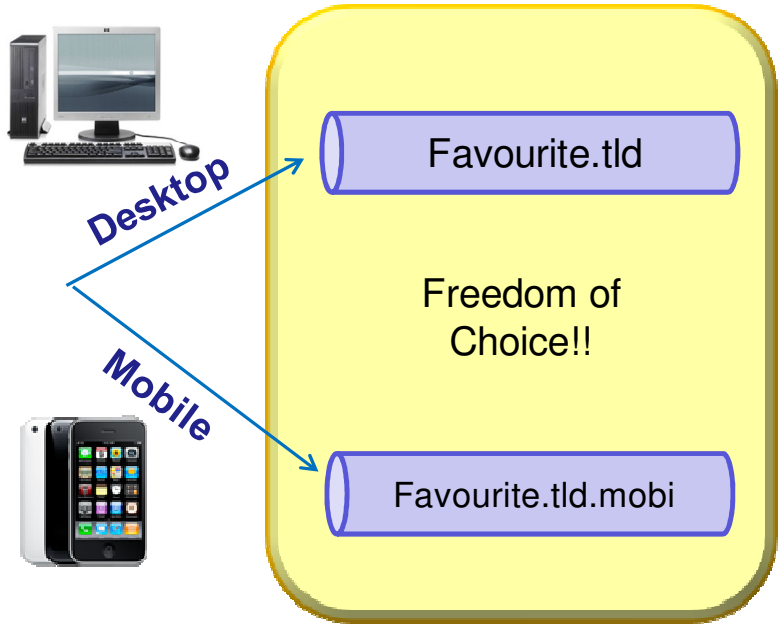
What We Can Do Together

- **Powerful Innovation**:
  - Merge ”local” context &”mobile” context
  - Controlled locally by ccTLD registry
- Single domain
  - **companyname.TLD**
- Mobile convention
  - **companyname.TLD**.mobi



guardian.co.uk.mobi

Le Monde.fr.mobi

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Value to the ccTLD domain owner

Our Partnership provides:

- ✓ Automatic mobile extension to your ccTLD domain +
- ✓ Builds the value of existing investments

  (Company Brand, ccTLD domain, desktop site) +
- ✓ Access to mobile publishing tools by default =

Mobile Web for all

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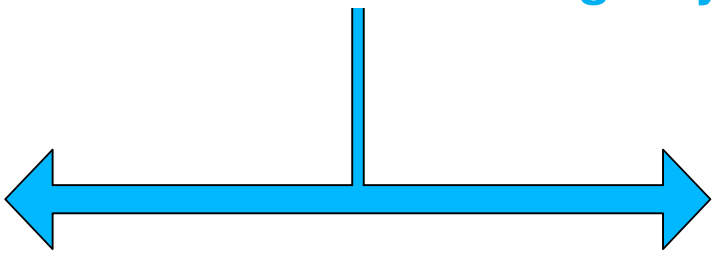
From .TLD to mobile in just 1 click

.TLD Registrant receives mobile domain from ccTLD registry



Existing Mobile Site

Registrant can point new mobile domain to existing mobile site

No Existing Mobile Site

Registrant can automatically point new mobile domain to web service powered by dotMobi

Either way, consumers get a clear, predictable entry point to reach mobile experience

It really doesn´t get much easier than this ☺

dotMobi Web Services

Consumers:

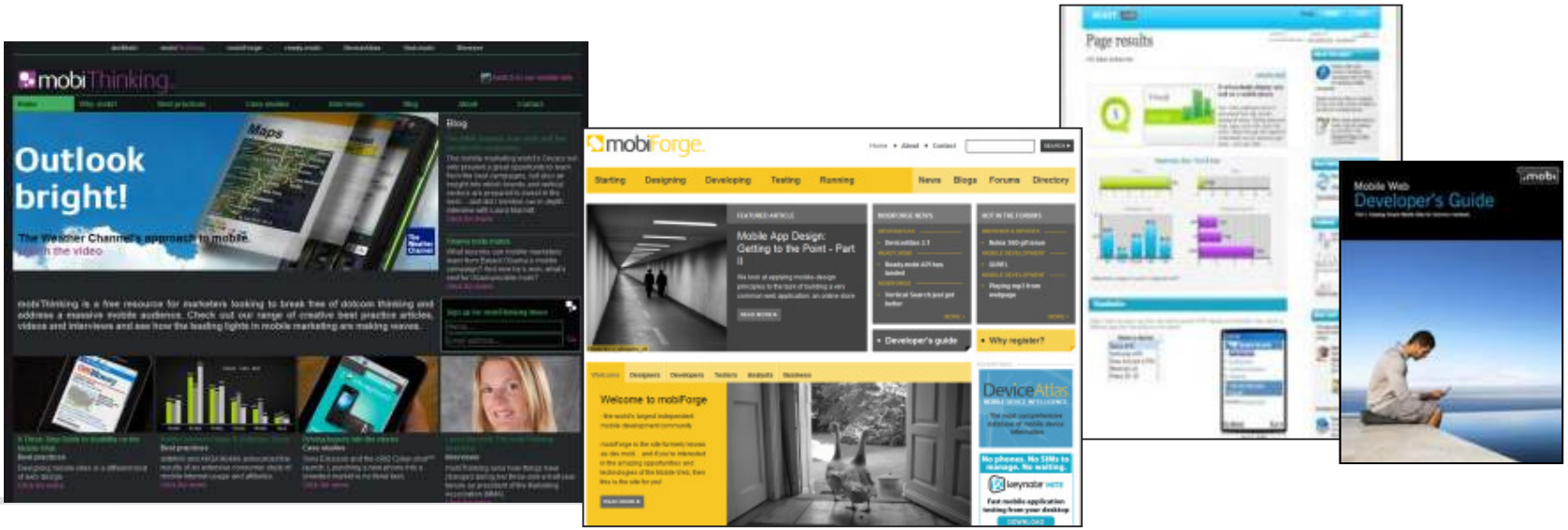
- Fast loading
- Low cost guaranteed
- Adapted for each device
- Choice of mobile or desktop site
- Keeps them coming back

Registrars/Registrants:

- Leverages existing desktop websites
- Easy to Implement (SaaS)
- Works for all customers
- No software required
- One-click order process
- Ability to add local apps to any website

Serving the Mobile Community

- Other dotMobi services available for your customers
  - **mobiThinking** – ideas and case studies for mobile marketers
  - **mobiForge** – the largest independent community for mobile developers
  - **Ready.mobi** – free testing tools and practical advise on how to improve a website´s mobile-friendliness
  - **DeviceAtlas** – The world's most comprehensive database of mobile device information



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Key points of ccTLD.mobi

Partnership: You, Your Registrars & dotMobi promote:

1. Discoverability & Guessability
2. Accessibility, lowers risk of default Search
3. Simple access to mobile Web publishing
4. A new service for the Businesses and local community
5. Consumers' confidence

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Thank you!

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