

The future of the mobile web

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2012



\$25



2012



\$100



2014



\$30

- Apps!
- keep track of historical prices
- or of multiple ships
- or give warnings



Fisherman

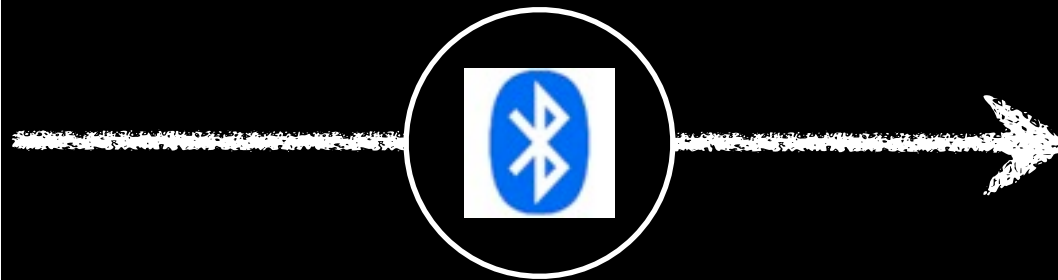
Fisherman's cousin
(also a fisherman)



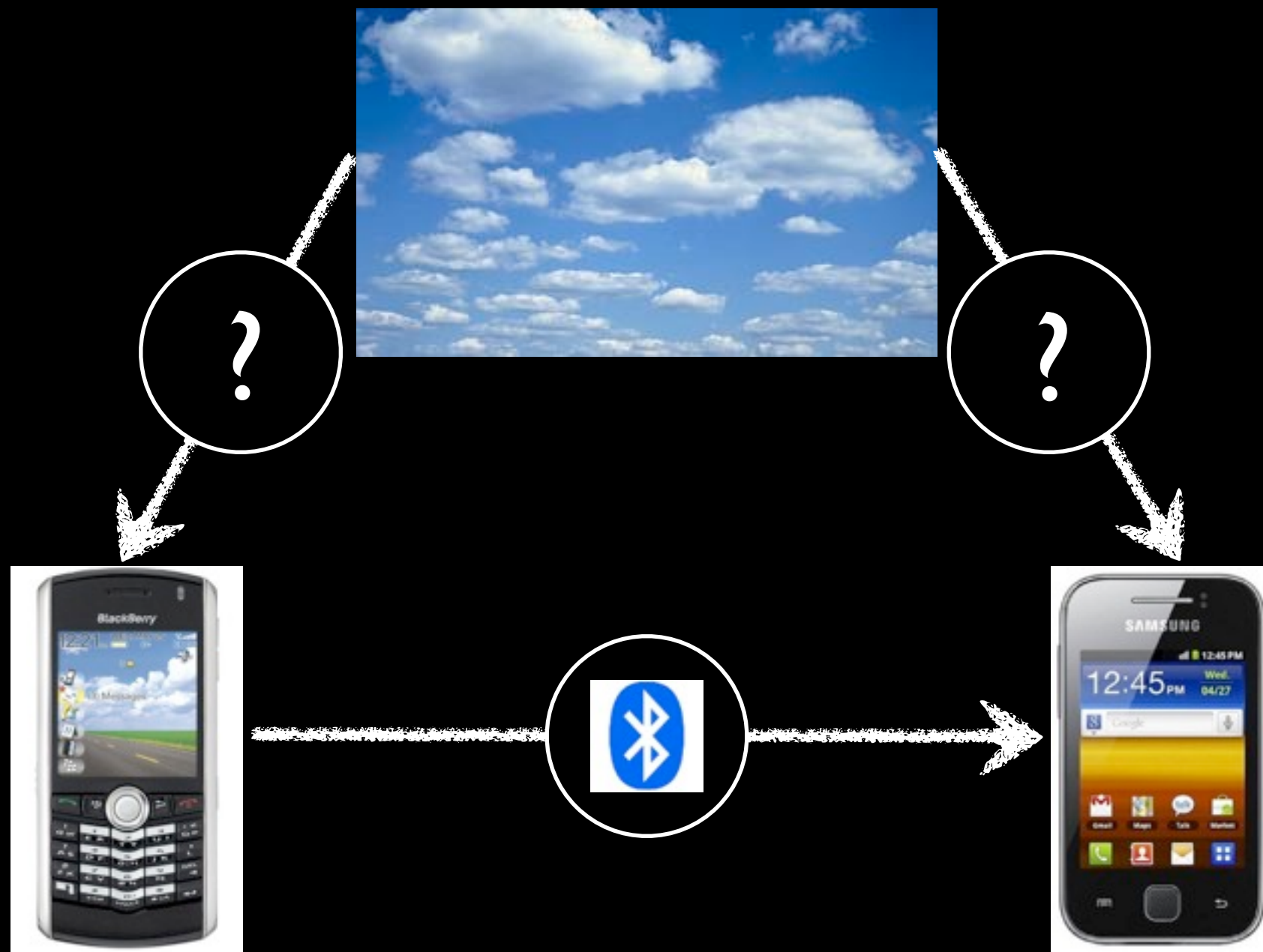
How to transfer the app?

Fisherman

Fisherman's cousin
(also a fisherman)



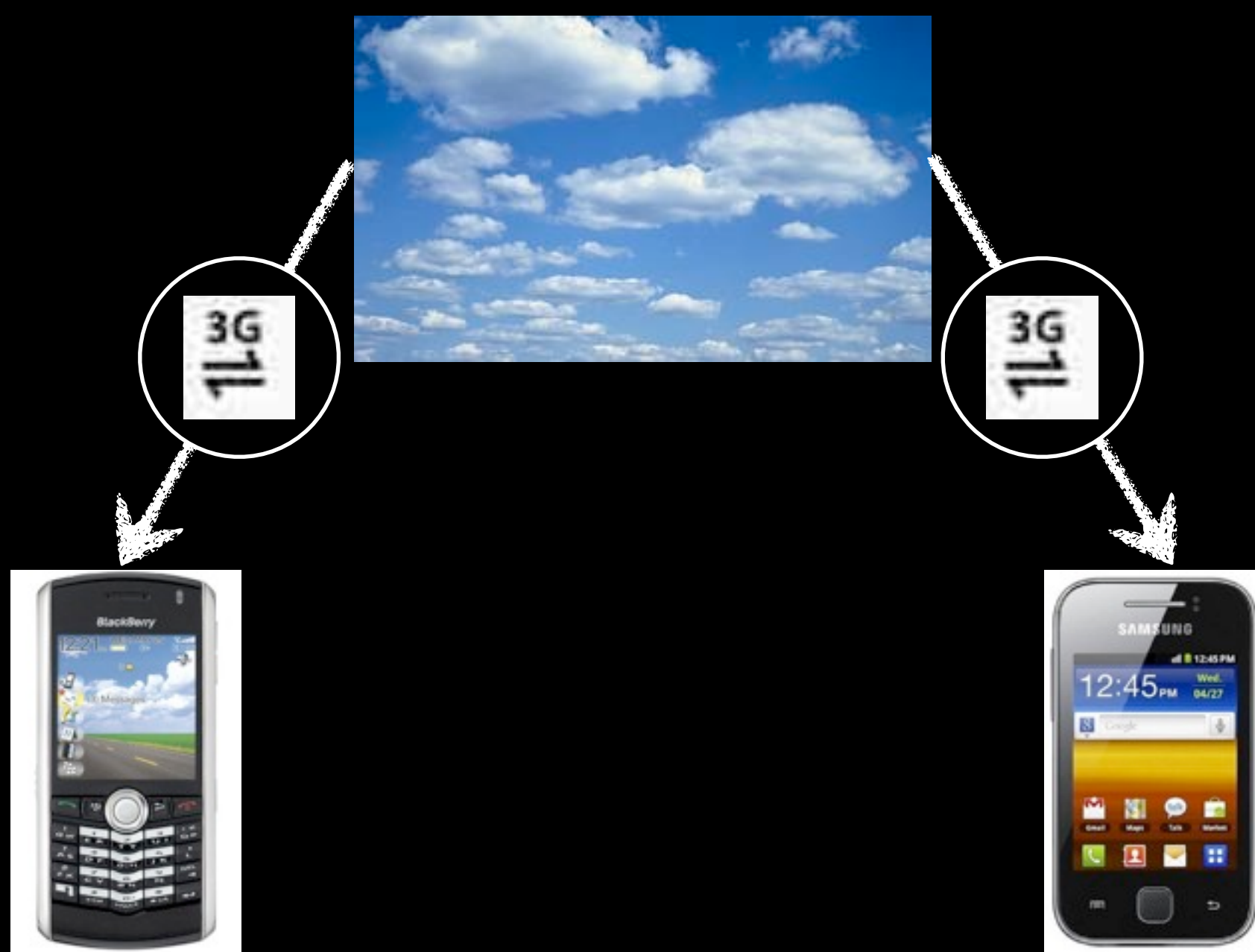
How to transfer the app?
Bluetooth
(Or NFC, or any other
peer-to-peer tech)



So that takes care of the app.
But how will the app get data?



Wifi?
Not available.



Data plan?
Too expensive.



SMS?
Sounds about right.

JSON over SMS

JSON over SMS

- SMS is ubiquitous (100% of phones)
- SMS allows data push (polling server too expensive)
- Premium SMS gives easy monetisation
- SMSs are human-readable

JSON over SMS

- JSON is also human-readable

```
"date": "150225",
"towns": {
  "town1": {
    "prices": {
      "catfish": 0.88,
      "dogfish": 1.34,
      "shellfish": 0.79
    }
  },
  "town2": {
    "prices": {
      "catfish": 0.97,
      "dogfish": 1.13,
      "shellfish": 0.48
    }
  }
}
```

JSON over SMS

- But: cost
- Maybe operators will see the errors of their ways (fat chance)
- Maybe another IM solution will take hold (BlackBerry Ping? WhatsApp?)
- Anything will work, as long as it's push and you can charge for it

But ...

Did you notice what we did here?

If people get apps for free, but pay for the data
the whole monetisation of apps is going to
change considerably

Pay for data,
not for app

No app store
needed

Why an app store?

- Distribution
- Discoverability
- Ease of payments

But...

- Cost of ownership
- The fact that it works for Apple doesn't prove anything for anyone else

App stores: distribution

- Distributing an app in the store is easy
- Distributing an app on the web is much easier
- Besides, on the web there are no boring rules for submitting or updating your app. You just do it.

App stores: discovery

- Your app is discoverable in the app store
- ... until the app store contains hundreds of thousands of apps
- How are people going to find your app in this sea of stuff?
- Through the Top Downloads page, but that'll cost a lot of money
- Or through an old-fashioned marketing campaign, but that's expensive, too

App stores: money

- Charging for your app is pretty easy in an app store
- but the owner is going to take his share
- and it only works for clients who have credit cards
- Solution: operator billing (the going is slow, but we're getting somewhere)

App stores: cost

- Payment system
- Sysadmins
- Content checkers
- Documentation and best practice writers
- Hosting

This costs a lot of money.

I wonder how many app stores make a profit.

App stores: Apple

- Why is Apple's app store such a success?
- Apple has leverage with developers and consumers
- Google has leverage with developers
- BlackBerry, Nokia, Samsung, and others have leverage with consumers
- But no one but Apple has both

App stores: future

- Apple's App Store will continue to exist
- A few other platform-specific ones may, too
- Specialised app stores have a reason for existing
- But other than that ...

Thank you

I'll put these slides online

Questions?

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