

Syndication for mobile portals

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Vodafone live! Intro

- Consumer data service with portal in 20+ countries
- Includes a “walled garden” browseable portal
- Operating companies in UK, Germany, Italy, France (SFR), Spain, Ireland, Netherlands, Switzerland, Belgium, Sweden, Egypt, Japan, Australia, New Zealand, USA (Verizon Wireless), Hungary, Austria, Malta, Fiji, etc...



What is News in Vodafone live?

- Any event which the user wants to know at a given time.
- Traditional news/sport/weather
- Any event we want the user to know about.
- New downloads: tones/music/movies/wallpapers/games



Mobile portal differentiators

- Content may be pushed to the user (MMS/SMS) as well as discovered by browsing
- We are aware of the user's location, age, funds, preferences and device capabilities
- The portal can expose services (billing, content adaptation, content filtering, location-based services, alerts subscriptions, authentication etc.)
- Article content and menus are provided by the content partner in a device-independent XML dialect (XHTML 2.0 profile in future!)
- Users may have roamed to another territory but still require the same news subscriptions.
- In Vodafone live! Content is brokered, not aggregated.

How does news get to Vodafone live! users

- A news item may be discovered by browsing (within a menu list, as a scrolling ticker, etc.)
- It may be pushed as an MMS/SMS alert
- Broadcast to all cells in a designated geographical area
- Delivered as Mobile TV (streaming)
- Future: Podcasting and other voice channels



Syndication technologies and Vodafone live!

- Context-independent formats enable us to deliver news via multiple modalities (as listed above)
- Content partners provide the URL of a syndication feed
- The items in this feed are either pulled by areas of the portal and displayed on static pages
- ...or they can be pushed to subscribing users



How can RSS/Atom work with a mobile portal?

- Vodafone live! has requirements outside those provided in syndication feeds
- So uses the standard extension method (XML namespace binding) to legally plug-in our own functionality
- Examples are the URL, access controls (ICRA namespace), device targeting, teasers, long and short titles
- These may be used in any RSS or Atom feed and will be ignored by non-Vodafone live! feedreaders.
- Syndicating to the homepage of the Vodafone live portal has shown an increase in revenue.

Semantic metadata

- Quality metadata enhances the user experience and makes for a more efficient and effective portal
- Beneficiaries include search, data warehouse, cross-selling
- Vodafone uses industry standards where available: RDF, PRISM, Dublin Core, ICRA.
- Vodafone's existing RDF vocabulary may also be used to push information about a content partner's premium downloadable content. This has been proven to increase revenue 😊
- In future the partner's content, syndication metadata, content metadata and device independence statements could be delivered in one XHTML 2.0 document. Styling/suitability adaptation would be carried out by the portal.

Thank you!

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