

ForumOxford: Future Technologies Conference 2008

## De Re iPhone

William Volk, CEO MyNuMo



MyNuMo ties technology, marketing, and entertainment into a mobile media company that brings it all together with social networking trends. MyNuMo is the Social Entertainment Company.

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### Who is this guy?



The collage includes a smartphone showing a game titled "PIGS A POPN" with a pig character. A desktop browser window displays the MyNuMo website with sections for "HOW DOES IT WORK?", "WHAT'S HAPPENING", and "LEAGUES OF GODDESS". Other items include a game box for "COMPLICIT 2500", a group photo of several people, and a character from a game.

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## Is The Mobile Web Dead?

Russell Beattie, CEO of Mowser, thinks so....

*The argument up to now has been simply that there are roughly 3 billion phones out there, and that when these phones get on the Internet, their vast numbers will outweigh PCs and tilt the market towards mobile as the primary web device. The problem is that these billions of users \*haven't\* gotten on the Internet, and they won't until the experience is better and access to the web is barrier-free - and that means better devices and "full browsers"...*



*Let me say that again clearly, the mobile traffic just isn't there. It's not there now, and it won't be.*

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## Is The Mobile Web Dead?

Mr. Beattie Continues:

*What's going to drive that traffic eventually? Better devices and full-browsers....*

*It would be easy to say that the iPhone "disrupted" the mobile web market, but in fact I think all it did is point out that there never was one to begin with. (And point it out they have, with multiple millions of dollars in marketing showing off how insanely great the iPhone browser is, setting the baseline for what all mobile users should expect.)*

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## Why iPhone? If You Build It, They Will Browse

A Mobile Browser that works:

On Christmas, traffic to Google from iPhones surged, surpassing incoming traffic from any other type of mobile device, according to internal Google data made available to The New York Times. 85% of US iPhone owners browsed the web vs. 58% of smartphone users, and only 13% of the overall mobile market.

The data is striking because the iPhone, an Apple product, accounts for just 2 percent of smartphones worldwide, according to IDC, a market research firm.

Web 2.0 capabilities enabled MyNuMo to launch casual, card, and sports games. Social media (blogs, portals etc.) made promotion cost effective.



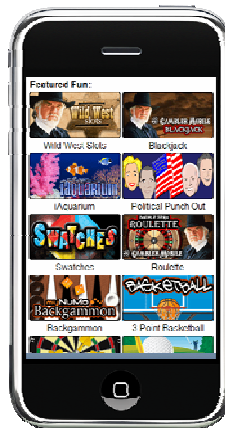
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## MyNuMo launched a successful web portal for iPhone web games



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## Launching Highly Successful iPhone Web Applications



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## Business Model- Advertising Example: iPhone Screen Protector

Creating Product Awareness:

Media included text, images, and video clips.

501 Darts game featured an interstitial that players could skip or click on to find out more about this product. Information page features video clip optimized for EDGE and WiFi networks.

The Results:

11% Click Thru Rate to Information Screen.  
38% Of these players watched the video clip.



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## An Exception? Google AdSense on iPhone

### Exceptional Results:

Click Thru Rates as high as 2.95%

### Why:

Real browser enables real ecommerce.

Choice demographic.

Targeted advertisements..



## Why did the Web Work on the iPhone?

1. Webkit standards (Ajax etc.) based browser.
2. Powerful hardware that could execute Javascript.
3. UI (touch screen, zoom) that made normal web pages work ok.
4. A 'ecosystem' that promoted iPhone specific web apps.

AND

Initially there was no other platform for apps but the web. At the launch the 'word' was "web apps only." This channeled a great deal of creative effort into producing web applications as opposed to other alternatives (Flash, J2ME, native).



## So why a native SDK?

The iPhone is a competitive handheld game system:

**Nintendo DS:** 67 MHz ARM 946E-S + 33 MHz ARM7TDMI 4MB RAM 256KB Flash + cartridge storage Dual, 256x192 3" displays; one is stylus touch sensitive No accelerometers, No camera, No mobile radio WiFi 802.11b/g, No Bluetooth

**Sony PSP:** 333 MHz MIPS R4000 CPU + GPU with 2 MB onboard VRAM running at 166 MHz 32 MB main RAM (new models 64MB), and 4 MB embedded DRAM. MemoryStick storage, UMD media 480x272; no touch screen features No accelerometers No camera No mobile radio WiFi 802.11b No Bluetooth Apple

**iPhone:** Samsung ARM SoC 620 MHz 1176 running at 412 Mhz + PowerVR MBX 3D GPU 128MB RAM 8 or 16GB Flash storage 320x480 3.5" display with finger multitouch input Accelerometers for direct physical control 2 Megapixel camera Quad band GSM + EDGE WiFi 802.11 b/g BlueTooth 2.0 EDR



## So why a native SDK?

Developers wanted it

1. Jail-broken phones had a sizable development community.
2. Web browser couldn't support all application types.
3. Revenue possibilities.

The Good stuff:

1. Great 70/30 revenue model (compared to mobile).
2. App-Store - Focus on consumer experience.
3. State of the art development - Simulators that work and on-device application debugging and monitoring

Did Apple plan the SDK all along?

## What happens to Web Apps?

1. Users will still be browsing on iPhones.
2. The Browser is greatly enhanced - Gestures, audio, storage, etc.
3. Browser based apps could be an effective marketing tool for native apps:

Ad-Supported Web Apps as advertisements for native apps.

## Will It Browse? Other Platforms.

Webskit Browsers:

Nokia Series 60 - WidSets  
Google Android

Improved Browsers:

Windows Mobile 6.0?  
Acquisition of Danger - Is a Windows Mobile App Store Coming?

Huge Success of FlashLite Portals in Japan - Mobile Game Town, 12B Page Views/Mo.

The ingredients? Capable hardware, great UI and a web app ecosystem.



## Final Thoughts

1. Mobile Web evolves to Web 2.0 Apps working on Mobile Devices.
2. Web 2.0 + Flash Lite begin to supercede J2ME and other 'broken' solutions.
3. iPhone native doesn't diminish importance of iPhone web apps - it provides a additional revenue channel.
4. Microsoft moves in the same direction with DANGER acquisition.
5. Google MUST do the same with Android.
6. Nokia will also go this route - Mosh etc...

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Why I disagree with Professor Jonathan Zittrain  
(Author, The Future of the Internet and How to Stop It)