The future of the mobile web

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2012

$100
2014

$30

• Apps!
2014

$30

- Apps!
- keep track of historical prices
2014

$30

- Apps!
- keep track of historical prices
- or of multiple ships
2014

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

Fisherman’s cousin (also a fisherman)
Fisherman

Fisherman’s cousin
(also a fisherman)
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?
Wifi?
Not available.
Data plan?
Data plan?
Too expensive (though prices are falling).
SMS?
SMS?
Sounds about right.
JSON over SMS
JSON over SMS

- SMS is ubiquitous (100% of phones)
JSON over SMS

- SMS is ubiquitous (100% of phones)
- SMS allows data push (polling server too expensive)
JSON over SMS

- SMS is ubiquitous (100% of phones)
- SMS allows data push (polling server too expensive)
- Premium SMS gives easy monetisation
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
"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
JSON over SMS

• But: cost
JSON over SMS

• But: cost

• Maybe operators will see the errors of their ways (fat chance)
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 stands a decent chance here)
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 stands a decent chance here)
• Anything will work, as long as it’s push and you can charge for it
But ...
But ...

Did you notice what we did here?
But ...

Did you notice what we did here?

If people get apps for free, but pay for the data
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?
Why an app store?

• Distribution
Why an app store?

- Distribution
- Discoverability
Why an app store?

- Distribution
- Discoverability
- Ease of payments
Why an app store?

• Distribution
• Discoverability
• Ease of payments

But...
Why an app store?

- Distribution
- Discoverability
- Ease of payments

But...

- Cost of ownership
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
App stores: distribution

- Distributing an app in the store is easy
App stores: distribution

• Distributing an app in the store is easy
• Distributing an app on the web is much easier
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 updating your app. You just do it.
App stores: discovery
App stores: discovery

- Your app is discoverable in the app store
App stores: discovery

- Your app is discoverable in the app store
- ... until the app store contains hundreds of thousands of apps
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 you in this sea of stuff?
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 you in this sea of stuff?
• Through the Top Downloads page, but that’ll cost a lot of money
App stores: money
App stores: money

• Charging for your app is pretty easy in an app store
App stores: money

- Charging for your app is pretty easy in an app store
- but the owner is going to take his share
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
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
App stores: cost

- Payment system
App stores: cost

- Payment system
- Sysadmins
App stores: cost

- Payment system
- Sysadmins
- Content checkers
App stores: cost

- Payment system
- Sysadmins
- Content checkers
- Writers (documentation and best practices)
App stores: cost

- Payment system
- Sysadmins
- Content checkers
- Writers (documentation and best practices)
- Hosting
App stores: cost

- Payment system
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- Hosting

This costs a lot of money.
App stores: cost

- Payment system
- Sysadmins
- Content checkers
- Writers (documentation and best practices)
- Hosting

This costs a lot of money. I wonder how many app stores make a profit.
App stores: Apple
App stores: Apple

- Works for Apple
App stores: Apple

- Works for Apple
- Apple has leverage with developers and consumers
App stores: Apple

- Works for Apple
- Apple has leverage with developers and consumers
- Google has leverage with developers
App stores: Apple

- Works for Apple
- Apple has leverage with developers and consumers
- Google has leverage with developers
- BlackBerry, Nokia, Samsung, and others have leverage with consumers
App stores: Apple

- Works for Apple
- Apple has leverage with developers and consumers
- Google has leverage with developers
- BlackBerry, Nokia, Samsung, and others have leverage with consumers
- But no other vendor has both
App stores: future
App stores: future

• Apple’s App Store will continue to exist
App stores: future

- Apple’s App Store will continue to exist
- A few other platform-specific ones may, too
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
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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