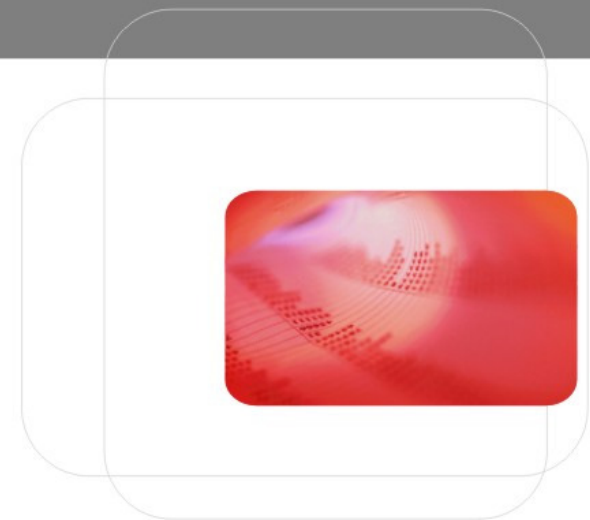


VODAFONE GROUP
_RESEARCH AND DEVELOPMENT



The 101 of Web 2.0

Defining the "Next Internet"
4 May 2006



Executing the Promise of an Internet-Capable Economy

Page 1

GROUP R&D

So, what shall we do, now
that we can do everything?

Bruce Mau,
Author of „S,M,L,XL“



From Web 1.0 to Web 2.0 by Example

Y2000

Web 1.0

Web 2.0

Y2005

DoubleClick	-->	Google AdSense
Ofoto	-->	Flickr
Akamai	-->	BitTorrent
mp3.com	-->	Napster
Britannica Online	-->	Wikipedia
personal websites	-->	blogging
evite	-->	upcoming.org and EVDB
domain name speculation	-->	search engine optimization
page views	-->	cost per click
screen scraping	-->	web services
publishing	-->	participation
content management systems	-->	wikis
directories (taxonomy)	-->	tagging ("folksonomy")

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Question: What are common denominators?

Identify Web 2.0 Denominators: Technical & Methodical Enablers

1. New technologies and preconditions

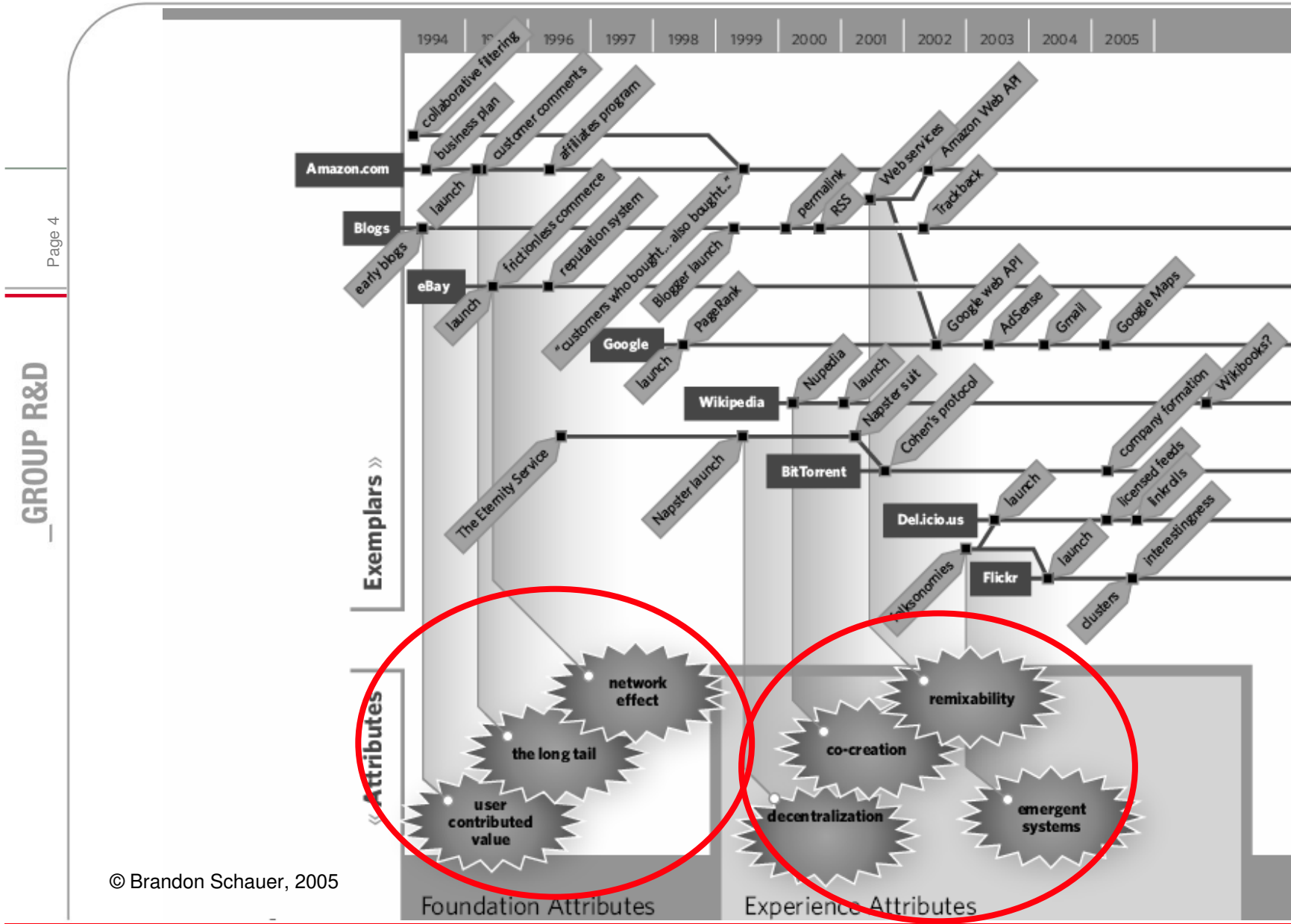
- Asynchronous JavaScript And XML (AJAX): web development technique for creating interactive web applications (X/HTML, CSS, DOM, Javascript, XMLHttpRequest, ...)
- Really Simple Syndication (RSS): family of XML file formats for web syndication
- Broadband access: DSL, WLAN, UMTS, HSDPA, WiMax, xDSL

2. New working methods, design frameworks, economic models

- Code lightweight; agile programming
- Syndicate, not coordinate; „hackability“ and „remixability“
- Give emphasize to user feedback

Investments cut by factor 10 compared to Web 1.0!

Best Practices Distilled from Sporadic Web 1.0 Success Stories



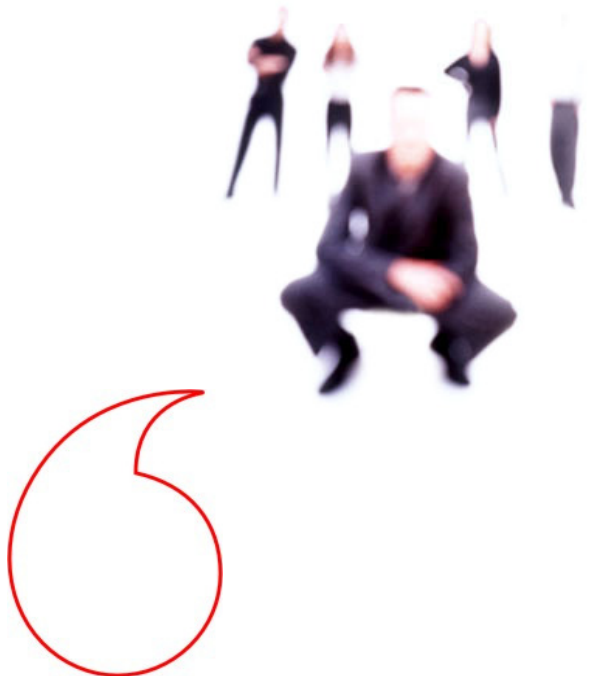
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Design Patterns of Successful Web 2.0 Service

1. The Long Tail: Appreciate niches as a business opportunity
2. Data is the Next Intel Inside: Seek to own unique, hard-to-recreate source of data
3. Users Add Value: Leverage users to add value (content *and even* application)
4. Network Effects by Default: Set inclusive defaults as a side-effect of application use
5. Some Rights Reserved: Design for „hackability“ and „remixability“
6. The Perpetual Beta: Engage users for continual improvements
7. Cooperate, Don't Control: Offer content syndication and re-use data of other services
8. Software Above the Level of a Single Device: Integrate service across all possible devices

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Web 2.0 establishes a *new economical model*



Stefan Holtel

Service Creation Mastermind

Vodafone Group R&D .DE

Chiemgaustr. 116

81549 Munich

Germany

+49 89 95410 516

+49 89 95410 111

stefan.holtel@vodafone.com

www.vodafone-rnd.com