

# The importance of listening to your customers

## dotMobi and the Services Business

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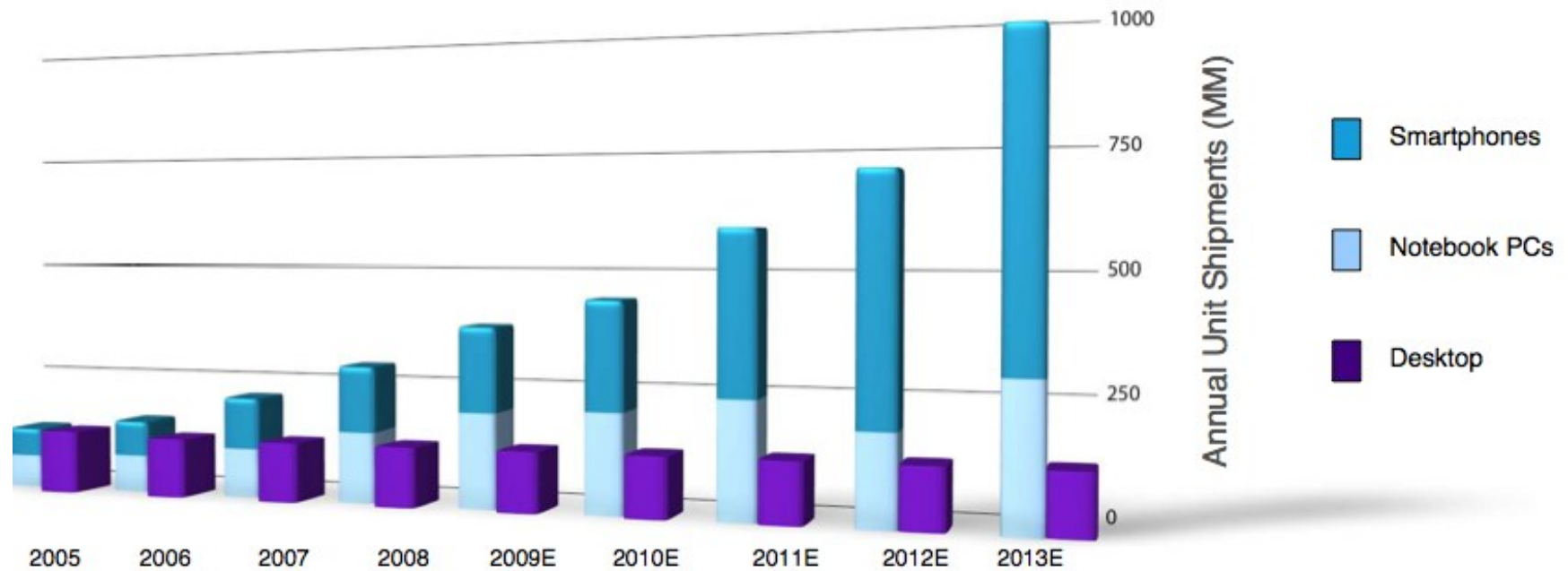
Manager of Business Development and Sales

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3rd International Conference of Administrators and Registrars of  
National Top Level Domains of the CIS, Central and Eastern Europe

1. Changing the Web:  
Mobile Yesterday, Today and Tomorrow
2. DotMobi's Role in the Mobile Web
3. Listening to the Needs of the Market.
4. What is dotMobi Doing Now?

## Device Shipments



Source: Morgan Stanley – December 2009

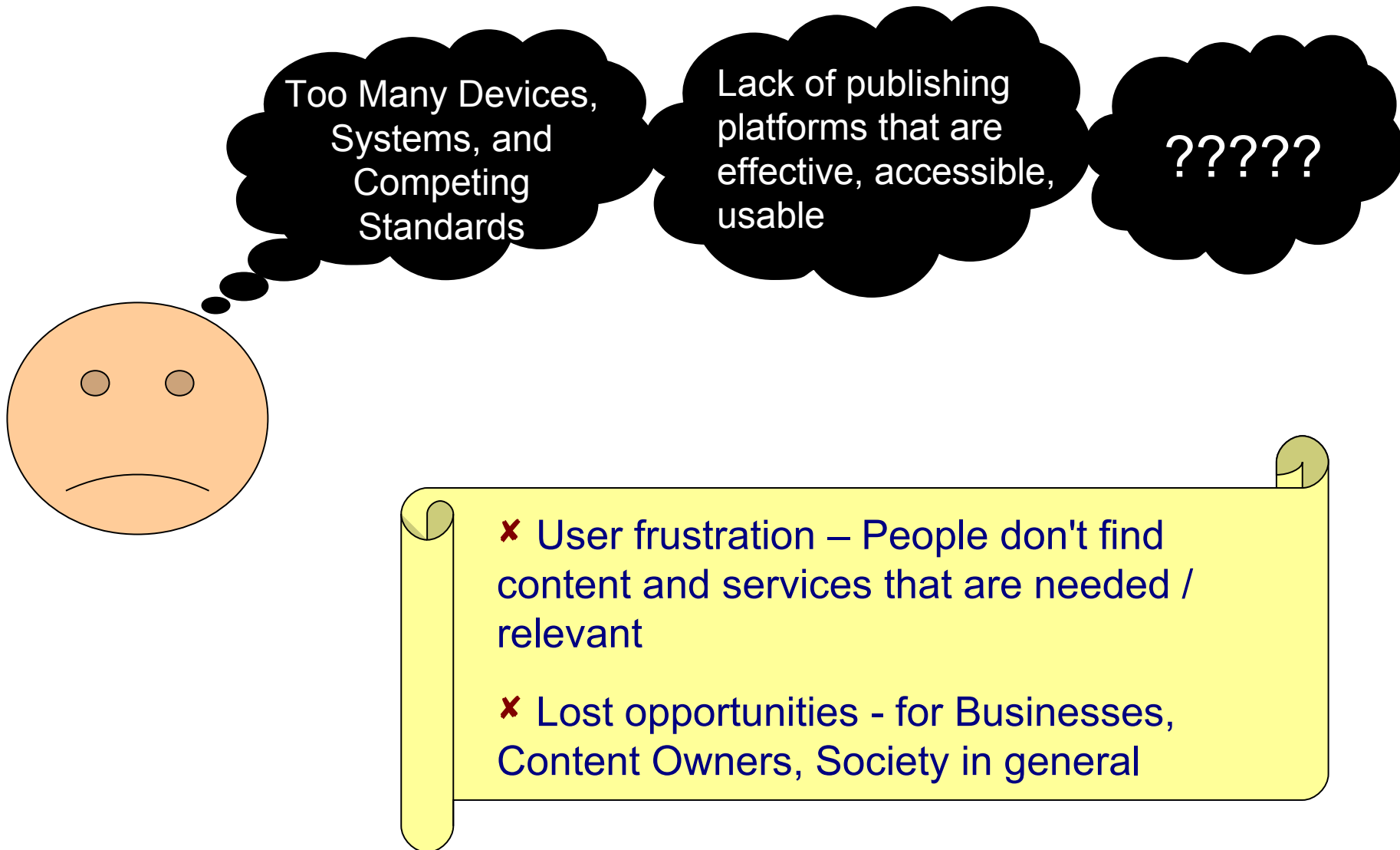


**Mobile** blurs the physical world and the digital world:

- Always on
- Always connected
- Everywhere

**Mobile** is THE Internet gateway for billions of people:

- New generations
- Developing world



**Our Mission: Make the web truly accessible to all on mobile**

### Our Founders:



### Our First Service: .mobi Domain

- .mobi = mobile-friendly Web content
- 1M active domains
- Active in W3C promoting open standards for mobile Web development

**Our Mission: Make the web truly accessible to all on mobile**



**Remove complexity**

**Lower Barriers to Entry**

**Affordable & Easy for Everyone!**

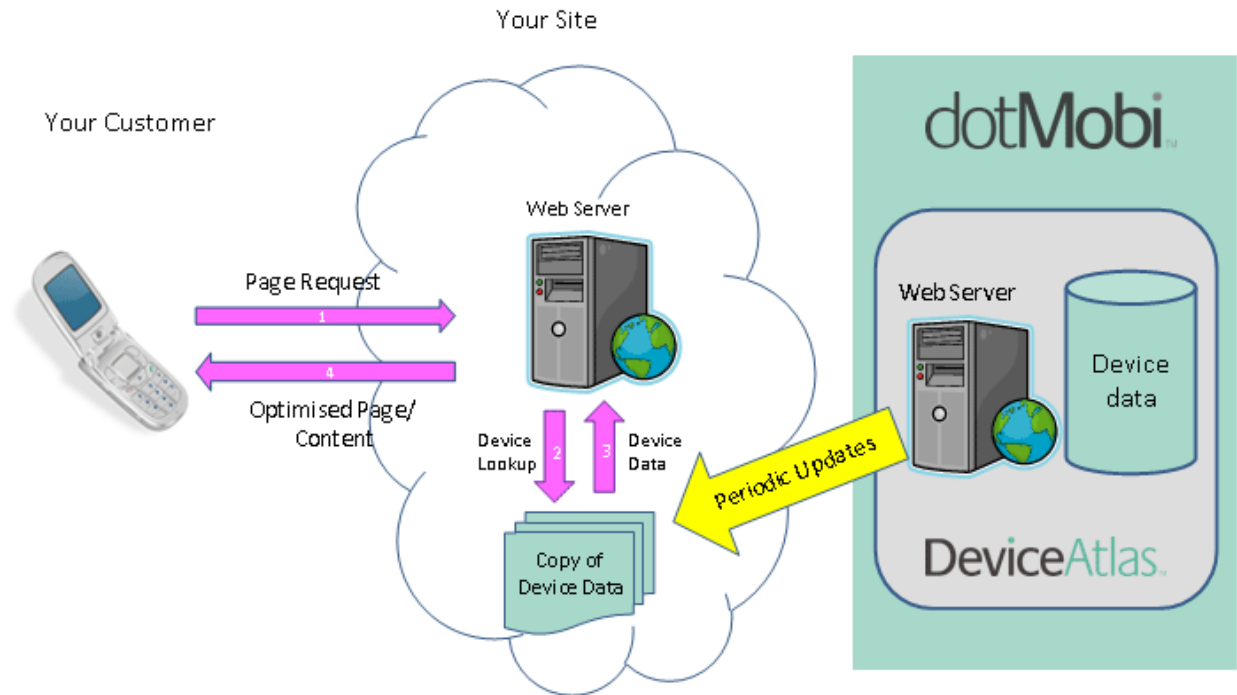


**Our Services:**



Knows every device that visits your site:

- ✓ Recognize
- ✓ Adapt
- ✓ Track



Allows for seamless Desktop-Mobile transition –  
**Optimal User Experience**

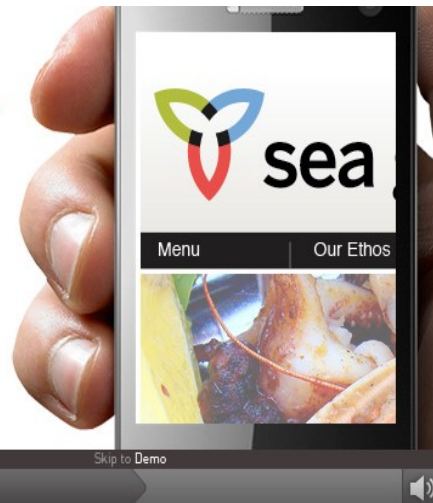


Our Websites support Developers, Content Owners and Marketers:

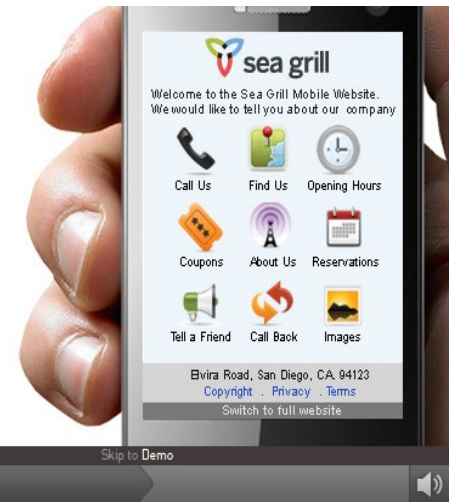
- **MobiForge.com** – Developers Community
- **MobiThinking.com** – Mobile Marketing Blog
- **MobiReady.com** – Free Website Testing Tool
- **Wordpress Mobile Pack** – Blog Mobilizer

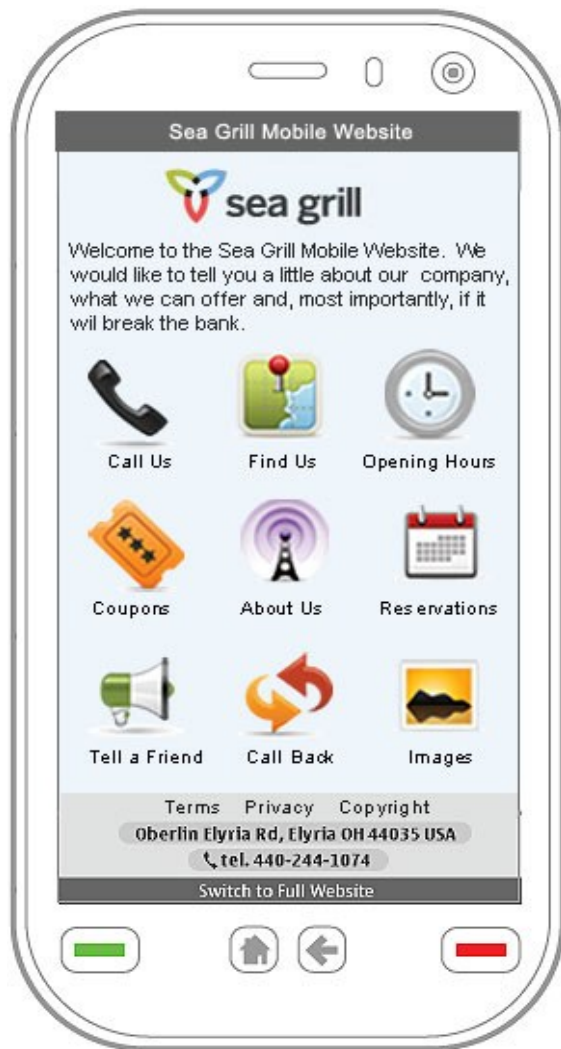
- Connects Mobile Customers **Faster & Easier**
- **Complete service** with No Technical Knowledge Required
- Works with **Any Domain** and Requires No Hosting.

Full websites simply don't work properly on a mobile phone



goMobi lets you create your own customized website specially for mobile phones





### Features for the SMB

- Click to call
- Click to Locate
- Link to full website
- Opening Hours
- Products
- Services
- About Us
- News
- Picture Gallery
- Create Link
- Twitter
- Facebook
- LinkedIn
- Blog
- Tell a Friend
- Social Bookmarking
- Traffic Stats
- Traffic Booster
- Call Me Back
- Leave a Message
- Keep me Informed
- 3<sup>rd</sup> Party Advertising
- Coupons
- Booking
- Request/Reservations

### Additional features for the Designer/Developer:

- Personalised Transcoding Engine
- Device Detection
- Mobile/Desktop Switcher

**Next Steps**

Select the features to include on your **GoMobi**.

[Next](#)

- Call Us** Online
- Find Us** Online
- Opening Hours** Online
- Images**
- Tell A Friend**
- Social Network**
- Custom Link**
- Mobile Site** Premium
- Website**
- Call Me Back** Premium
- News** Premium
- Design and branding**

**yard studio interactive design**

**yard**

Call Us Find Us Opening Hours

Select Menu

[Done](#)

Finished editing your site?

So Easy to Use:

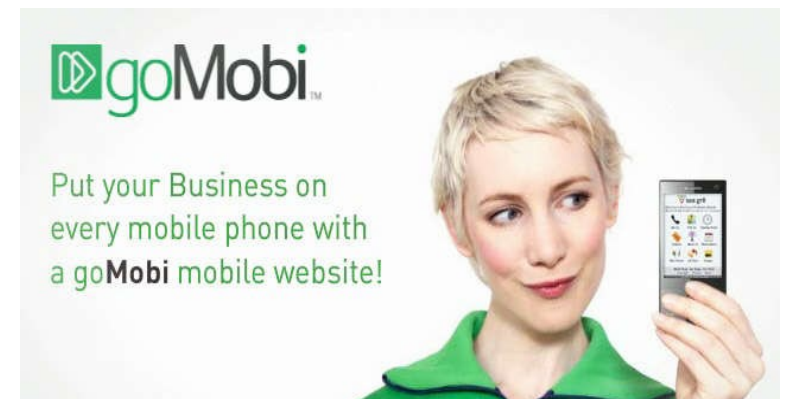
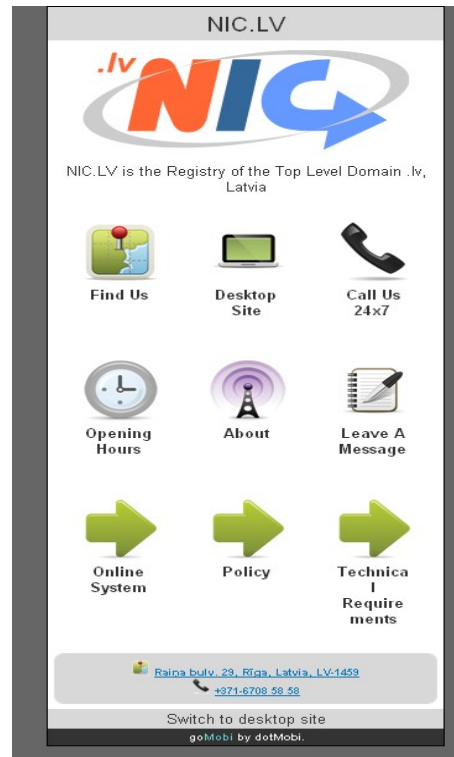
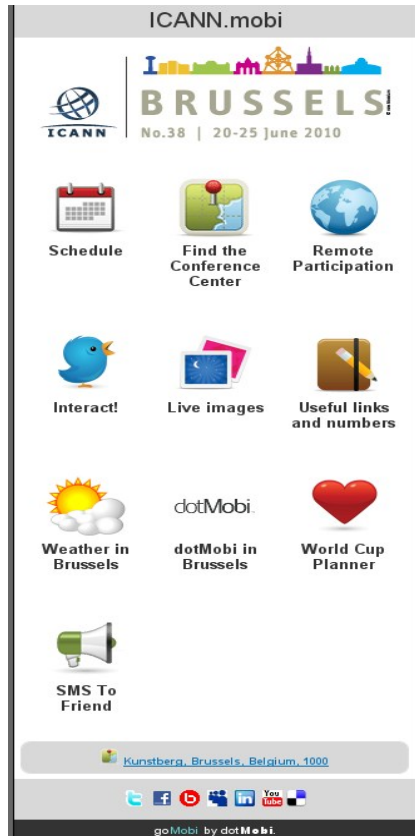
1. Content is automatically taken from existing website
2. Changes on existing website will automatically update goMobi website
3. Can use Easy Setup Assistant to add more features

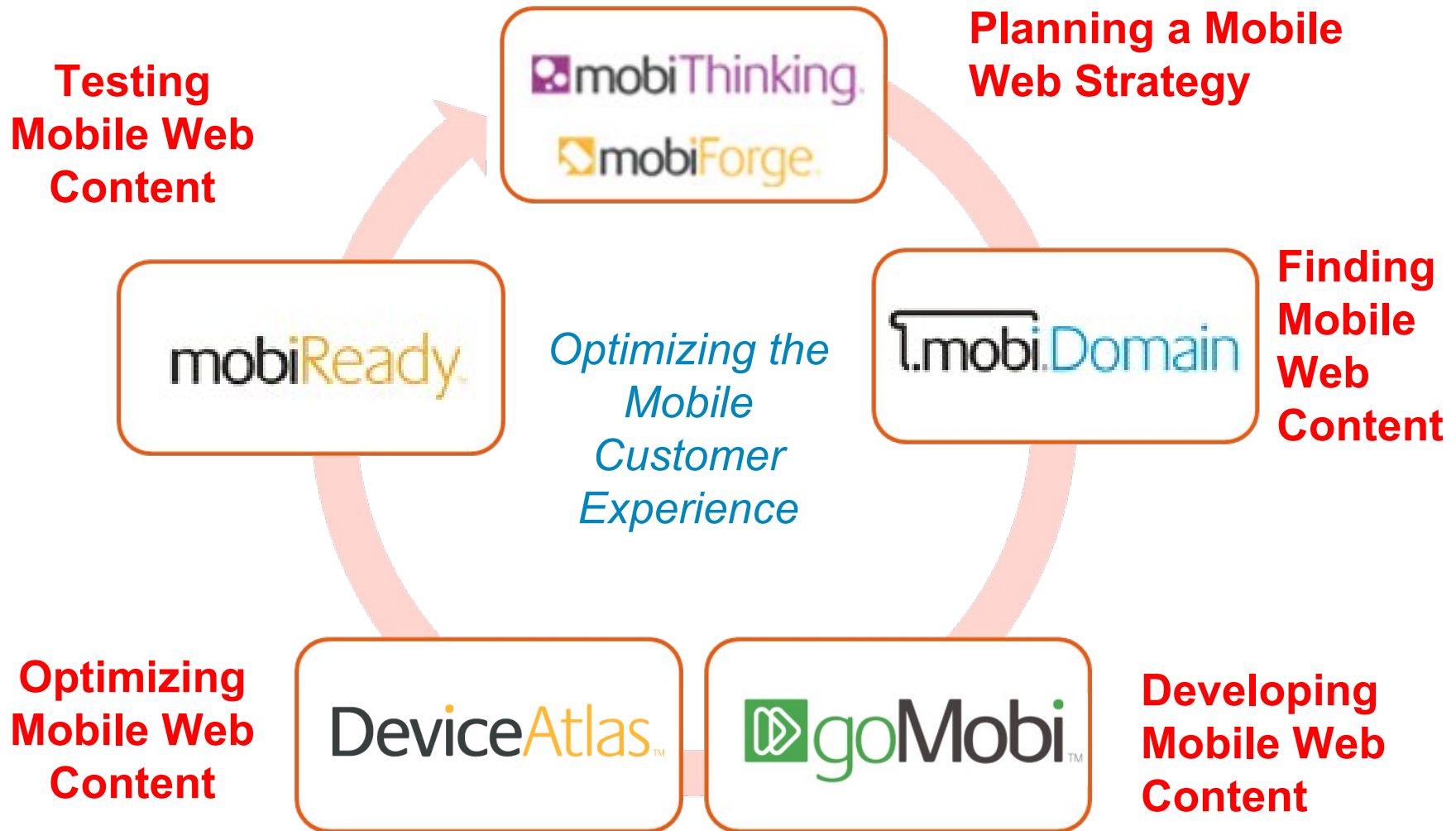
## GoMobi Examples to See

<http://icann.mobi>   <http://nic.lv.mobi>

<http://www.gomobi.info>

for Quick Video on GoMobi  
(or <http://go.mobi> from your phone ;) )





## Key Drivers (in order of importance)

- money transfer
  - location-based services
  - mobile search
  - mobile browsing
  - mobile health monitoring
  - mobile payment
  - near-field-communication services
  - mobile advertising
  - instant messaging
  - mobile music
-

- Continue to focus on mobile content – **faster, cheaper, better experience**
  - **New partnerships** to stimulate mobile Web growth
    - CcTLDs
    - Government Agencies
    - Directory services
  - Leverage **Afilias infrastructure and services**
    - Managed DNS and Security (DNSSEC)
    - IDN Email
-



Any questions 

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