



Exploring the Future of Mobile Search

Expert Workshop & Think Tank
9 June 2010

"Het Pand" (the Cultural Centre of Ghent University), Room: Priorzaal
Ghent, Belgium

- Coordinated Action which aims to create the conditions for mutual information exchange and cross fertilization between FP7 projects, recently launched National Initiatives, and other initiatives outside Europe, in the area of multimedia search**
- A particular emphasis on setting concrete R&D and industrial objectives for multimedia search in Europe**

- ❑ **The main objective of this workshop is to gain insights into the techno-economic and socio-economic trends in mobile search and how these may impact the European Economy and Society in the future.**

- ❑ **The workshop aims to contribute to a better understanding of the following issues:**
 - **Market Dynamics:** Painting the landscape of mobile search including current and emerging business models of providers of mobile search and their respective value chains
 - **Future Prospects:** Identifying emerging techno-economic trends, discussing likely developments and the future market structure in the domain of mobile search
 - **SWOT Analysis:** Exploring the strengths, weaknesses, opportunities and threats (SWOT) for the Europe Union with respect to mobile search.

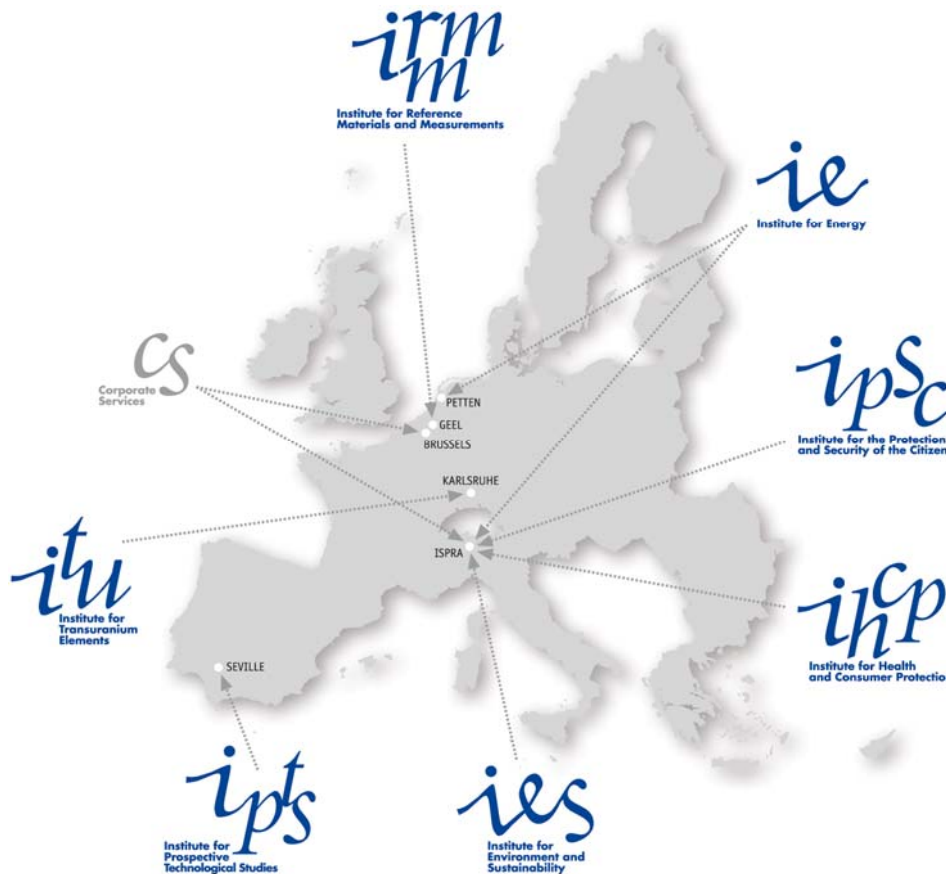
European Commission – Joint Research Centre Institute for Prospective Technological Studies (IPTS)

IPTS

Part of DG JRC of the EC

Mission

“to provide customer-driven support to the EU policy-making process by developing science-based responses to policy challenges that have both a socio-economic as well as a scientific/technological dimension”



- The main aim of the Think Thank is to come up with a (possibly consensual) assessment of the top features and priorities related to technological developments in the mobile search area.**

- Questions the think tank meeting will address include:**
 - ↳ Overview of what is going on in the mobile search area
 - ↳ Is there a consensus on future trends and directions?
 - ↳ Is there anything missing anyhow?
 - ↳ What are the main technological and economical challenges lying ahead?

13:00 – 13:30	Registration
13:30 – 13:45	Welcome and Introduction <i>Stavri Nikolov (IPTS, EC), Loretta Anania (DG INFSO, EC)</i>
13:45 – 14:25	Invited keynote speech Mobile search: market opportunities and innovation potential <i>Peggy Anne Salz (MSearchGroove)</i>
14:25 – 14:45	Future Internet PPP <i>Bernard Barani (DG INFSO, EC)</i>

14:45 – 17:10

Session 1: Socio-economic aspects of mobile search (45min)

Exploring the socio-economic logic of mobile search

Jose-Luis Gomez Barroso (UNED) (10min)

The future of mobile search is social

Karen Church (Telefonica) (10min)

From location and social search to mixed reality

Juha Kaario (Varaani Works) (10min)

Session 1 Q&A (15min)

14:45 – 17:10

Session 2: Technologies and interfaces (55min)

Key differentiating technologies for mobile search

Michel Plu (Orange) (10min)

Seeking alternatives: multimodal, social and lazy mobile searching...

Matt Jones (University of Swansea) (10min)

Discover, don't search

Georg Treu (Aloqa) (10min)

Next in mobile search: recommended web standards close by
François Daoust (W3C) (10min)

Session 2 Q&A (15min)

14:45 – 17:10

Session 3: Services, applications and business models (45min)

Mobile search in a touch-centred world

Steve Ives (Taptu) (10min)

Multimedia search for the mobile web

Pierre Scokaert (AB Phone) (10min)

Searching, finding, navigating with the Wikitude ecosystem

Philipp Breuss-Schneeweis (Mobilizy) (10min)

Session 3 Q&A (15min)

17:10 – 17:30	Coffee break and informal discussion
17:30 – 19:30	<p>Workshop and Think-Tank Roundtable discussion of the future trends and directions covering the technological and socio-economic aspects of Mobile Search</p> <p><i>Participants: All previous speakers</i> <i>Moderators: Stavri Nikolov (IPTS, EC) & Pieter van der Linden (Technicolor)</i></p> <p>First Survey Results: Presentation and analysis of the results of the 2010 mobile search questionnaire</p> <p><i>Margherita Bacigalupo (IPTS, EC)</i></p> <p>How are mobile information needs changing? How is the mobile search market likely to evolve? Which are the major bottlenecks? Which are the main challenges to be overcome? How are mobile search usage patterns changing? How is Europe placed with regard to the rest of the world? Is there a consensus on future trends and directions? What are the main technological and economical challenges lying ahead?</p>



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