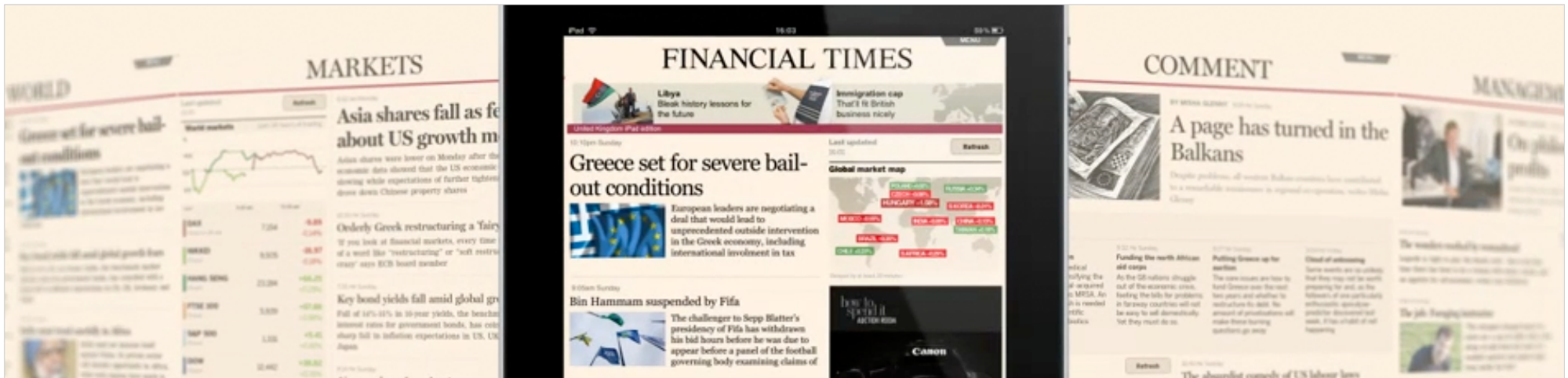


FT

FINANCIAL
TIMES



FT on mobile: building the HTML5 app

AppCelerate 2011

Rob Grimshaw, MD FT.com

ALWAYS LEARNING

PEARSON

app.ft.com



FT web-app: building for the future

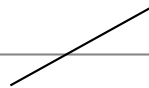


- The idea: why go HTML5?
- The build: unexplored territory
- The launch: acceptance and migration risk
- The bottom line: monetising the web-app

The cold, harsh world outside the app store

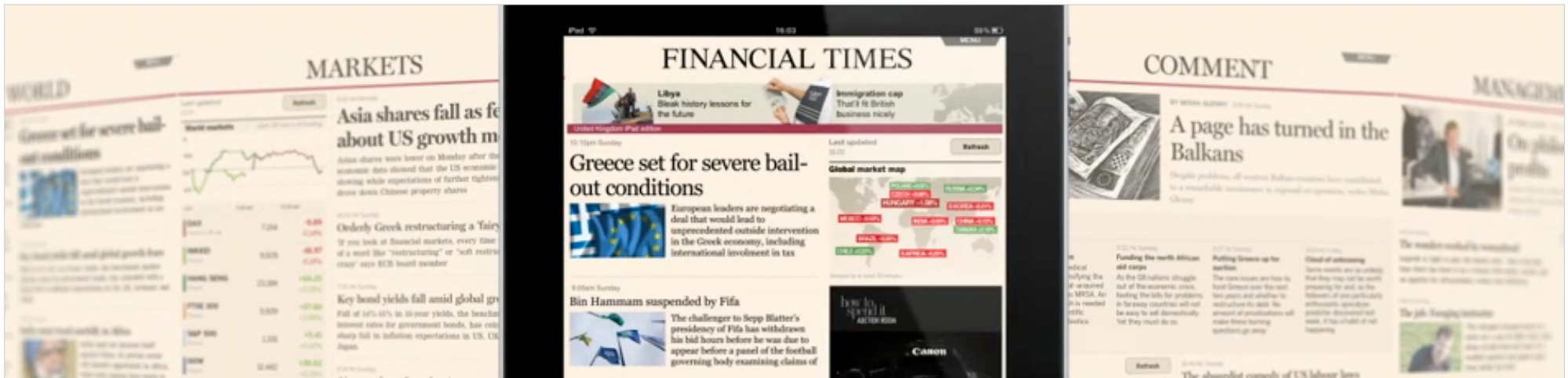
FT Web-App Launch: Migration & Traffic Growth

Launch June, 2011



FT

FINANCIAL
TIMES



FT on mobile: building the HTML5 app

AppCelerate 2011

Rob Grimshaw, MD FT.com

ALWAYS LEARNING

PEARSON