

# Reinventing AOL - Open Source and APIs powering the mobile experience

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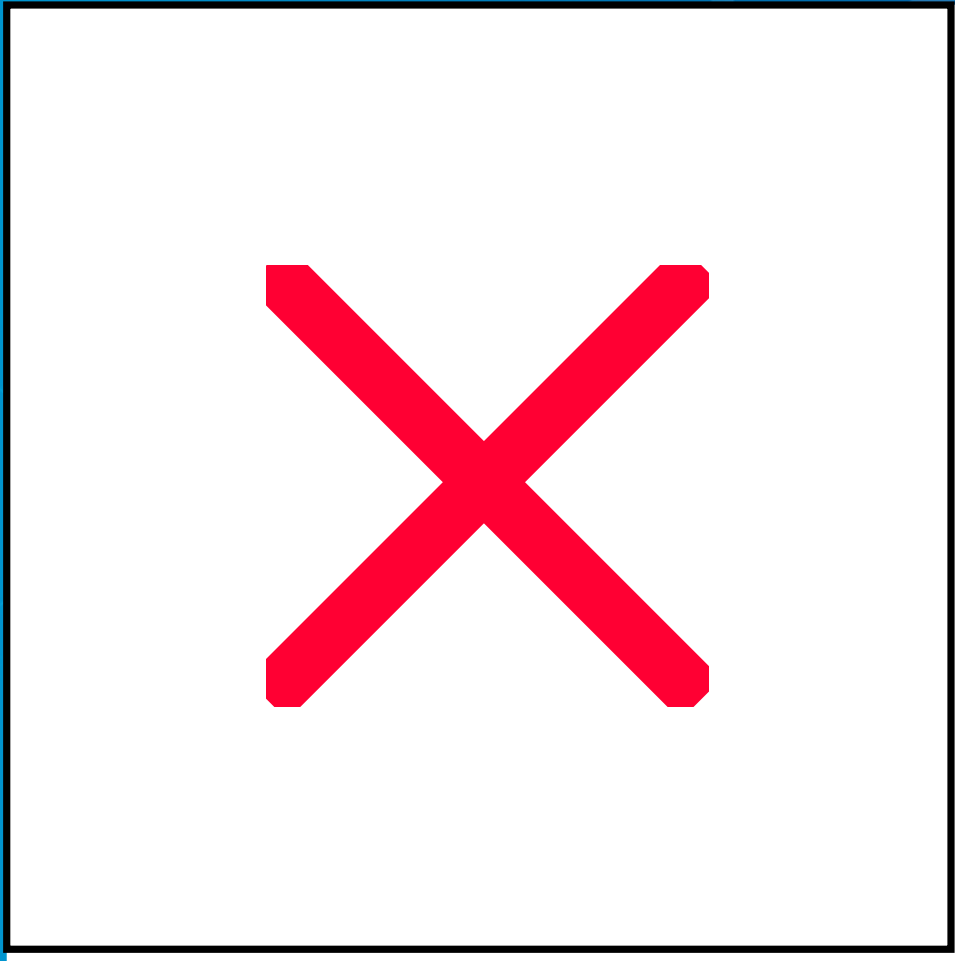


# AOL 20+ years – Around The Block

- 1985 – First online service provider for consumers
- 1989 – First consumer instant-messaging service
- ...
- AOL Services
  - AOL email
  - AOL Video
  - AOL Radio (XM)
  - AOL Games
  - AOL Search (enhancing Google)
  - AOL Shopping
  - AOL CityGuide
- ...



**But Not Your Parents' AOL...**



# AOL – Leading in Online Audience Share

- Now in 30+ countries
- #1 Men: Asylum, <http://asylum.com>
- #1 African-American: BlackVoices, <http://blackvoices.com>
- #1 Maps: MapQuest, <http://mapquest.com>
- #1 Music: Music, <http://music.aol.com>
- #1 Style: StyleList, <http://stylelist.com>
- #1 Television: Television, <http://television.aol.com>
- #2 Horoscopes: Horoscopes, <http://horoscopes.aol.com>
- #2 Latino: Latino, <http://latino.aol.com>
- #2 Business- News/Research: Money & Finance, <http://money.aol.com>
- #2 Celebrity: TMZ, <http://tmz.com>
- #3 Health: Health, <http://aolhealth.com>
- #3 Movies: Moviefone, <http://moviefone.com>

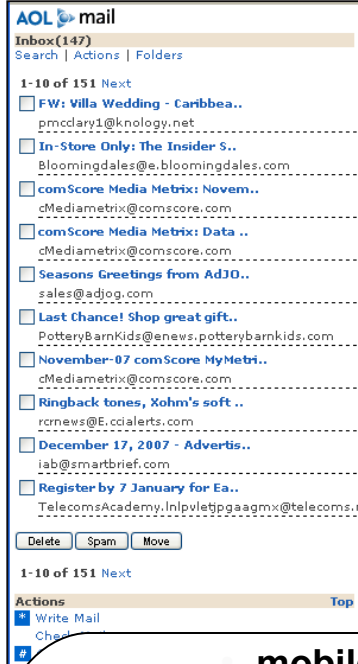


# The Mobile "Expression" of AOL

## Search



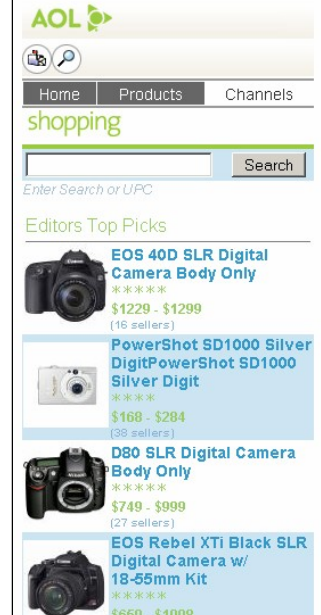
## Web Mail



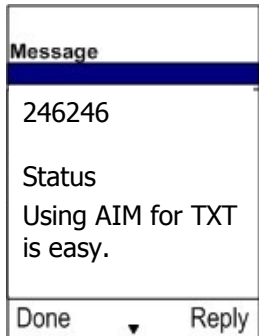
## AOL.com



## Shopping



## TXT AIM



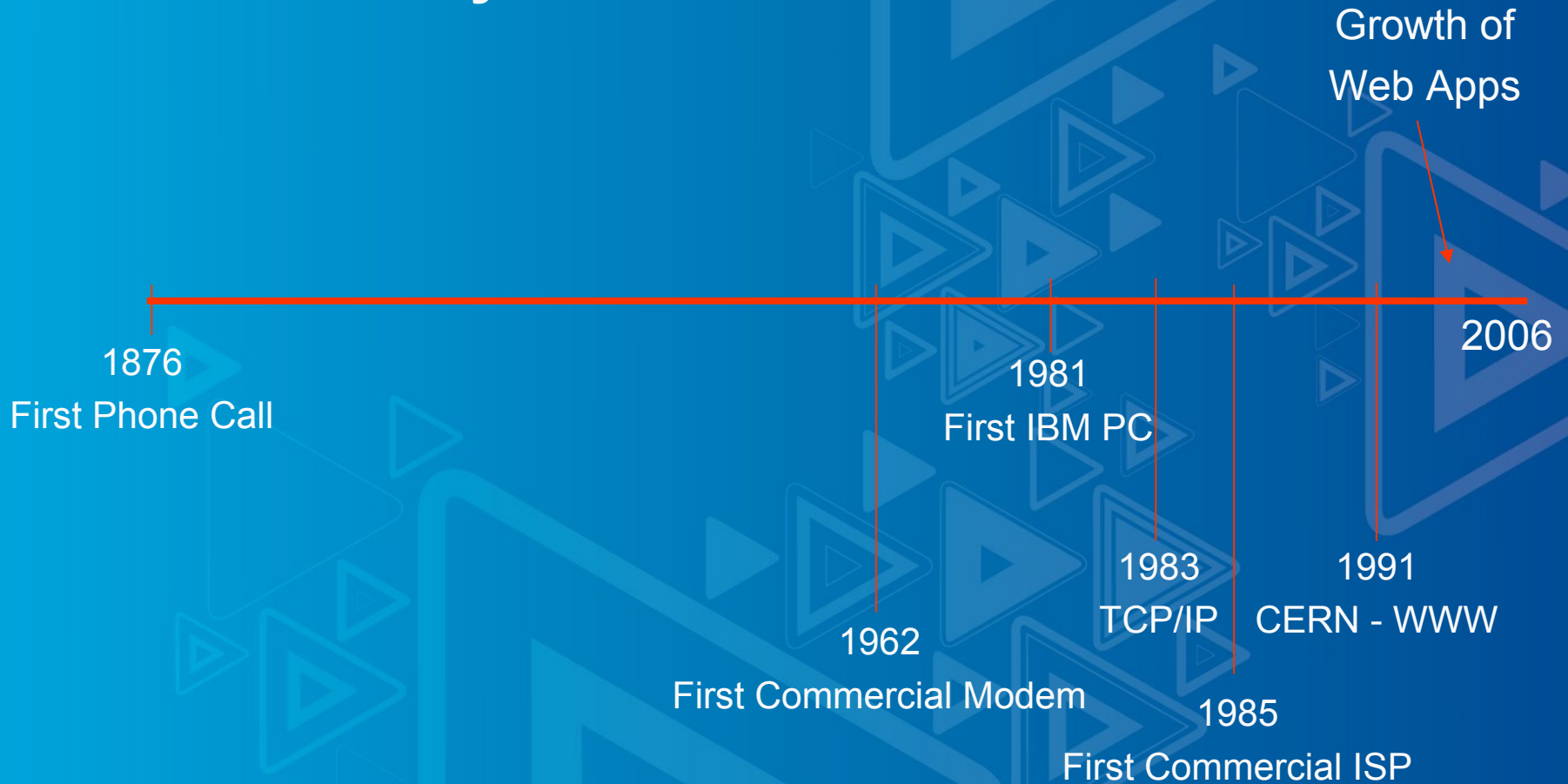
## mobile.aol.com



# Developers – A day in the life



# Brief History of the Internet



# Internet Application Development Cycle

- No one knows what is going to trigger consumer adoption
- Many developers try variations on a theme until something resonates
- Scale and distribution become keys to competition once that occurs

# Internet Developer Experience

- Low or no cost of entry (virtual server with dev tools and domain for < \$USD 100)
- Ubiquitous platform standards and network
- Free building blocks via API's
- Instant Potential Monetization
  - Banner Ads
  - Google AdSense Links
  - App Store for iPhone Apps

How does Mobile compare for developers?



# Brief History of the Mobile Internet



# Challenges in Mobile

- Proliferation of different devices
- Lack of scale of market
- Lack of distribution
- Early stage of third party monetization (ad or otherwise)
- Lack of Failures

# Challenges in Mobile Application Development

## Increasing Development Time and Costs

- Time to market for application developers increasing: > 8 months to deployment and > \$1M
- Multiple code bases to manage across multiple products

## Porting costs 60-80% of project costs and increasing

- Feature modifications difficult to make to deployed applications
- M:metrics reports more than 1000 handsets in use in North America

## Integrating network services between Online and Mobile

- Need sophisticated services between online interfaces and mobile
- Real-time data feeds that are connected, reformatted and optimized for mobile delivery and view



**Mobile Developers don't have it as  
easy as Internet Developers do today!**



# Anatomy of a Mobile Application

- Basic web services or APIs
  - Authentication, presence, location, Instant Messaging, Search, Mail
- Content – user generated or programmed
- User Interface or presentation layer



# AOL Open Mobile Platform – Solving the Fragmentation Conundrum



# “Open” Platforms for Mobile – A Developer’s Bill of Rights

- Open to run on any OS
  - Should not be tied to any device platform
- Open to run on any device – low to high end
  - Should work with the devices users have today
- Open access to technology
  - Developers must have the control and flexibility to modify any aspect of the technology
- Open to use any service
  - Developers should be able to build any application using content/services from any source
- Open to any way of developer making money
  - Developers should be able to sell, lease, rent, ad supported applications and deliver them to users either standalone or as part of another application



# Approaches to Mobile Client Development

- Native clients – use native OS APIs to support client
  - Pros: Optimized functionality for each handset platform
  - Cons: High marginal cost to support a handset, all features require native code
- Enhanced browsers – use XML based markup language with proprietary browser
  - Pros: Thin client foot print, low cost to support a handset, significant improvement over WAP experience
  - Cons: Device specific experiences/optimizations may require native code



# AOL Open Mobile Platform

- Based on technology acquired from Airmedia in 2007
- Announced on February 11, 2008 at Mobile World Congress in Barcelona
- Three main components
  - XML based UI mark-up language – MML (Mobile Markup Language)
    - Allows user to define an applications user interface in an OS/platform agnostic fashion
  - Lightweight OS/platform specific client
    - Renders MML on a specific device
  - Application server
    - Allows user to build application specific business logic
    - Provides standard services required by all applications



# AOL Open Mobile Platform – Delivering on the Developer Bill of Rights

- Open to run on any OS
  - Support for Java, BREW, Windows Mobile, Symbian, Linux and others
- Open to run on any device – low to high end
  - Feature phones, smart phones, high-end smart phones, mobile internet devices
- Open access to technology
  - Full source code availability, free of cost
- Open to use any service
  - Content can come from any service provider
  - AOL content services available as an optional component
- Open to any way of developer making money
  - Applications can be delivered directly to consumers by developer using any business model
  - AOL's Platform A available as an optional monetization mechanism



# AOL Open Mobile Platform – Meeting Market Needs

Dramatically reduced application development time and costs

No Porting Time or Cost

Works across a wide array of handsets

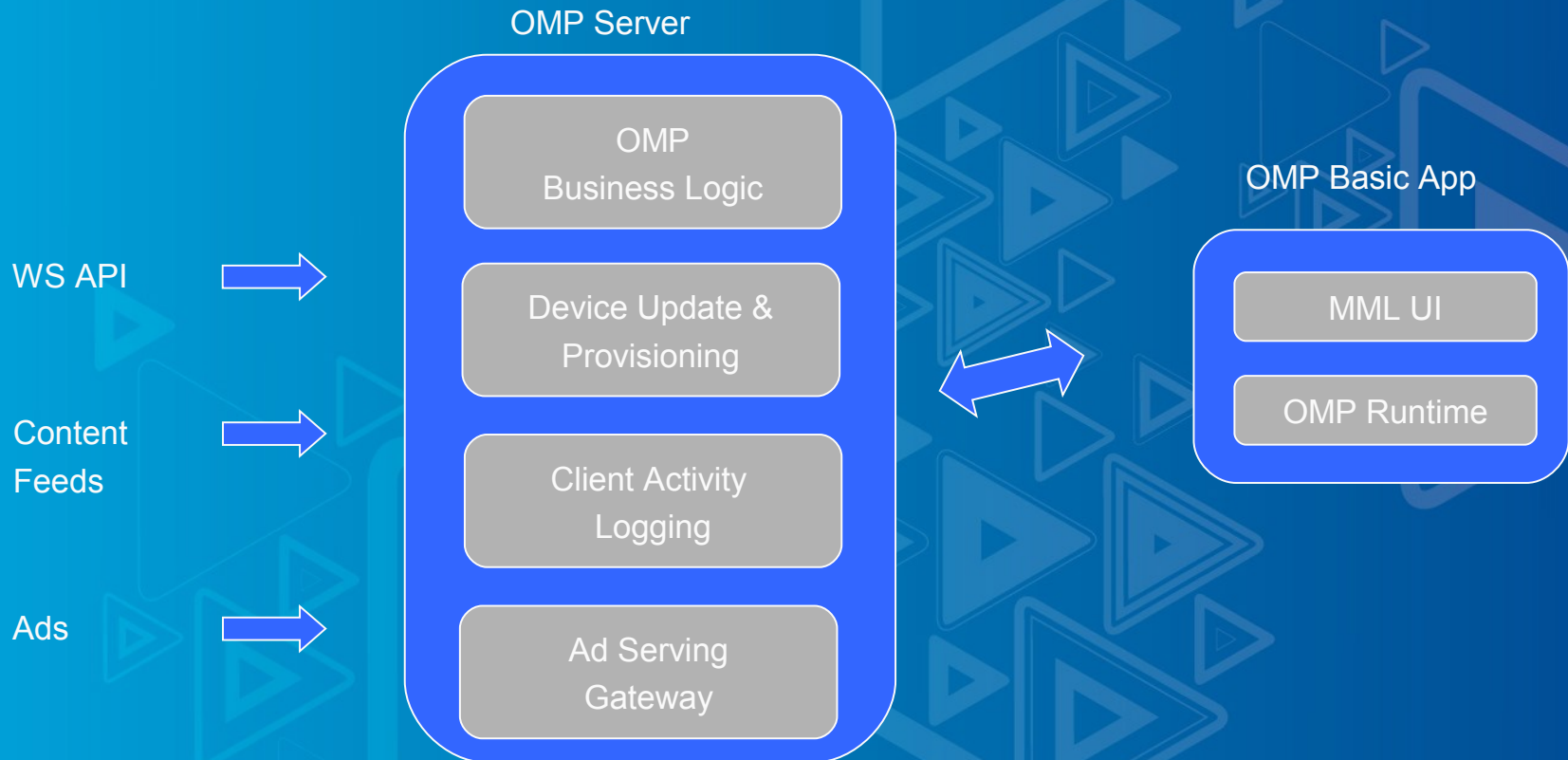
Online and network services integrated with Mobile services

Content Management and Publishing Controls



**AOL** 

# High-level Architecture



**Need some Services and Content? – We've got it!**





- Turn your app into an SMS client using OpenAIM
- Send a user an IM and have it forwarded to their SMS inbox if they have IM forwarding
- Build a social network community that allows users to message either real-time using your own branded application
- In a multi-player game use AIM to implement game lobby and “smack talk” in your application
- Talk to your customer service rep from within your app using IM
- Transfer content to/from a user on a phone

**AOL**  **OpenMail**

**sphere**

**TRUVEO**

**MAPQUEST.**

New Mail Notification

Largest web video search engine  
Turns any app into the ultimate web video destination

Photos, and Ads from across the Web.

Add Maps, directions and other location based features to your mobile app

**AOL** 

# AOL and the Open Developer Community Today

AOL  
**DEVELOPER**  
NETWORK

<http://dev.aol.com>

- **IDENTITY**
  - OpenAuth
- **MAPPING**
  - Mapquest
- **MESSAGING**
  - **OMA Wireless Village (IMPS)**
  - Open Aim
  - Web AIM
  - Userplane Webchat & Messenger
  - AIM Call in & Out
- **MEDIA**
  - Truveo
  - WINAMP
  - Shoutcast
- **COMMUNITY**
  - Sphere
  - Bebo
  - Mail
  - Goowy



**How do I get all this? Is there a catch?**



# There is no catch!

- Simple click through agreements for APIs and services
- Apache 2.0 license for Open Mobile Platform
  - Provides developers with a license to download, use, modify, and distribute the software;
  - Does not require a developer to submit the source code to AOL;
  - Allows for a developer to apply to any modifications or the original code plus any modifications;
  - Allows a developer to charge for any modifications;



**Want to make some money? – So do we!**



# Your Monetization Relationship with AOL

- You develop application
- You insert AOL provided advertising into your application
- You distribute your application
- Platform A and AOL partner sales force sells advertising in your application
- We share ad revenue with you!



# Summary – AOL and the Mobile Developer

- Low cost of entry
  - Free, Open Source Open Mobile Platform
- Ubiquitous
  - Support for all relevant platforms and legacy devices
- Content and services
  - Easy access to AOL Mobile APIs and content
- Instant monetization
  - Flexible access to AOL provided advertising

