From: Murray McKercher <murraymckercher@gmail.com>
Date: Tue, 27 Sep 2016 09:57:15 -0400
Subject: McKercher - Nomination for ALAC Liaison Position for .mobi

I would like to nominate myself to continue to act as the .mobi Liaison for ICANN At-Large.

My history with ICANN dates back to ICANN45 in Toronto where I became an unaffiliated member of NARALO. Subsequently I attended the ATLAS II meeting in London, U.K. during ICANN50. I have also served on the BCEC in 2013.

The .mobi Liaison position provides advice and commentary on various proposed .MOBI policy development and implementations. The current .mobi reports on the ICANN Wiki are located at https://community.icann.org/display/atlarge/dotMOBI+Liaison+Reports

I have been involved in the Mobile Internet since 1989, working with Rogers Wireless in the establishment of applications for the first wireless data network in Canada operated by Rogers Communications Inc.
I was one of a small group of Canadian pioneers at Rogers communications, who wished to leverage the convergence of the internet and mobile technologies. During the 1990's I was involved with the WAP forum discussions, working closely with the CEO at the time, Scott Goldman, another wireless data pioneer. Scott introduced me to Marty Cooper and we had the occasional discussion about "Mobile Data".
Throughout my working career I have been a staunch supporter of the mobile aspect of the Internet and observed how it has affected the global adoption of the internet and the benefits accrued to having the "Internet on you hip", especially in Africa.

Summary of Relevant Experience - Murray McKercher

September 1981 – 1984 (3 years)Toronto and Ottawa

Responsible for the implementation and administration of a selected group of Information Service Providers (ISPs) for the Phase 2 iNet market field trial. Incorporated experience gained as part of the implementation team for the Bell VISTA pilot project operational in Toronto.

April 1985 – April 1985 (1 month)Canadian External Affairs Department - Various European Capitals

Conducted training courses on behalf of the Canadian External Affairs Department. Trained numerous staff at nine embassies and consulates throughout Europe on videotex communications equipment and international data communications procedures.

November 1985 – September 1989 (3 years 11 months) Melbourne Area, Australia

Conducted Industry Market Analysis of the Shipping and Transport Industry in Australia

Established and assisted in the management of a specialized Application Solution Sales Team

Provided professional consulting on market entry strategies for electronic messaging and information access technologies supplied to Telecom Australia from Bell Canada

Negotiated and assisted in the establishment of a joint venture company funded by Telecom Australia and the Overseas Telecommunications Commission to market and sell Telemail and Dialcom electronic mail systems in Australia

Co-ordinated the establishment of an internal e-mail system for Telecom Australia based upon their Telemail product.

1989 – 1990 (1 year)Toronto

As a member of the Mobitex Data Division my responsibilities included: input to the overall business plan; the recruitment of systems integrators; monitoring of complimentary and competitive technologies and services; developing an integration strategy for Satellite-based communications Technology and land-based data communications technology I hope this brief note will assist the At-Large Leadership Team (ALT) to assess my suitability for the .mobi liaison position.

Respectfully submitted,
 Murray McKercher
Affiliated Member
North American Regional At-Large Organisation
International Corporation for Assigned Names and Numbers

September 27th, 2016

DotMobi domain names have been available for registration by the public since 26 September 2006.

dotMobi engaged with the W3C Mobile Web Initiative (MWI) to help formulate the MWI Best Practices for mobile content. The practices outlined a number of ways to achieve good user experiences on mobile Web-enabled devices, and recognized several methods of implementing these practices.

mTLD has released a free testing tool called Ready.mobi (see mobiForge) to analyze the mobile readiness of websites. It does a free page analysis and gives a .mobi Ready score from 1 to 5. This report tests the mobile-readiness of the site using dotMobi's recommended best practices.

dotMobi does not itself mandate any particular technology, but does require that .mobi sites produce user experiences consistent with their guidelines and specifically optimized for mobile phones.

The domain has been the target of criticism due to allegedly breaking the principles of device independence.[5] Providing content tailored to particular devices can be done by other means than a specific TLD, such as using hostnames within an existing domain, HTTP content negotiation, cascading style sheets, or other forms of adaptation.

All mobi sites must be optimized for viewing on a mobile phone, providing the major advantage of the domain, from the users' perspective, of compatible content. Websites may be optimized for the special capabilities and restrictions of mobile devices, such as smaller screens, device form/size, device input/output options, existence of embedded sensors (acceleration, location, touch, etc.), as well as human factors such as expectations of immediacy of results, context awareness under a shortened attention span (compared to non-mobile device use of the Internet). Although other top-level domains can technically employ the same optimizations for mobile phones, in practice, only a fraction of them do, thus necessitating content adaptation solutions. These retrofit the content to target devices independent from the original process of creating the site.[6] On the other hand, dotMobi promotes creating two separate device-dependent World Wide Webs, one desktop-based and the other mobile-based, and thus risks producing redundant content.[7] From a content provider perspective, having to maintain two separate websites also represents more work.

Tim Berners-Lee of the World Wide Web Consortium, claims that dotMobi breaks the device independence of the web:[7]

It is fundamentally useful to be able to quote the URI for some information and then look up that URI in an entirely different context. For example, I may want to look up a restaurant on my laptop, bookmark it, and then, when I only have my phone, check the bookmark to have a look at the evening menu. Or, my travel agent may send me a pointer to my itinerary for a business trip. I may view the itinerary from my office on a large screen and want to see the map, or I may view it at the airport from my phone when all I want is the gate number.

Critics pointed out that "mobi" is an unfortunate choice for mobile phone text entry interfaces, requiring nine or ten keystrokes in many common setups, compared to seven for "com", or what could have only been three if "wap" was used. There is a possibility that mobile phone manufacturers may in the future default their mobile internet browsers to .mobi or that predictive-text input features will reduce this to one keystroke, either of which would effectively eliminate this issue.