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Open Web, Open Data and Open Communications

Dr. Gang Lu 卢 刚
Founder & Chief Editor of MOBINODE.com
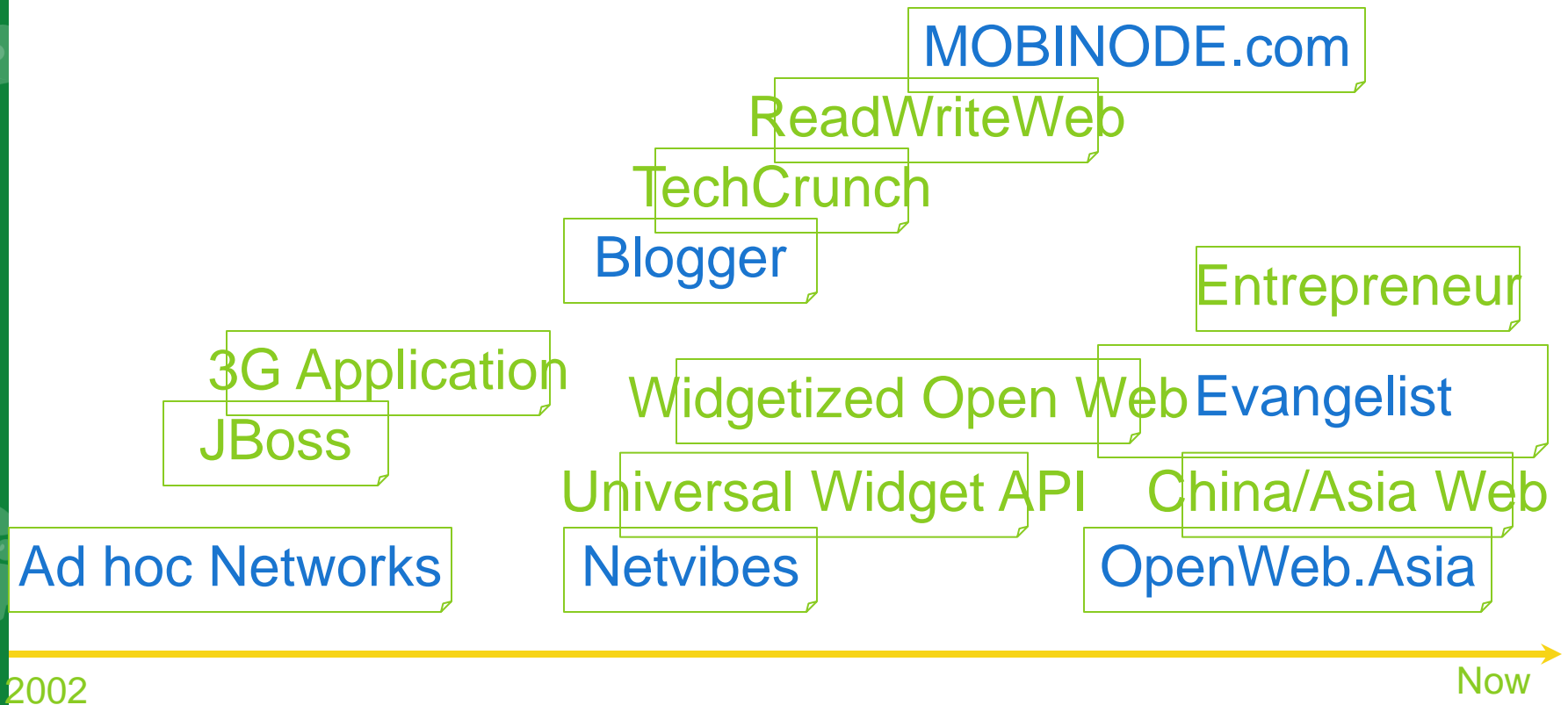Co-founder of OpenWeb.Asia Workgroup
Co-organizer of OpenWebAsia Conference

June 5th, 2009

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An Open 'Me'

MOBINODE.com

ReadWriteWeb

TechCrunch

Blogger

Entrepreneur

3G Application

JBoss

Widgetized Open Web

Evangelist

Universal Widget API

China/Asia Web

Ad hoc Networks

Netvibes

OpenWeb.Asia

2002

Now

What is Open?

Open is the Technology - Open Standard, Open Platform etc.

Open is the New Economy - New Value Chain for the industry

Open is the Portable Data - Data Portability

Open is the Borderless Communications - OpenWeb.Asia

Open Web

The Technology

✓ **Universal Widget API**
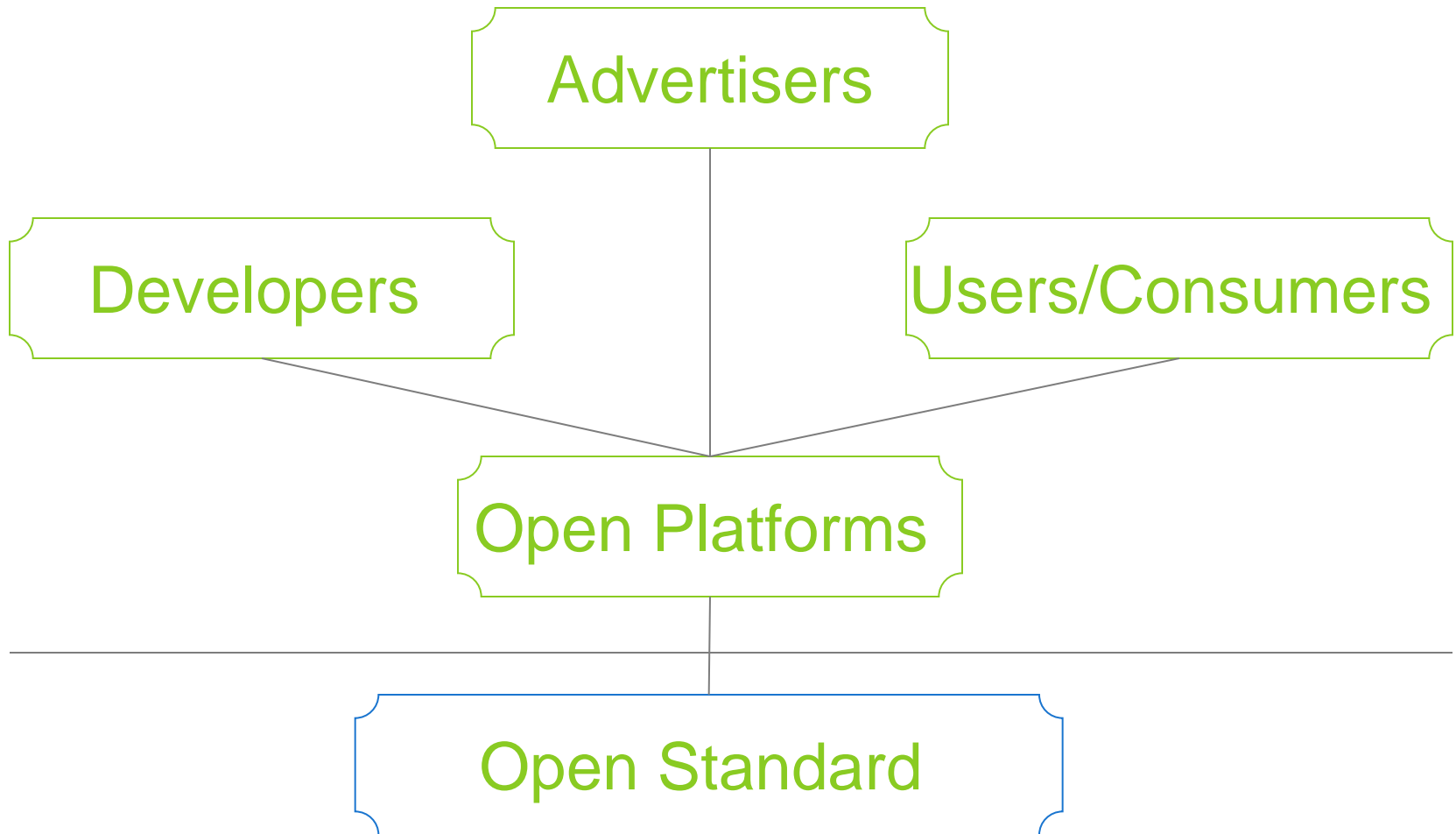
✓ **Facebook API**

✓ **OpenSocial**

✓ **Open Stack - OpenID, OAuth etc**

✓ **Manyou**

The Value Chain

In China, Open Is Not That Easy

China Web - The Way to Open

- Sohu - First Open Blog Platform in China [Jan, 2008]

  ✓ Tianji - The First Open Social partner

  ✓ CityIN - The first SNS implement OpenSocial

  ✓ 10 leading SNSs announced the support to OpenSocial

  ✓ 51 announced the implementation of virtual currency in its open platform, but it is not Open Social

  ✓ Xiaonei followed, but…

  ✓ Comsenz announced its Manyou Open Standard

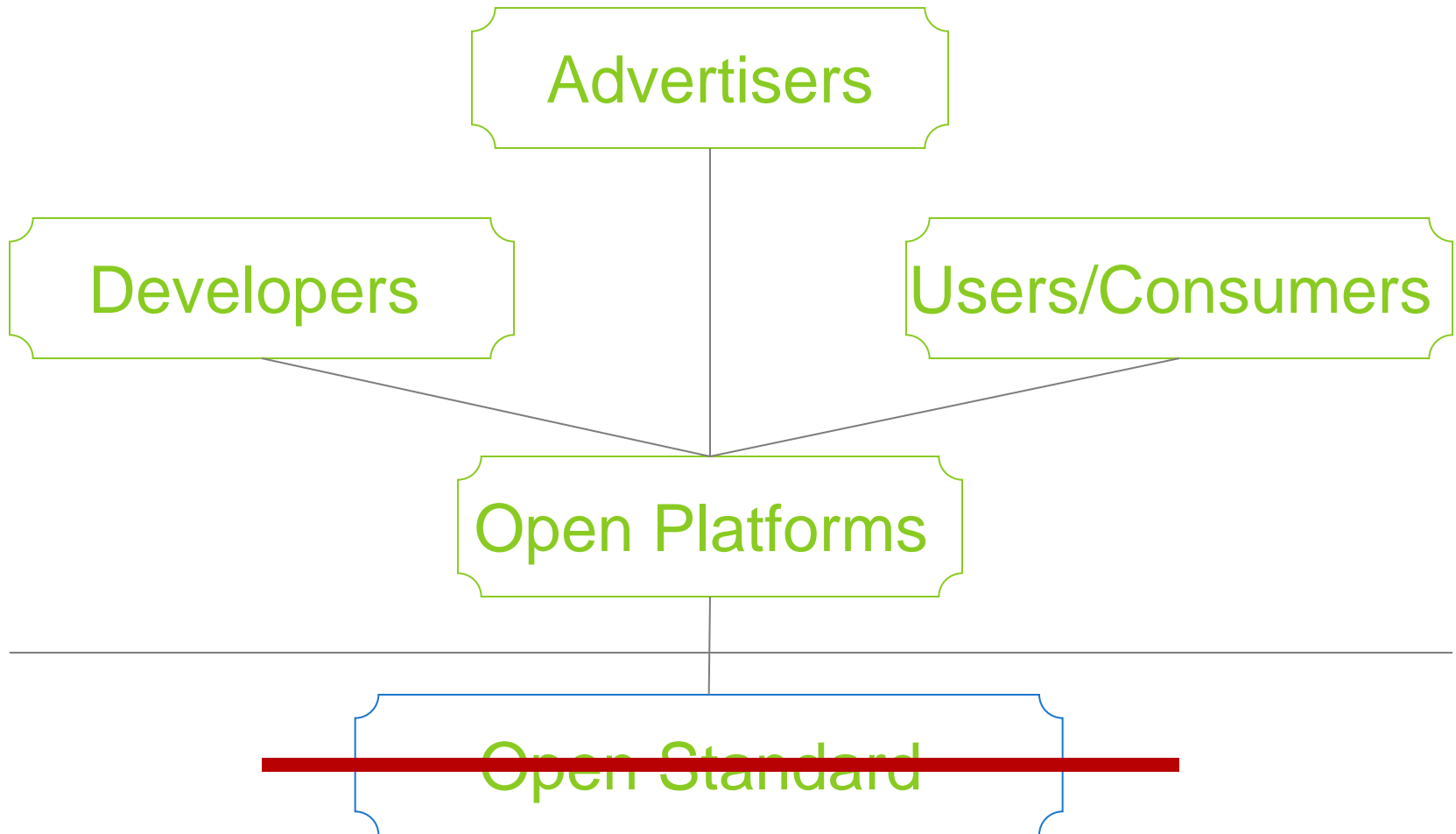 ✓ Now there are Many More…

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China Web - Open or Close

- Tencent, Kaixin001 are still Close;

  ✓We enjoy Happy Farms, even they are disconnected?!

  We are Open, but Partially!!!

What Are We Missing?

Advertisers

Developers

Users/Consumers

Open Platforms

Open Standard

Why Partially Open is Enough

✓ Some of us still love Web 1.0;

- We want the $$$ badly;

✓ Everyone wants to take the lead, then the result is everyone works on its own way - Is it the Chinese Culture?

✓ The Services are boring - Information vs. Entertainment

The Data

Social Marketing in Massive User Bases

QuickTime?and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

New Format of Online Advertising

New Challenges

- We are now dealing with users' Profile Data, e.g. photo, surname, age, location, gender etc ;

✓ We are dealing with user's Social Graph, i.e. all the explicit connection between the friends;

✓ We are dealing with the Interaction Data, i.e. the data that is captured about the interactions between online connections (friends).

Open Data Matters

- Web2.0 is all about UGC, so who is the Owner of the data? It is the User;

  ✓Users should be able to reuse the data and more important, to control the privacy;

  ✓What is the Best Practice to make the data portable?

DataPortability Project

About DataPortability

- Data Portability enables a borderless experience, where people can move easily between network services, reusing data they provide while controlling their privacy and respecting the privacy of others.

- In January 2008, several major web industry players supported the workgroup: Google, Facebook and Plaxo on 8 January 2008, followed by Drupal, Netvibes and Mystrands,and then LinkedIn, Flickr, Six Apart and Twitter, as well as Digg and Microsoft.

The Mission of DataPortability

- To help people to use and protect the data they create on networked services, and to advocate for compliance with the values of DataPortability

data portability landscape dec 2008

data portability (general idea)

OpenSocial Apps

OpenSocial

Participating Sites Across the Web

DataPortability (specific idea)

DataPortability Project

Standardized EULA

Standardized User Experience

Standardized Business Logic

Facebook Connect

Tools

Google Friend Connect	JanRain RPX	Any Third Party

MySpace DataAvailability

The Open Stack

Micro formats	RDF	APML	ATOM	XMPP	More...

OAuth

OpenID

Facebook Platform

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DataPortability Project Differentiators

- Unlike many other groups, DP do not create technical specifications and identity solutions

- DP aims to simplify things for end users through building awareness and education around data portability

- DP not only concerns with 'identity' but with portability and interoperability of all user data - Identity however is the key.

We Need DataPortability in China

- The DataPortability Project is an open, grass roots organization powered by people like you!

Join the community

Volunteer for an open position

Check out our communications plan

Check out DataPortability.org or email me lugang@gmail.com

The Open Communication

US/EU Web and Asia Web

- In US/Europe Web

  - Becoming an International company is relatively Easier!

  - Language is Not huge barrier,e.g. Le Web 3

- In Asia web

  - China has a huge market; Japan has a very advanced Mobile market (Felica Networks); Korea is leading the online gaming (Nexon)

  - Hardly find a cross-country web company or service.

  - We have learned a lot from US/EU; Facebook, Youtube, Twitter are househeld names in Asia industry

  - It is very interesting that Asia local industry seldom or never talked to its neighbours despite the culture is similar.

What is Really Happening in Asia[1]

- Korea - has very good infrastructure; Naver still dominating the market; Online gaming is conquering the world, e.g. Nexon, CMUNE; CyWorld is operating outside the Korea; StoryBlender won TechCrunch 40; Wisia.us has very good implementation and cool design!

- Japan - Mobile market is far ahead of the rest of world,e.g. Mixi, GREE, FelicaNetworks; Always the entry market for western service, e.g. Youtube, Facebook, Twitter etc; There are some clones, but with more innovations, Nicovideo.jp;

- HongKong - Not many startups, but they focus on global market, EditGrid, AliveNotDead;Some companies have their office set up in GZ/BJ/SH, e.g. CityIN, Moochi etc;

- Taiwan - You can always find some influential and successful person are from Taiwan, e.g. the co-founder of YouTube;
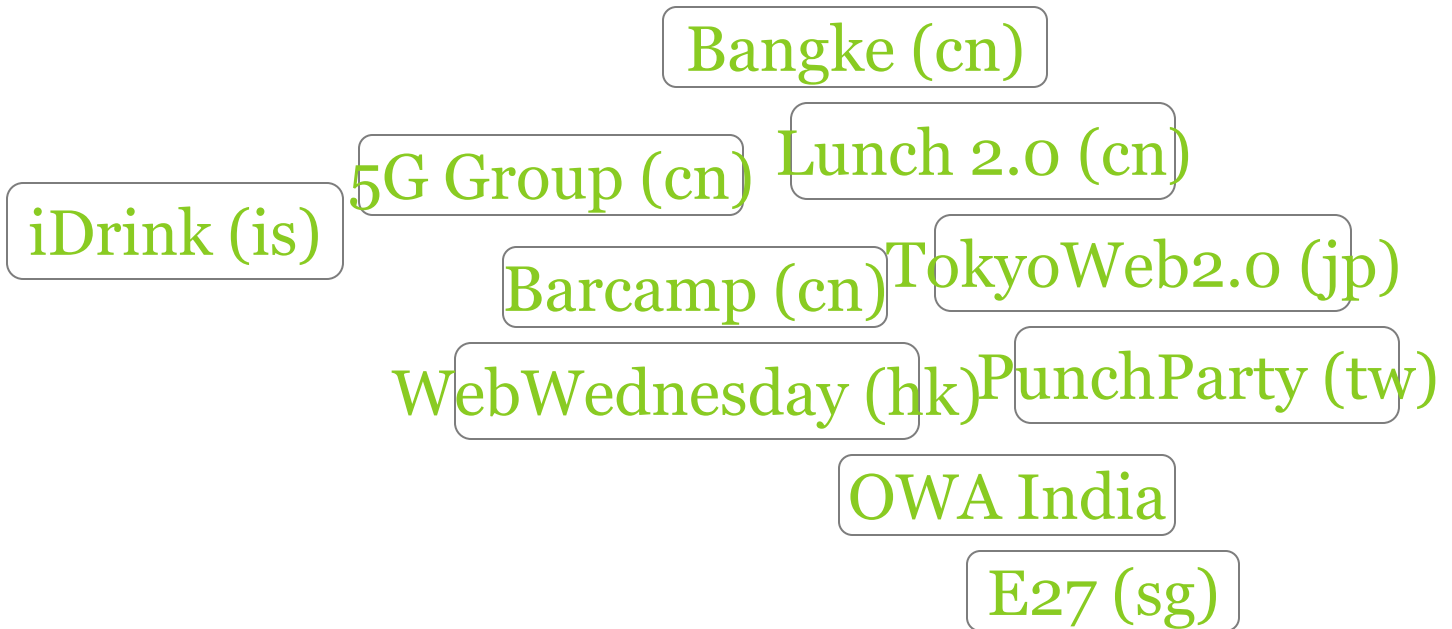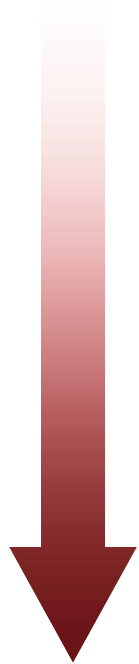
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What is Really Happening in Asia[2]

- India - is Not really in Web2.0 yet; But they don't have the language barrier and very active in western market, e.g. SlideShare.net; Startups are getting hot, e.g. Burrp, Picsquare etc;

- Singapore - Small market but its government is very supportive and centre of SouthEast Asia;

- Israel - Many startups actually are founded by Israel entrepreneurs;

- Vietnam - The battle place when those big names decide to go abroad;

- China - 289 million users, 162 million users blog, 118 million users surfing web from mobile device; SNS, Video-sharing, Open platform, P2P, B2B, C2C etc, the market is so promising; Many startups founded by foreigners but are based in China, e.g. Qifang, Neocha,Chinesepod etc are doing great work. Mobile market (>500million subscribers) is much larger than wired web market and more mature; Web market is still very young and still entertainment-centric.

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Missions of OpenWeb.Asia Workgroup

OpenWeb.Asia Workgroup is an independent organization focus on Asia web/mobile market, we are

- Building an efficient channel connecting the Western and Eastern web;

- Bringing more Asian countries/regions into the big family and bridging Asian local markets;

- Building an ecosystem, recognizes the great startups, companies, individuals from Asia and bring them to the greater stage;

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OWA Union

Bangke (cn)

5G Group (cn)

Lunch 2.0 (cn)

iDrink (is)

Barcamp (cn)

TokyoWeb2.0 (jp)

WebWednesday (hk)

PunchParty (tw)

OWA India

E27 (sg)

OpenWeb.Asia Union - Unite the Local Communities

OpenWebAsia 08'

The first truly pan-Asia international conference focus on Asia web industry has been held in Seoul Korea at 14th Oct, 2008, in association with the 9th World Knowledge Forum.

Speakers include Loic Le Meur, Jason Calacanis, Yongseok Jang, James W.Kim, Arthur Chang, Kevin Day, Shusaku Maruko and many others.
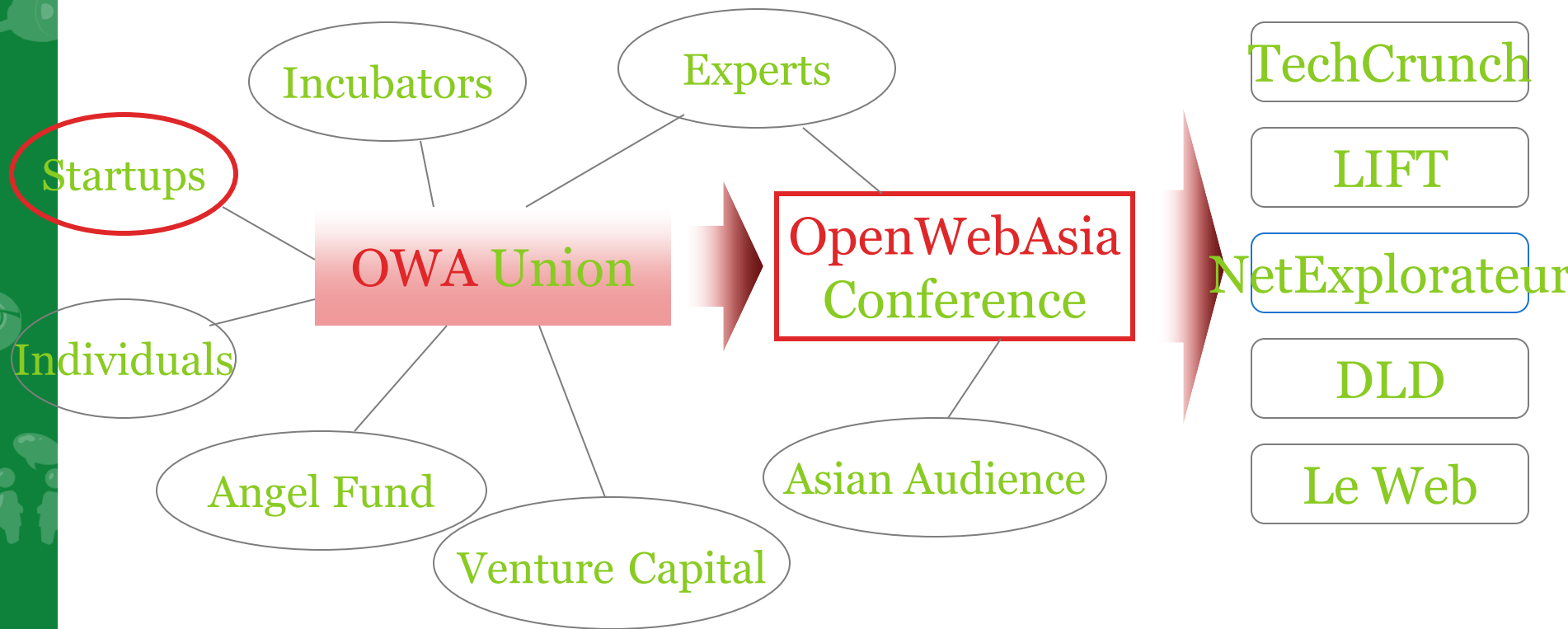
Companies include Friendster, Yahoo Korea, Felica Networks, Nexon, 51, Opera Asia, Alibaba, Mahalo, etc

Sponsored MCST and Naver, and media partners include 163.net (China), CNET Japan, ReadWriteWeb, Maeil Business (Korea), Mashable, Sohu (China) etc.

Visit www.openwebasia.com for detail.

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OWA Ecosystem

Incubators

Experts

Startups

OWA Union

Individuals

Angel Fund

Venture Capital

Asian Audience

OpenWebAsia Conference

TechCrunch

LIFT

NetExplorateur

DLD

Le Web

Talk to Asia, Identify the Best, Introduce them to the World

Open is The Trend and Treasure

- Open Social and other open platform

- Open does not mean Free-of-Charge

  – Apple App Store

  – Android

Open Your Mind

Be Creative…

Don't make something unless it's both necessary and useful; But if it's both necessary and useful, don't hesitate to make it beautiful!

Thank you!

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