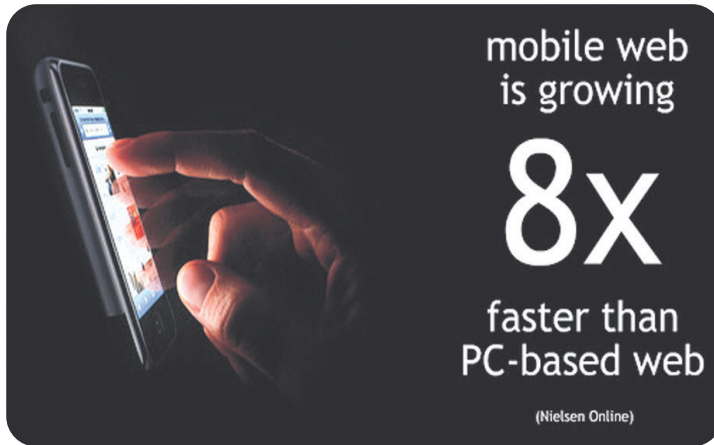


The mobile web



The year 2002 was a **turning-point** for the telephone which had been invented 126 years earlier. For the first time, the number of mobile phones **overtook** the number of **landline** ones, making the telephone a predominantly **mobile** technology. Very soon indeed the same thing will happen to the Internet. Although the conception of the idea behind its **ancestor**, ARPANET, began as early as 1962, the first stable link between multiple computers was first **switched on** in 1969. It has been **predicted** that the number of people accessing the Internet

via mobile **devices**, such as smartphones and **tablet** computers, will overtake the number using fixed-line needs highlighting in 2015. The use of mobile devices to access the Internet is becoming the most popular medium; more than two-thirds of all Internet users employ it daily. Moreover, consumers using multiple devices to connect to the web are on the increase: smartphones with 61%, netbooks with 37% and tablets with 22%.

In 2005 the **shipment** numbers of desktop/notebook PCs were around 200,000 million pieces, while smartphone shipment numbers were just about 50,000 pieces. Seven years later, smartphones and tablets have **surpassed** desktop and notebook PC shipment by almost 200,000 million units. Mobile search – i.e. consumers accessing the internet on their mobile devices – has grown 500% in the past two years. In May 2012, 10,11% of web pages views came from a **handled** mobile device, and in 2014 more than 30% of web sites were surfed by smartphones and mini Ipads. Social media have played a **huge** role in the expansion of mobile internet. Sales teams use social media to produce contacts and **track** clients as they move through sales channels. In 2013, the idea that social media is a soft, networking tool has slowly given way to its acceptance as a serious business tool.

Owing to the growth of smart mobile devices, there is an increasing focus on mobile commerce: 29% of smartphone users use their phone for shopping; 24% use their tablet to shop two or three times a month, 20% once a week and 12% use them every day. Ebay, founded in 1995, the world's largest place for buying and selling, a community of hundreds of millions of regular people, small businesses, and even big businesses, has increased its commerce from 5 billion dollars on mobile sales in 2011 to 8 billion in 2012. Of all the applications available on a smartphone, games are the most downloaded; Apple's and Google's mobile app stores have seen a **steady** growth since they launched them in 2008.

(from <http://visual.ly/takeover-mobile-internet-will-it-replace-desktop-use>)

ancestor: *antenato, progenitore*
device: *dispositivo*
to handle: *maneggiare*
huge: *enorme*
landline: *linea fissa*
mobile: *telefono cellulare*
to overtake (overtook, overtaken): *superare*
to predict: *predire, prevedere*
shipment: *spedizione*
to surpass: *superare*
to switch on: *accendere*
steady: *costante*
tablet: *tavoleta*
to track: *tracciare*
turning-point: *punto di svolta*

1 Answer these questions.

- a. When was the telephone invented?
- b. What happened in 1969?
- c. What has been predicted about the Internet access?
- d. Which is the most used device for the web connection?
- e. When did smartphones and tablets surpass desktop and notebook PC shipment?
- f. What is the rising interest in mobile commerce due to?
- g. What is Ebay?
- h. What percentage employs a smartphone for shopping?
- i. What are the most downloaded smartphone applications?
- j. What are the two biggest mobile app stores?

2 Mobile Apps. Sign up at twitter.com and get a free twitter account. Then using the only 140 characters you have, describe one of the following smartphone apps (small programs designed to run on mobile devices) to convince your friend to download it.

1. WhatsUp; 2. Instagram; 3. Ruzzle; 4. Skype; 5. Google Maps; 6. WeChat; 7. Facebook; 8. Tumblr;
9. Flickr.



WHAT'S AN APP?

Strictly speaking, the term app is short for the application which refers to any piece of software that works on a software system of sorts. They are computer programs which exploit the power of your machine and direct it to perform a certain kind of job. Apps are basically little, self-contained programs, used to enhance existing functionality in a simple, more user-friendly way. They aim to make life easier and tasks better-suited to mobile use. The three of today's biggest smartphone platforms – Android, iOS and Windows Phone – all come with browsable desktop websites and accompany app stores that arrive built-in as part of the phone's operating system.

