Slide 1

INTERNET CONTENT RATING ASSOCIATION

Making Metadata Matter

Global Forum: 8 November 2005

Phil Archer

Slide 2

W3C Mobile Web Initiative

- **Make the Web as accessible on mobile devices as it is on desktop & laptop**
- **Creating Best Practice Recommendations**
  - e.g. find out as much as you can about the device & present content accordingly
- **mobileOK trustmark for resources that follow the recommendations**
- **Trustmark will be machine-readable**

Slide 3

This site is mobileOK!

Slide 4

Oh Yeah?

Slide 5

Typical trustmark

Slide 6

If you could see which sites had a trustmark…

Organisation X says this is really good for your homework

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www.icra.org

parcher @icra.org