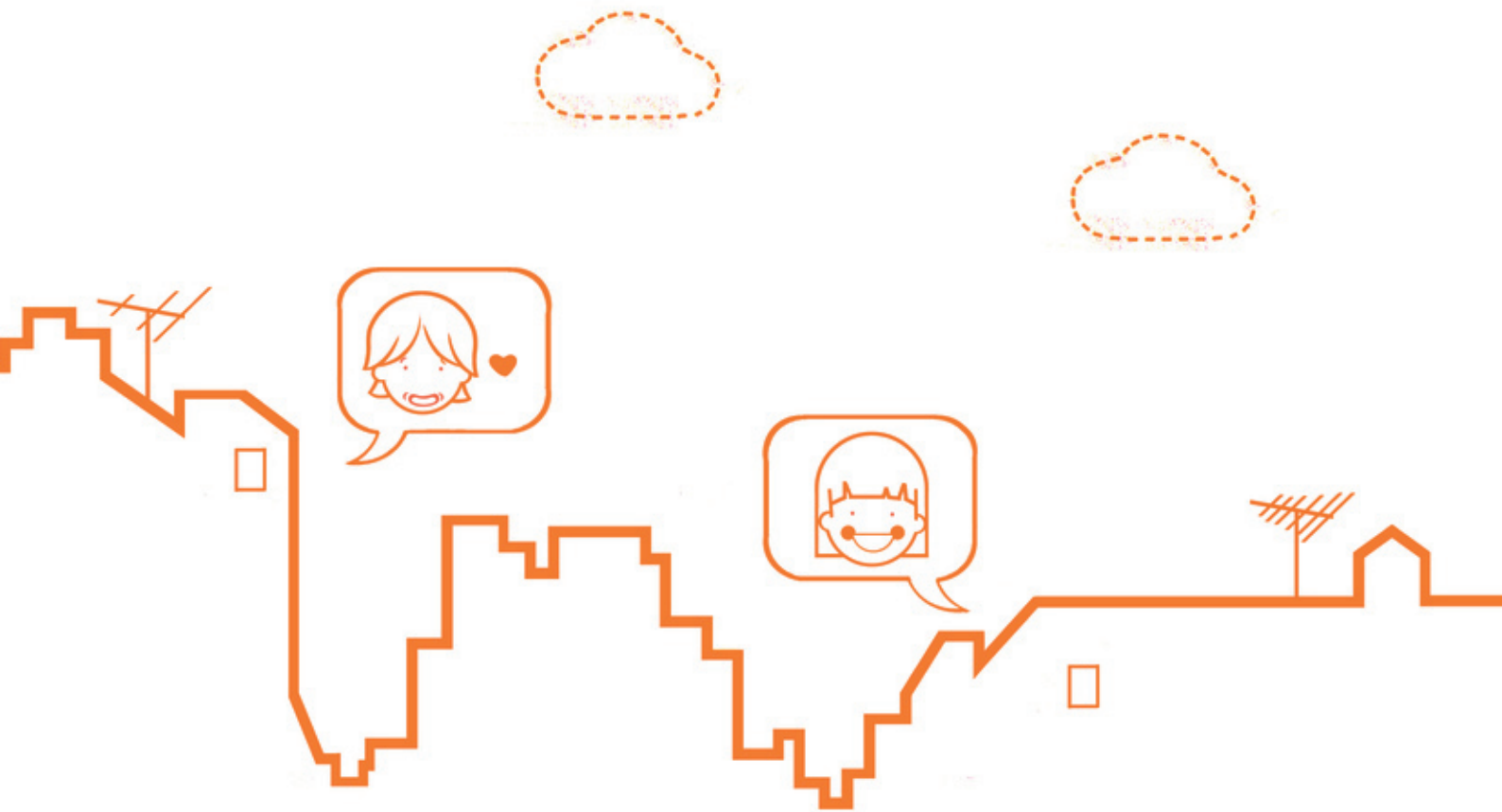


# i-mag | the innovation magazine



## head for web 2.0

I-mag's fifth issue takes you right into the world of Web 2.0, presenting the Orange products and services available in this field. Enjoy the read!

# what is Web 2.0?

Community networks, RSS feeds, sharing of videos, blogs, wikis, widgets, podcasts, tags... Web 2.0 lingo is also seeping into everyday speech, a measure of how far new technologies have caught on. These terms are easily associated with Web 2.0, though as a phenomenon it is much more complex to define.

Broadly speaking, Web 2.0 refers to a second generation of Internet sites based on simple functions that facilitate participation, thereby giving Internet users new possibilities to express themselves. This development therefore refers as much to a change in users' way of using the Internet than to the appearance of tools that are made simple and dynamic by the use of innovative technologies such as AJAX <sup>1</sup>.



Image by Nick Chaffe of the Young Creatives Network. The future's bright.

These new uses refer in particular to the emergence of contents that are annotated and categorised by the Internet users. The phenomenon is called “tagging”, and consists of putting keywords, or “tags”, to objects (sites, photos, videos). The aggregation of these keywords is called “folksonomy” <sup>2</sup>, which is a new form of collective intelligence.

<sup>1</sup> *Asynchronous JavaScript and XML*, Web-application development method based on asynchronous Javascript, which increases the responsiveness of Web pages (for instance when typing a form).

<sup>2</sup> neologism created from a contraction of “folk” and “taxonomy”.



# communities and social networks

Since 2006, Orange has been launching a range of services, often in beta **1** version, based on self-produced contents or the sharing of information in a social network:



• **pikeo** is a community site created by Orange Labs for photosharing, where the user experience is map-based. Pictures can be loaded in a single click onto your pikeo account either via Web or mobile phone.

*pikeo uses an original tag system based on three categories: “who”, “what” and “where”. It also shows you on a map where the photos were taken. This makes it very easy to define which of your contacts may see such or such a photo. You can also create a slideshow that can be exported to your blog, Facebook page, Myspace, Bebo, etc.*



• **SoundTribes** is a community that is 100% dedicated to music, giving artists without their own label a customisable personal space, where they can promote their music on line free of charge, and in the near future also sell it\*\*\*. SoundTribes is also for “sound hunters” who go there to meet and support the artists and create playlists of their latest music discoveries.

*SoundTribes offers artists the possibility to sell their pieces of music in mp3 format but also as ring tones. The service will be available in France, Spain as well as the UK.*



• **Mazonevidéo** allows mobile-phone users to share self-produced videos. The service is accessible from the Orange World Video portal.

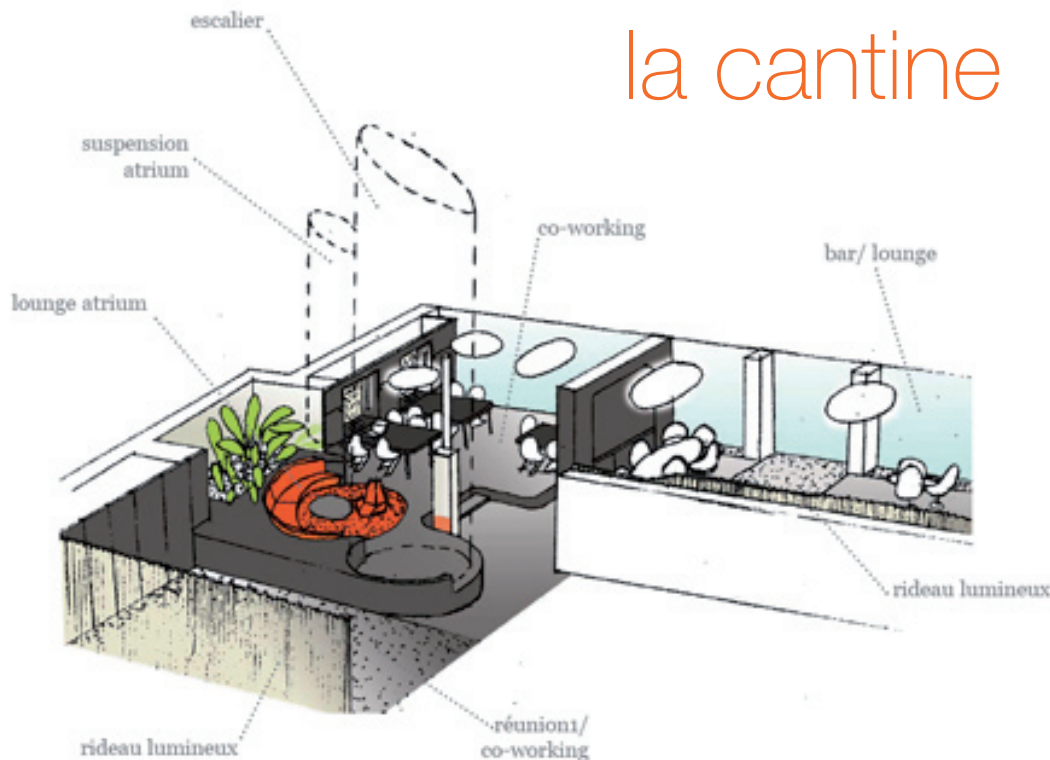
*Mazonevideo is above all aimed at mobile-phone users, but videos can also be watched or posted from the Website. A filmed sequence can be sent from a mobile device. You could also send a video that is available on the site, to your friends via MMS. You can monitor the audience numbers of your video thanks to SMS. In all cases, the process is pre-moderated: no film is put on line before the Mazonevideo team has seen it. There is also a challenge every three days, that you can play on your mobile phone, and win a new mobile. The service was launched in April 2007.*

Orange is also very much interested in a new generation of community services, developing services like “micro-blogging”, which is a combination of instant messaging and blog, as well as community sites that centre around people’s activities on the Web or their personal tastes. In both cases, it is not a question of sharing content with your network, but of letting your friends follow what you’re doing, the things you like, where you are, etc.

**1** Many services in the Web 2.0 domain are launched even before their final version is ready. They may still contain bugs, which the users or “beta-testers” can report to the site developers. They are open to everyone, sometimes only with a restriction on the number of users. In Web 2.0, these versions become the norm – we often talk of “perpetual beta”.

# barcamps and co-working places

Since the Internet bubble burst at the end of the 1990s, relations between stakeholders in the IT (Information Technology) sector have evolved. To protection strategies for proprietary applications, have been added new modes of innovation that are based on ecosystems and that bring people together.



## la cantine

- Paris 2nd arrondissement, passage des Panoramas, coming soon: «La Cantine».
- The first “co-working space” in a network with other such structures in France and abroad (San Francisco, Barcelona, Sao Paulo, etc.).
- A space that was created at the initiative of the Parisian start-up association Silicon Sentier, with support from Orange among others.
- Goal: becoming a place of reference for digital productions with a showroom, hosting of events and resident associations: FING (Fondation Internet Nouvelle Génération) and Silicon Sentier.
- Broad partnerships will be operated between “La Cantine”, FING and the competitiveness cluster Cap Digital, with the support of the Ile-de-France (greater Paris) region.
- “La Cantine” will allow Orange to develop collaborative innovations that bring together users and third-party stakeholders.

Barcamps <sup>1</sup>, or “non-conferences”, on Web 2.0 applications and new service ideas, have also developed. These self-organised events allow anyone who registered, to take part in workgroups on application ideas. Since they started, Orange has participated in many Barcamps as well as other collaborative events such as Open Coffee Clubs or Mobile Mondays.

“Coworking places” <sup>2</sup> are similar to Barcamps in that they share the same goal, but in permanent rather than temporary venues. These places facilitate occasional meetings like those between users of Web 2.0 services: only later do the users discover reasons and objectives for working together.

These physical places are often matched with blogs, wikis and discussion groups to animate the networks.

<sup>1</sup> The first Barcamp was held in Palo Alto, next to San Francisco, in August 2005. It proposed an alternative to the Foo Camp, an annual invitations-only conference organised by Tim O’Reilly, editor of the freeware that was at the origin of the first definition of Web 2.0. This Barcamp was organised by a group of friends and acquaintances who worked in IT, but who were refused at the Foo Camp. The idea was to create an event that would be open to all, for which anyone could register on a wiki opened for the occasion. Participants present themselves with their name, present situation (company, project, etc.) and three keywords that give an idea of their current interests. Workgroups on application ideas are formed according to each one’s interests. In the course of 2006, Barcamps spread beyond California to the rest of the United States, Canada, Europe, India, Australia, etc.

<sup>2</sup> The Coworking community blog gives a simple definition: creating “a community of cafe-like collaboration spaces for developers, writers and independents”.

# Orange and co-innovation

In the spirit of Barcamps or coworking places, Orange was at the origin of numerous initiatives favouring “co-innovation”.

## liveradio

Connected to a livebox, liveradio lets you listen to thousands of radio stations from around the world as well as the Web, podcasts, audio-books... This first project from the Livebox Lab was co-developed by the manufacturer Baracoda and Orange.



Launched in 2004, the Orange Partner **1** programme runs a community for developers where they can be informed, buy, sell or distribute, and more globally speaking, innovative with the France Telecom group. “Partner Camps” **2** are held to assemble the community. The latest initiative was a European tour where Orange Partner invited developers to test the first Orange API **3**

Livebox Lab for its part aims to give third-party service providers a place where they can test their creations dedicated to the Livebox. The first project to come from the Livebox lab was LiveRadio **4**.

With the Lab’Orange site, the customers themselves are asked to contribute. By registering on the site, they become “labExplorers” who get to test concepts, devices and innovative offers in preview.

More upstream in the innovation process, the site dream’Orange **5** offers anyone interested in innovation, Orange customer or not, the possibility to contribute to the Group’s research and propose new ideas around service concepts or models.

Orange is also actively involved in the programme OpenID **6**, which establishes links of trust between service providers and identity providers. A new style of partnership can thus be set up.

**1** The Orange Partner programme brings together 55 000 developer-partners. Originally, the programme was aimed at mobile-application developers. It was subsequently opened to other Group initiatives in landline, Internet, etc. The scope was also considerably broadened towards the field of Web 2.0, especially with the launch of social networks like SoundTribes or pikeo, where third parties can provide complementary services. With the opening of its APIs, Orange Partner also addresses the corporate world. The role of Orange Partner is therefore to encourage developers to develop composite applications or “mash-ups” for social networks or companies with applicative services (“Software as a Service” ou SaaS).

**2** The latest Partner Camp was held from 16 to 18 April at Cape Canaveral in Florida. During these get-togethers, technical discussions with developers and designers are organised to facilitate the creation of innovative applications.

**3** Orange API allow developers to integrate certain Orange services in a simple way into their own applications, thereby enhancing the value of the services on the mass as well as corporate markets. Contact Everyone – a broadcasting service for SMS, voice messages, fax and email in more than 200 countries – became available to developers in 2007; the other APIs will be launched in 2008.

**4** This application makes it possible to listen to thousands of radio stations from around the world and the Web, as well as podcasts, audio books or mp3 on a USB walkman anywhere in your home, even your the PC is off. With a WiFi connection to the Livebox or another modem, LiveRadio comes as an autonomous device with an LCD screen. Menus on the LiveRadio can be personalised, and more radio stations can be added via the site [liveradio.orange.fr](http://liveradio.orange.fr), which was co-developed by the manufacturer Baracoda and Orange.

**5** Each month, the site presents a focus on new usage trends as well as articles and white papers on new services and technologies. In these co-creation spaces, partner labs or schools propose their latest innovations. Models, service ideas and demonstration videos are published to test Internet users’ interest. Spaces for discussion, sharing and brainstorming are also provided for users to express their thoughts on the proposed topics or suggest others. The site regularly has competitions open to all.

**6** OpenID lets users authenticate themselves on several sites (compatible with this technology) without having to remember an identifier for each, since they can use the same for all the sites. Orange positions itself as identity provider for each 40 million customers, which makes it a major player in this field.

# glossary

## Aggregator

Web service that gives Internet users the possibility to configure a personal homepage that generally includes a search engine, RSS feed management, Webmail access, weather forecast, photo access, etc.

## API

*Application Programming Interface*, a list of functions through which a computer software component can interact. This programming interface allows the exchange of XML data between two sites.

## RSS thread

*Really Simple Syndication*, a non-standardised protocol that allows a browser to display a website's table of contents. In practice, RSS threads are used to send a notification when a new post is published on a blog or an article on a press site.

## Podcast

a contraction of the brand name iPod and the word "broadcast". A Podcast is the broadcasting of sound contents. One can for instance subscribe to the RSS feed of a radio programme. On its website, Radio France offers the possibility to subscribe to some of its programmes. Each new item is then downloaded automatically.

## Widgets

as in "thingamajig". In a web context, the term is a contraction of "Window" and "gaDGET". It is a small application with a graphic interface designed for a single task, and can be fed by a RSS thread. Widgets function autonomously, inside or outside the Internet browser, or even in a physical shape, as in the case of LiveRadio.

## Wiki

from the Tahitian word "wiki wiki" (fast), a cooperative content-publication site. The free encyclopaedia Wikipedia is the best example. Though contested at times for the absence of control over articles that are published, the site has become a serious contender to traditional encyclopaedias.

## Tags

keywords used on many Web 2.0 sites to label or "tag" contents (photos, videos, blog posts, sites...). Tags can then be presented in the form of clouds, for a fast, original way to access a sub-category of contents. Tags form the basis of folksonomy (see page 1).