

Mobile Widget platform vendors :: comparative analysis

	Nokia WidSets	Nokia WRT Widgets	Opera Widgets	Access Widgets	Motorola WebUI	Yahoo Blueprint	Sun Java ODP	SurfKitchen Widgets
Commercials								
Date founded or launched:	Launched in October 2006	Announced in April 2007. First made available in the Spring of 2008.	Announced in February 2008. Launched first with Vodafone in Christmas 2008.	Launched in October 2008	First announced in August 2007 with the launch of the MOTOMAGX platform (previously L-J platform)	Announced at CES in Jan 2008. Blueprint 1.0 was released in June 2008.	Announced in January 2009, but not yet released to market	The SurfKit Widget Framework was announced in February 2008. First deployment was announced in May 2009.
Revenue model:	The original plan for WidSets monetisation was via distribution deals with content providers and leasing of advertising space. With the migration of WidSets under the Ovi Store, widgets can be monetised through end-user billing, much like any other app.	WRT does not have a revenue model or any revenue targets - it's purely a technology enabler	Per-unit install with OEMs and active-user revenue model with operators.	Per-unit licensing model for OEMs and operators, plus NRE. Planning to move to per active user or usage models.	WebUI is primarily a technology play. We are not aware whether and how Motorola has been able to monetise this.	Blueprint is mainly a technology enabler for developers. For OneSearch, Yahoo partners with operators for a rev share of advertising. The Yahoo Mobile client business model is all ad-based, but using Yahoo's larger premium ad networks.	Per-unit royalties (planned, but unlikely to work with operators or OEMs)	SurfKitchen uses two revenue models: - per-unit license fees (what SK calls perpetual provisioned model) - monthly active user model The SK financial relationship is always with the operator, not the OEM
Deployments & track record								
Number of widgets available:	circa 8,000 widgets (as of March 08) but likely to reduce considerably due to copyright requirements as part of Ovi Store. Unknown, as the WidSets client was not pre-embedded, only downloaded prior to the Ovi Store merge	> 1,000 widgets on widgets.nokia.com, but will be reduced significantly due to copyright restrictions as part of Ovi Store. Circa 45M devices as of 2Q09 (S60 3.2 and later devices)	100-200 widgets on the mobile version (1,000's on the PC version)	around 30 widgets developed by content partners and Access	50-100	100s of widgets	5-10 widgets listed from Sun partner software vendors (2nd parties)	100-200 (designed on a per-operator basis)
Handsets installed base (# of models, # of devices)	The WidSets client was never been pre-embedded, only downloaded	WRT has been deployed on all Nokia S60 3.2+ and 5.0+ devices.	10 S60 models (with Vodafone), 2 more models (with another T1 MNO).	Unknown	3 models only	Yahoo claims that Yahoo Mobile for Smartphone (incl. Yahoo Go) has been deployed on 'millions of devices' so far. Yahoo reports that 50% of installs is via end-user downloads.	none	just starting to ramp up with the two first deployments with Smart (Philippines) and Telstra (Australia).
OEM deployments	No operator-specific strategy.	No operator-specific strategy.	Vodafone and T-Mobile	Willcom, WILLCOM LU, WX340K, WX341 (Willcom) 931SH, 932SH, 830N (SoftBank), Samsung Pixon.	Only available on 3 MOTOMAGX platform devices: ROKR EM35, MOTO VE66 and the recent Evoke QA4	Motorola and Nokia S60 devices. Exact figures or models are not available.	none	unknown
MNO deployments	No operator-specific strategy.	No operator-specific strategy.	Vodafone and T-Mobile	DoCoMo, Willcom, SoftBank	none	OneSearch has been widely deployed by operators. But no operators have yet deployed Yahoo Mobile Widgets as a product.	none	For all SK products listed customers are Orange (UK, FR, ES, PO), Telefonica Spain, Telstra, Cincinnati Bell Wireless, Maxis, Al Jawal, Smart. The widgets framework is being deployed with Smart (Philippines) and Telstra (Australia).
Developer audience size (estimated number of developers who have used platform to develop widgets - order of magnitude only)	5,000-10,000	500-2000	1,000-5,000	10-50	50-100	100-500	10-50 (a few Sun partner ISVs)	closed SDK, not available for 3rd party developers
Technology								
Runtime framework	Widgets run within a J2ME container, called the dashboard. Over 300 models have been tested for dashboard compatibility.	The Nokia WRT (Web RunTime) is based on the Webkit core and is available on S60 3.2+ and 5.0 devices).	Widgets run on top of the Opera core runtime, which is Opera's core product (available on desktop, mobile, TV and Wii, but NOT Opera Mini).	The Widget Player is a layer on top of the browser as it reuses all the rendering and scripting engines. The Widget Manager is a separate library (requires native port). Note that the browser is not upgradeable or updateable to add the Widget Player over the air.	WebUI widgets are based on the Webkit core which runs on Motorola's MOTOMAGX (L-J) platform. It is unclear whether WebUI will be ported on Windows Mobile or Android handsets, while technically this is no small feat.	The Blueprint runtime is part of the Yahoo Go MIDlet (to be rebranded to Yahoo Mobile for Smartphones).	The Java ODP runtime is in effect an alternative Java Application Management System (AMS). There are two versions of the ODP: - the standard version based on JTWI/JSR 185 spec - the advanced version based on JTWI + JSR 234 (Advanced Multimedia Supplements extension).	The SurfKitchen runtime is native and has been ported on Java, BREW, Symbian, RIM, and Windows Mobile. It includes an ECMAScript interpreter and API glue to the device platform.
Widget authoring language	Widsets use the WSL (Widsets Scripting Language - based on Java ME) in addition to XML (for file configuration) and CSS (to customise look & feel)	XHTML, CSS, DOM and JavaScript	HTML, CSS, DOM, and JavaScript	HTML, CSS and JavaScript (JavaScript usage is discouraged, for performance reasons).	XHTML, JavaScript, CSS and JavaScript	Blueprint is a declarative XML-based markup loosely based on XForms. No scripting or procedural code are supported.	J2ME + LWUIT toolkit for UI development. Java FX support is planned in the future.	A combination of XML and JavaScript.

source: VisionMobile research