

# The Promise of Ubiquity

Mobiles as media platform in the global South

<http://www.internews.fr/spip.php?article459>

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راديو محلی قره باغ



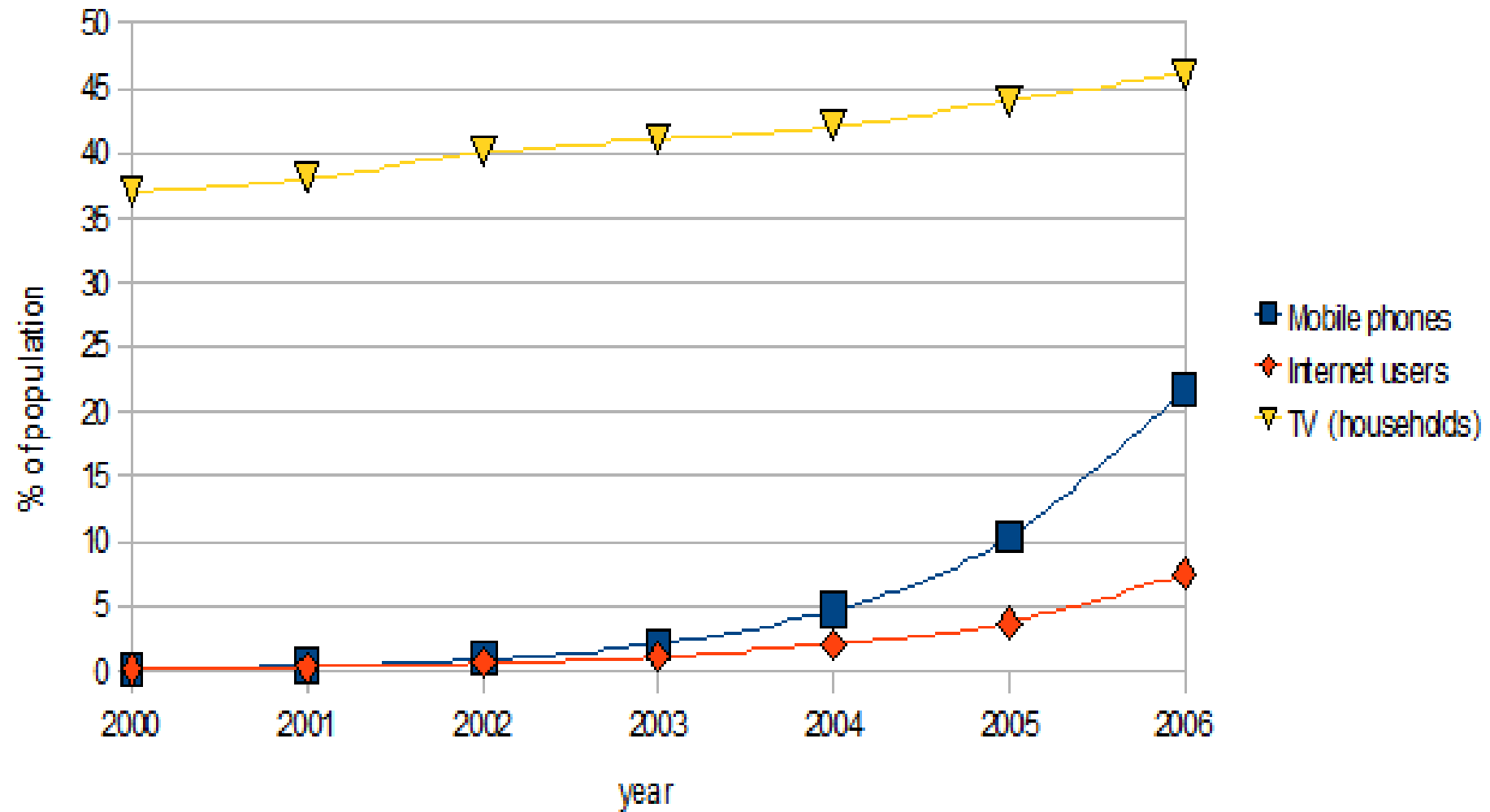
Local Radio of Qarabagh





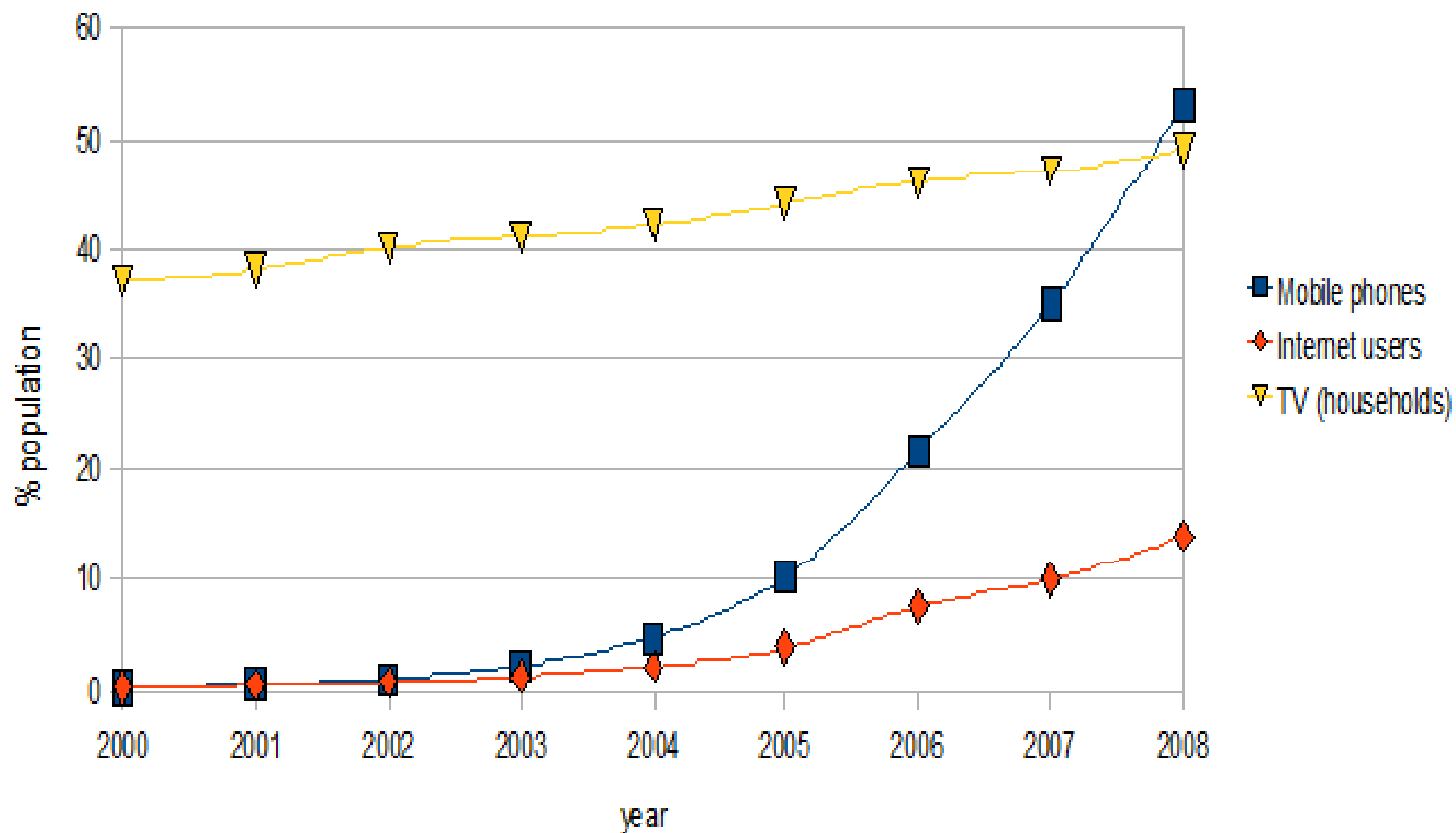


## Pakistan Media Access 2000-06



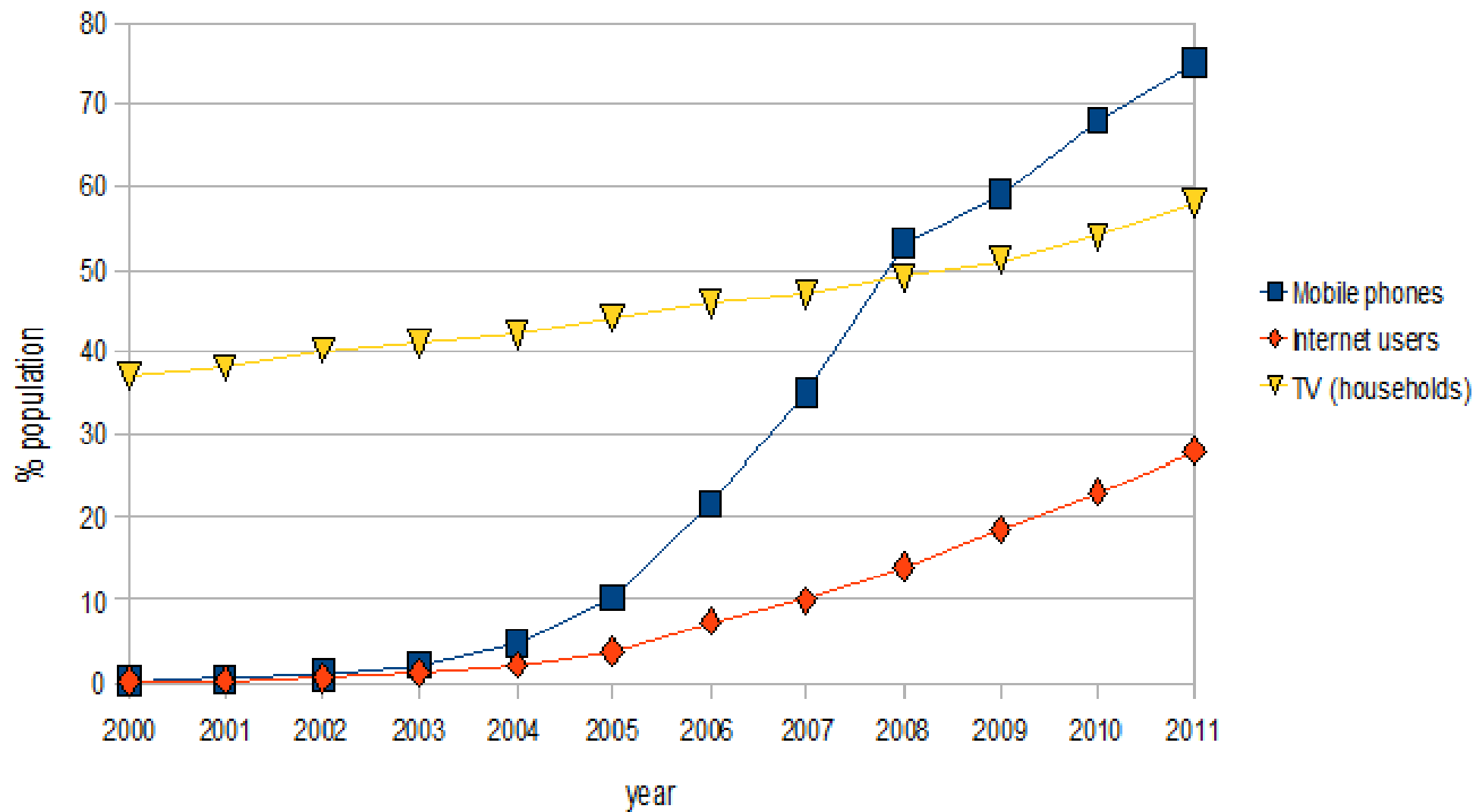
# Pakistan media access 2000-08

(sources: World Bank, PTT)



# Pakistan Media Access: 2000-2011

sources World Bank, PTT



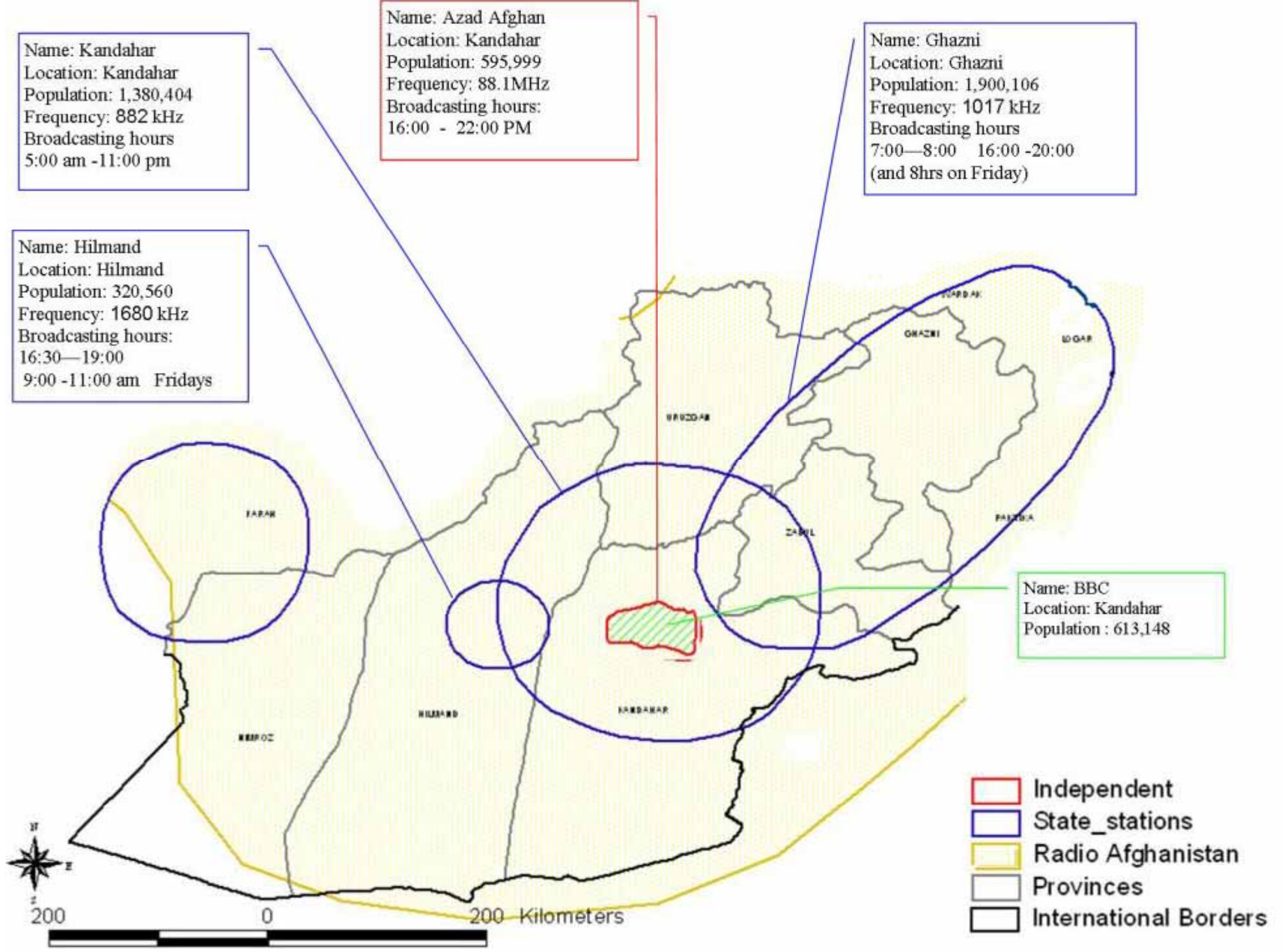
Name: Kandahar  
Location: Kandahar  
Population: 1,380,404  
Frequency: 882 kHz  
Broadcasting hours  
5:00 am -11:00 pm

Name: Azad Afghan  
Location: Kandahar  
Population: 595,999  
Frequency: 88.1MHz  
Broadcasting hours:  
16:00 - 22:00 PM

Name: Ghazni  
Location: Ghazni  
Population: 1,900,106  
Frequency: 1017 kHz  
Broadcasting hours  
7:00—8:00 16:00 -20:00  
(and 8hrs on Friday)

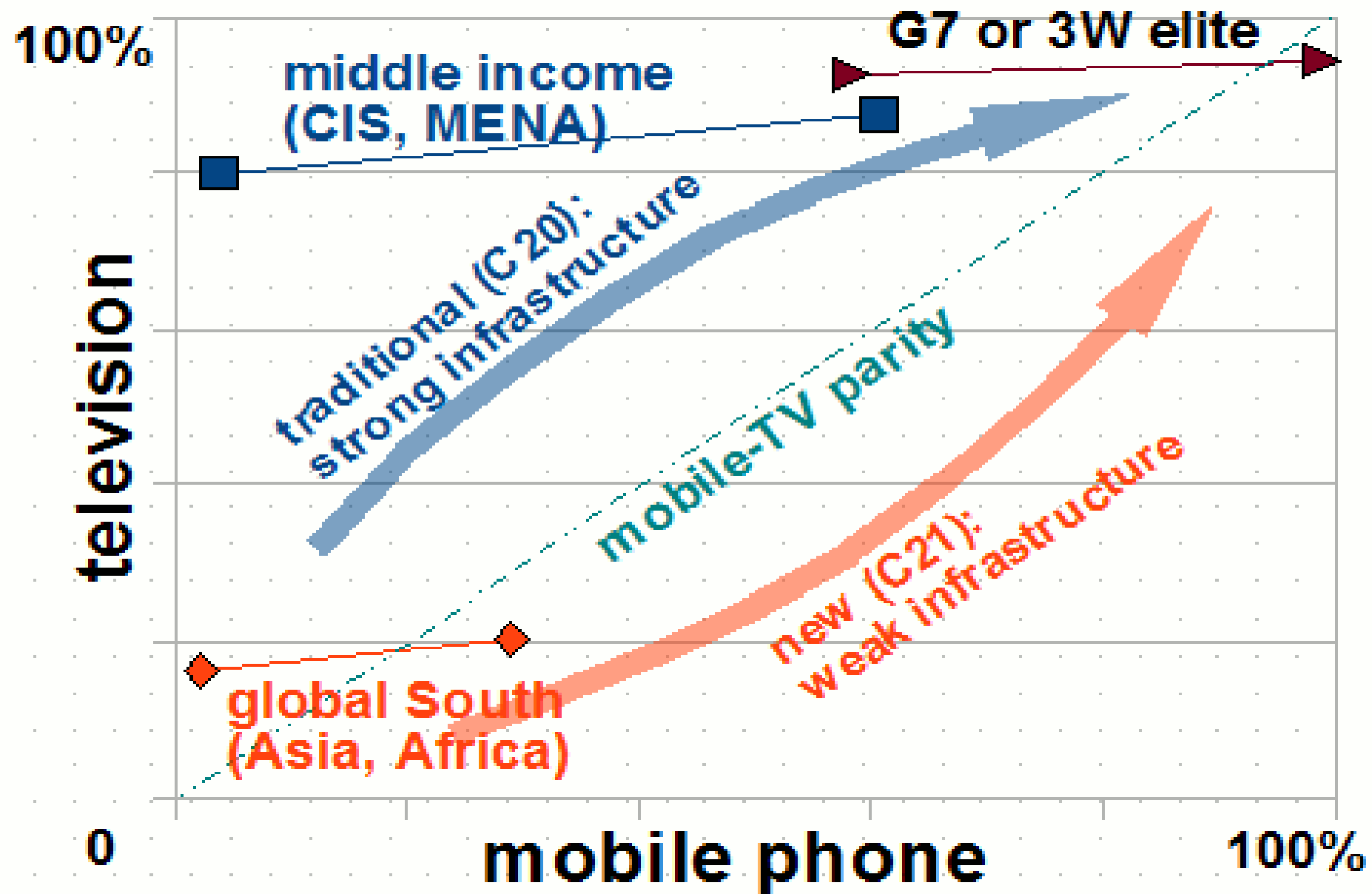
Name: Hilmand  
Location: Hilmand  
Population: 320,560  
Frequency: 1680 kHz  
Broadcasting hours:  
16:30—19:00  
9:00 -11:00 am Fridays

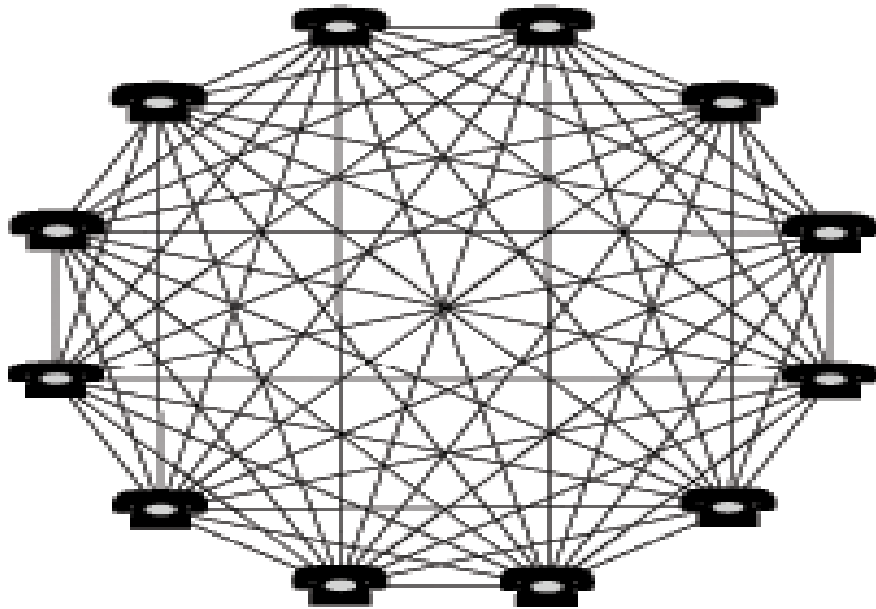
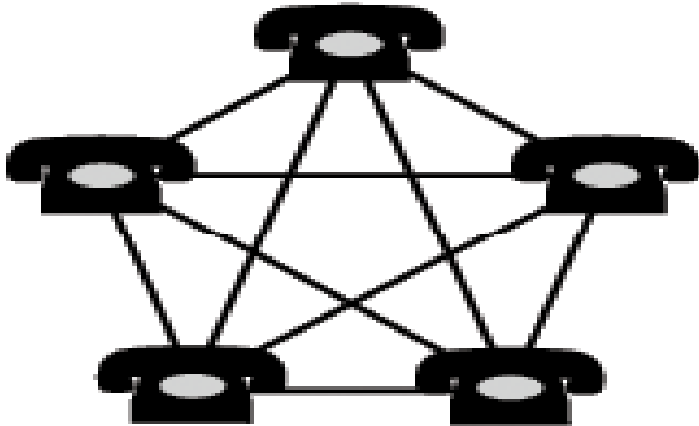
Name: BBC  
Location: Kandahar  
Population : 613,148





# paths to ubiquitous media







**CULTURE** economics, religion, etiquette, law, social structures...

**ENVIRONMENT** sound, light, space, privacy, distractions, other people...

**ACTIVITY** walking, driving, eating, juggling groceries, waiting for the bus, in line...

- goals**
- identity
  - status
  - logistics
  - communication
  - information
  - entertainment
  - social interaction

- attention**
- continuous / full
  - continuous / partial
  - intermittent / full
  - intermittent / partial

- tasks**
- make call
  - compose message
  - meet friends
  - announce location
  - send photo
  - view video
  - find local information
  - etc...

**interface**

- device**
- hardware
  - OS
  - condition
  - familiarity
  - battery level
  - software
  - capabilities

- connection**
- speed
  - reliability
  - set up

- carrier**
- practices
  - services
  - pricing model



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