Subscription-Less Web Push Framework

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Subscription Management – Open Issue 1

• Relevant use cases that can benefit from Web Push if “implicit-subscription” model available
  • Valuable, real-time information to be pushed or user to be solicited
  • User willing or expecting to compromise some privacy
  • Need to reach all UAs, but unknown or impractical to require explicit subscription
• Examples:
  • Local Emergency, Alert, Urgent Notification Services
  • Dormant Mobile Device Presence Determination
  • Venues with Relaxed User Privacy Expectations
  • Broadcast Local Services
Subscription Management – Open Issue 2

• Coordinate/control Web Push traffic to each UA globally across applications
  • Dominant aspect in determining User Experience
  • Combined behavior of all relevant applications in a certain location
  • Metric is not simply volume of traffic, but also relative and absolute timing (aggregate and individual traffic profile)
Web Push Subscription Authority (WPSA)

• Solution to both problem

• Trusted authority in charge of managing Web Push traffic across application and provide subscription-less Web Push
  • Subscription-less does not mean uncontrolled

• Controls combined volume and profile of Web Push traffic to each UA

• Applies policies, can be globally defined
  • Throttle
  • Prioritize application traffic
WPSA: Challenges

• Definition of Trust
  • UAs must trust
  • Applications must trust

• Architecture for scalability and local applicability

• WPSA discovery
Next Steps

• Solicit discussion on Subscription Management
  • Subscription Management is a very relevant, urgent, practical issue for adoption of Web Push
  • Needed to define Web Push Quality of Experience

• Should be a topic addressed by WG
  • Continue discussion and reach agreement on the mailing list

• Evolve this draft into Subscription Management Framework draft
  • Solicit co-authors on the mailing list
  • Work towards making Subscription Management Framework a WG document