



THE IMPACT OF WEB PLATFORM GROWTH

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AGENDA

- **Platform progress**
- Strengthen the core and reach new markets
- Work with developers



WHAT IS THE OPEN WEB PLATFORM?

The Open Web Platform is a full-fledged programming environment for rich, interactive, cross-platform applications.



IS THE CORNERSTONE



IN OTHER WORDS, IT'S THE WEB WITH:

- **APIS:** Geolocation, gyroscopes, near-field communications (NFC), cameras, address book, linked data, ...
- **Rich media:** Audio and video, vectorial images, graphics, animations, high-quality typography, ...
- **Cross-device:** screens of all sizes, touch, keyboards, voice, vibrations, beeps, ...
- **Communications:** client-server, real-time, peer-to-peer, sockets, ...
- **Society:** privacy, security, multilingual, accessibility



MAY 2012:

The Open Web Platform is here!



2.1 BILLION
MOBILE DEVICE
BROWSERS BY 2016



34%
OF TOP 100 SITES



75%
OF WEB
DEVELOPERS

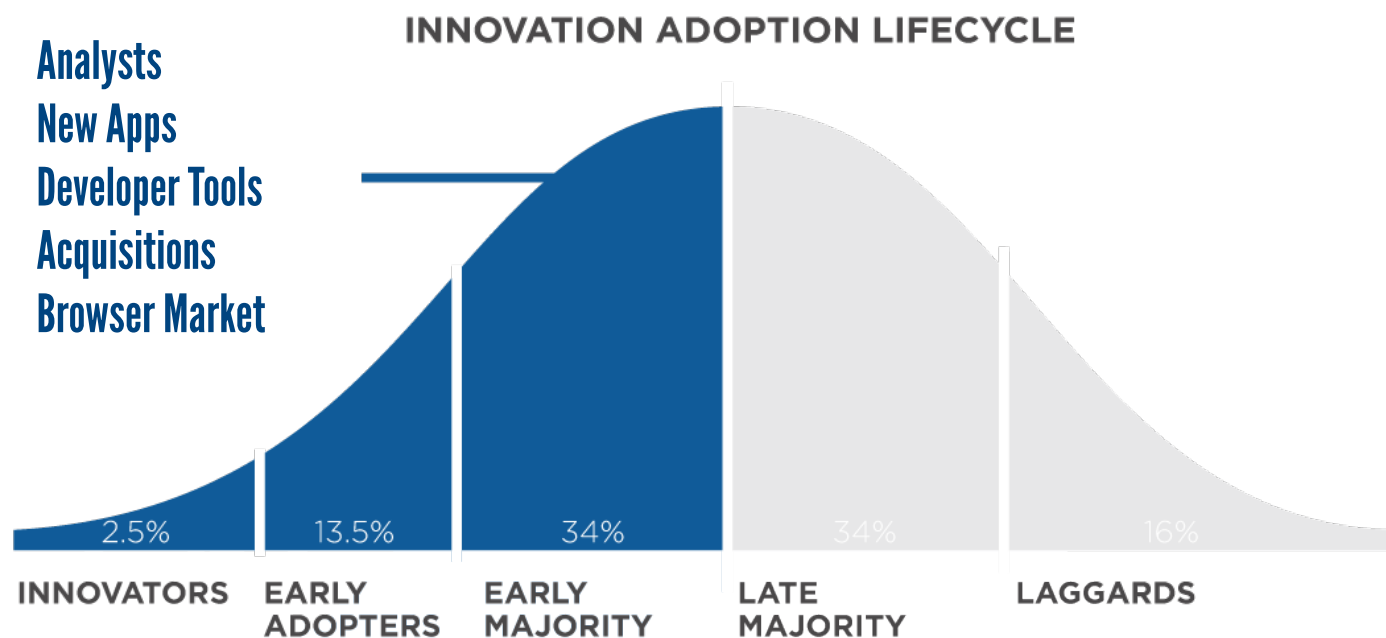


NUMBER 1
JOB TREND



NOVEMBER 2012:

Where is the OWP today?





GARTNER

Tech Trends 2013 (from October)

How Do Technology Trends Impact the Human, Business and IT Experiences?

Top 10 Strategic Technology Trends for 2013

1. Mobile Devices Battles
2. Mobile Applications & HTML5
3. Personal Cloud
4. Internet of Things
5. Hybrid IT & Cloud Computing
6. Strategic Big Data
7. Actionable Analytics
8. Mainstream In-Memory Computing
9. Integrated Ecosystems
10. Enterprise App Stores

Trend Impact Assessment



Gartner



THE PROMISE IS UNIQUE

HTML

CROSS-DEVICE!

DEVELOPER BUY-IN!

LIVE UPDATES!

SMALL FOOTPRINT

APPS IN THE CLOUD!

NO PLUG-INS!

ROYALTY-FREE

RAPID PROTOTYPING

WRITE ONCE, DEPLOY EVERYWHERE!

The HTML5 logo is a large, orange, shield-shaped icon with a white '5' inside. The word 'HTML' is written in a large, bold, black, sans-serif font above the icon. The background of the entire graphic is a light gray with a radial pattern of white lines emanating from the center. The promises are written in a bold, black, sans-serif font, slanted at an angle, and arranged in a circular pattern around the HTML5 icon.



REALITY CHECK

“THE CLOUD”

- [Reuters:](#) “Critics say that HTML 5's one-size-fits-all approach will mean average experience across the board at the expense of excellence on individual platforms.” – October 2012
- [Appcelerator/IDC:](#) “Appcelerator and IDC surveyed 5,526 developers ... disappointment with nearly every aspect of HTML5...” – Q3 2012
- [Mark Zuckerberg / Facebook:](#) “...betting too much on HTML5 as opposed to native... because it just wasn't there. And it's not that HTML5 is bad. I'm actually, on long-term, really excited about it. [We] actually have more people on a daily basis using mobile Web Facebook than we have using our iOS or Android apps combined. So mobile Web is a big thing for us.”

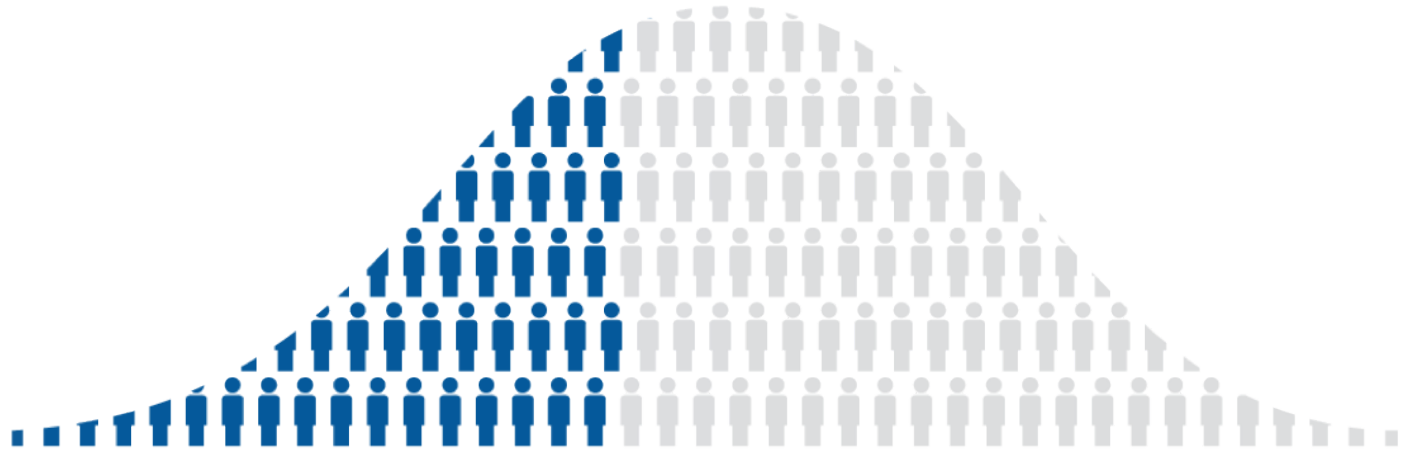


WHAT DO EARLY MAJORITY SAY?

- Close the gap with native
 - Improve Performance, capability, packaging, payment, discovery, system-level APIs
- Achieve broad interoperability
 - Increase testing, libraries, modularization, developer outreach
- Meet reqs of adjacent industries
 - Increase participation from industries most dramatically affected by new devices, connectivity, mobility, social



**TO GO FROM THE EARLY MAJORITY TO THE
FULL MAJORITY...**





WE MUST STRENGTHEN THE CORE AND REACH NEW MARKETS

AUTOMOTIVE



PUBLISHING



MOBILE



TV



DEVELOPERS





PURPOSE OF TPAC BREAKOUTS

- General
 - Brainstorm with colleagues about anything Web/W3C
- Specific
 - Address topics that cross WGs, IGs, BGs, CGs
- My personal pitch
 - Define next work agenda for the Open Web Platform
 - Identify priorities for strengthening the core
 - Find ways to reach new markets
 - Identify areas for potential work



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WHERE DO WE GET IDEAS FOR THE CORE?

- Working, Business, Community Groups
- Workshops
- Members
- Developers
- Media and Analysts



KEYS TO THE CORE

- Performance
 - “Performance is critical as user expectations rise for rich media, social” (Forrester Research, August 2012)
 - Should we develop performance profiles?
 - [8 November Workshop](#) hosted by Google
- Capability
- Interoperability



PERFORMANCE

Tobie Langel to Coremob CG

- Tooling
- Memory usage
- Frame rate
- Scrolling
- Hardware acceleration



PERFORMANCE

Paul Bakaus to Web Performance WG

- Javascript engine performance
- Memory info (“the biggest performance bottleneck”)
- Scrolling, touch events
- GPU, smooth animation
- Unload images, refresh rate display

See this presentation:

The state of HTML5 mobile game development



CAPABILITY

New API ideas include:

Content	Devices	Tuning	Needs Fix
• Content protection • Payments • Proof of purchase • Alarm • Access to textures • Archive/Zip • User data (e.g., browser history)	• Bluetooth • FM Radio	• Memory • Momentum scrolling • GPU • GC	• AppCache • Device orientation

But also CSS 3, SVG 2, WOFF 2, WebRTC, Tracking Protection, Accessibility, and much more



CAPABILITY

From Web and TV Interest Group

- Adaptive streaming
- Premium content protection
 - Analyst during briefing: “#1 issue I hear is need for content protection”
- Service discovery in home networks
- Control and communication
- What are next priorities?



CAPABILITY

From Web Signage Business Group

- Device discovery
- Real-time notification from server
 - in emergency scenarios
- Location-based services
 - in train stations, airports



CAPABILITY

Upcoming Automotive Workshop

- Putting safety first
- Relation of car and smartphone
- Markets for automotive applications
- Infotainment
- Location-based services



CAPABILITY

Upcoming Publishing Workshops

- What is published (media, 3D, etc.)
- Packaging (Web site, apps, etc.)
- Business models (content protection, advertising)
- Journalism and the social web
- Rise of ebooks and tablets



INTEROPERABILITY

- Test suite development is happening
 - HTML WG, CSS WG, Coremob CG, etc.
 - Community efforts such as “Test the Web Forward” are valuable
- We need more
 - AB discussing interop planning as part of process
- Impact of modularization
 - [HTML WG plan extension specs](#)
 - Impact on test suites?



WORKSHOPS FOR NEW MARKETS



Digital signage



Digital publishing

Two Workshops: February 2013, Q2 2013



Digital Marketing

Q2 2013 Workshop



Automotive

[14-15 Nov Workshop](#) hosted by Intel and sponsored by Webinos.



Privacy

[26-27 Nov Workshop](#) hosted by UC Berkeley and TRUST Science and technology center.

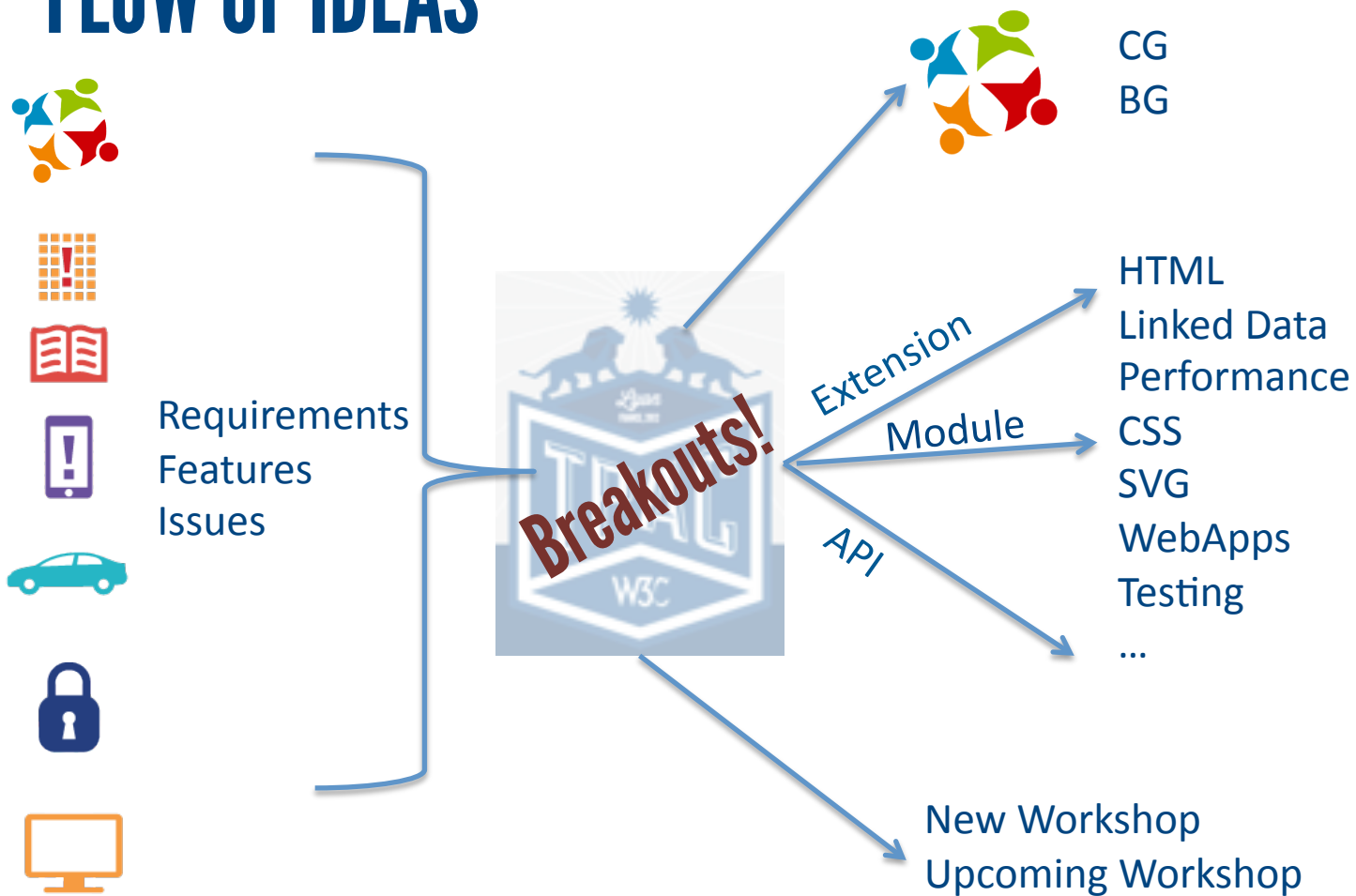


Television

Q2 or Q3 2013 Workshop



FLOW OF IDEAS





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WEB PLATFORM DOCS



WebPlatform.org

- A comprehensive and authoritative source for Web developer documentation, convened by W3C
- Supported by stewards
 - Founding stewards: Adobe, Apple, Facebook, Google, HP, Microsoft, Mozilla, Nokia, Opera
 - More organizations expected to join them
- Entire community will build site



SUCCESSFUL ALPHA ANNOUNCED



WebPlatform.org

- Day of announcement:
 - 86K visitors
 - 720K page views
- 14 days later:
 - 500 active users
 - 12K registered users
 - 3K edits



COMMUNITY GROUPS

- > 100 groups
- > 1900 individuals
- 168 Members participating
- 700 non-Member orgs





TRAINING AND TOOLS



- W3Dec Campus (online)
- W3Conf 2013 (coming soon)
- Validator



SUMMARY

- Take advantage of TPAC
 - Priorities for strengthening the core?
 - Breakout to solve a hard problem?
 - Stakeholders who should be at W3C?

THANK YOU FOR PARTICIPATING!

