



Best Buy, Co., Inc. operates over 1,150 retail stores across the United States, Canada, Europe, China and Mexico, specializing in consumer electronics. With a large market share in the US and expanding businesses across the globe, we believe that our experience consuming and selling a multitude of technology products can positively contribute to a larger discussion about web standards on devices outside the realm of the PC desktop.

Typically traditional "brick and mortar" retailers are often some of the last to react to new technology developments. However, the role of retailers has been steadily changing from one focusing on primarily hard good products to a blended model that mixes hardware and digital goods to produce a rich and complete end user experience. Best Buy sits on the front lines of customer feedback, and experiences first hand how web technology can be an asset and delight consumers if it works well, or a burden if significant hurdles exist. Being able to deliver a seamless and easy-to-use experience to our customers with every product they purchase from us reflects positively on our brand image and positively impacts our customers' lives. We feel that participating in the creation of core standards for Web and TV will allow us to represent the voice of the end consumer of these technologies.

The web should be an open marketplace, and to that end, we would like to see open standards promoted through the W3C Web and TV Workshop. There are considerable roadblocks to product development when every manufacturer has a proprietary development kit and software platform. Utilizing and enhancing the HTML5 standards to promote a common development platform accessible through any device enables a very rich and creative marketplace for the delivery of digital goods that ultimately benefits both companies and consumers.

From a development perspective, we want to ensure that the current HTML5 specs as they stand today serve as a foundation for any work going forward to bring the web to non-PC devices. Additionally, this work cannot be done behind closed doors -- our business relies not only on our internal technology and development teams, but also strategic partnerships with other organizations that may have opinions on these standards. In order for this work to be successful, it is crucial that the W3C and the participants in the Web and TV Workshop exercise transparency and openly broadcast any findings or recommendations to other groups involved in crafting new web standards.

There are several topics we are particularly interested in:

- Developing a standard for better access to device metadata, possibly through the expansion of W3C Device APIs
- The utilization of HTML5 digital media standards like <video> to facilitate the procurement (buy, rent, stream, etc.) of digital goods



- Integration of new payment standards on the web, with a particular focus on Micropayments
- Sharing and DRM standards, examining the benefits to consumers and potential impacts to business relationships between retailers and manufacturers/ suppliers

We look forward to participating in the development of this very important evolution of Web technologies.

Regards,

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