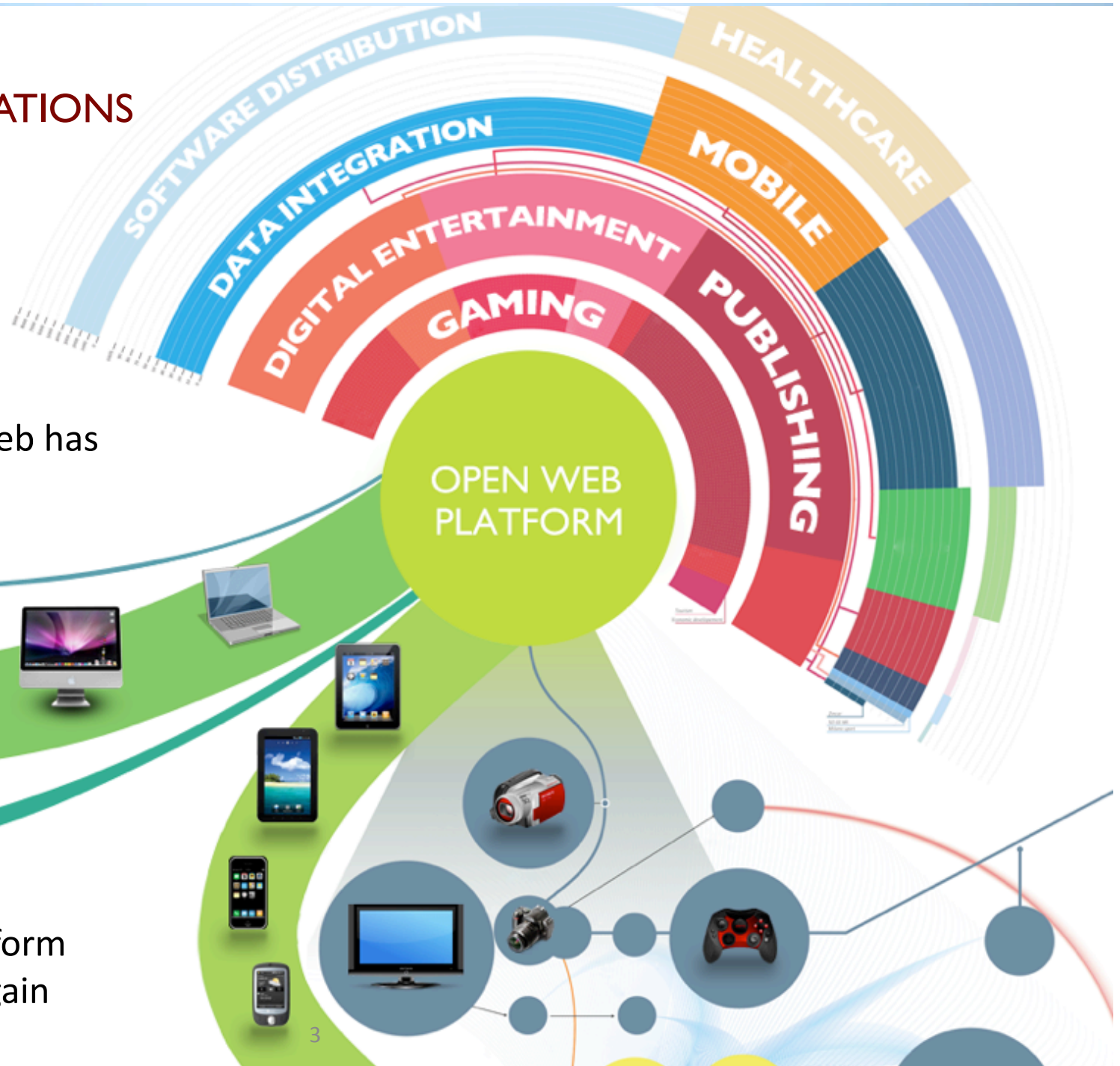# W3C Organization Focus

- 2010 and beyond
  - Sustainable business model
  - Details at AC meeting
  - Two slides today
- 2011 and beyond
  - Improving how we create standards

A NEW WAVE *of* TRANSFORMATIONS

Just as the Web has transformed everything…

…It will transform everything again

OPEN WEB PLATFORM

SOFTWARE DISTRIBUTION

DATA INTEGRATION

DIGITAL ENTERTAINMENT

GAMING

HEALTHCARE

MOBILE

PUBLISHING

New Full Members in Past 18 Months

LG	Huawei	Zynga
NEC	Nielsen	Mstar
Sony	Comcast	Netflix
KDDI	Facebook	Rakuten
Baidu	China Unicom	SanDisk
	Motorola Mobility	Gemalto
	Cox Communications	

Devices	Games	Social Networking
Storage	Mobile	On-line Marketplace
Security	Search	Consumer Electronics
Broadcasting	Publishing	Telco Equipment
Semiconductors	Telco Services	

2011 Focus on HOW we create standards

- Getting started early – Community Groups
- Finishing on time: Timeliness
- Headlights
- The right stakeholders
- A forum: attendee-led breakout sessions
- Developer conference
- Is it time to revisit the W3C standards process?

Community Groups

- Key attributes
  - Anyone can participate
  - Free
  - Considerable latitude in how work is structured
  - RF patent rights and permissive copyrights
  - IPR commitments can lead to REC track

- Initial results (two months after launch)
  - 30 CGs have formed
  - 12 more proposed

Timeliness: Missing schedule hurts

- The standard is less timely
- It costs us more to get the work done
- It prevents us from working on other things
- It adds to workloads
- Damages our reputation for speed

Metrics

- # - of projects
- # with dates – currently assigned completion dates
- # with comps – we know the original planned date
- % on schedule – fraction of # with comps that were completed (still scheduled to be completed) on time
- Average delay (total)

Data

	Last 12	Ongoing
#	16	147
# With Dates	16	115
# With Comps	9	91
% on schedule	11	18
Average delay (late)	35m	27m

Some Ideas for Chairs

- Proactive chairs to drive to consensus
- Get implementer commitments when entering CR
- Declare success with < 100% of goals
- Improve processing of comments; planning for large number of comments
- Start testing earlier
- Be more realistic in setting dates
- Scope management
- Time management
- Recruit editors / replace non-performing editors
- Improve camaraderie and teamwork

Some Ideas for W3C Management

- Reduce Team resources when late
- Full AC review if >1 year late (not just Director)
- Quarterly internal review
- Be more realistic in setting dates
- Time management
- Training (Team Contacts, Chairs)
- Shut things down sooner
- Declare success with < 100% of goals
- Avoid "researchy" topics
- Scope management
- Internal discussion of ideas in Q2
- Socialize with AC at following meeting
- W3M annual "Woods meeting"
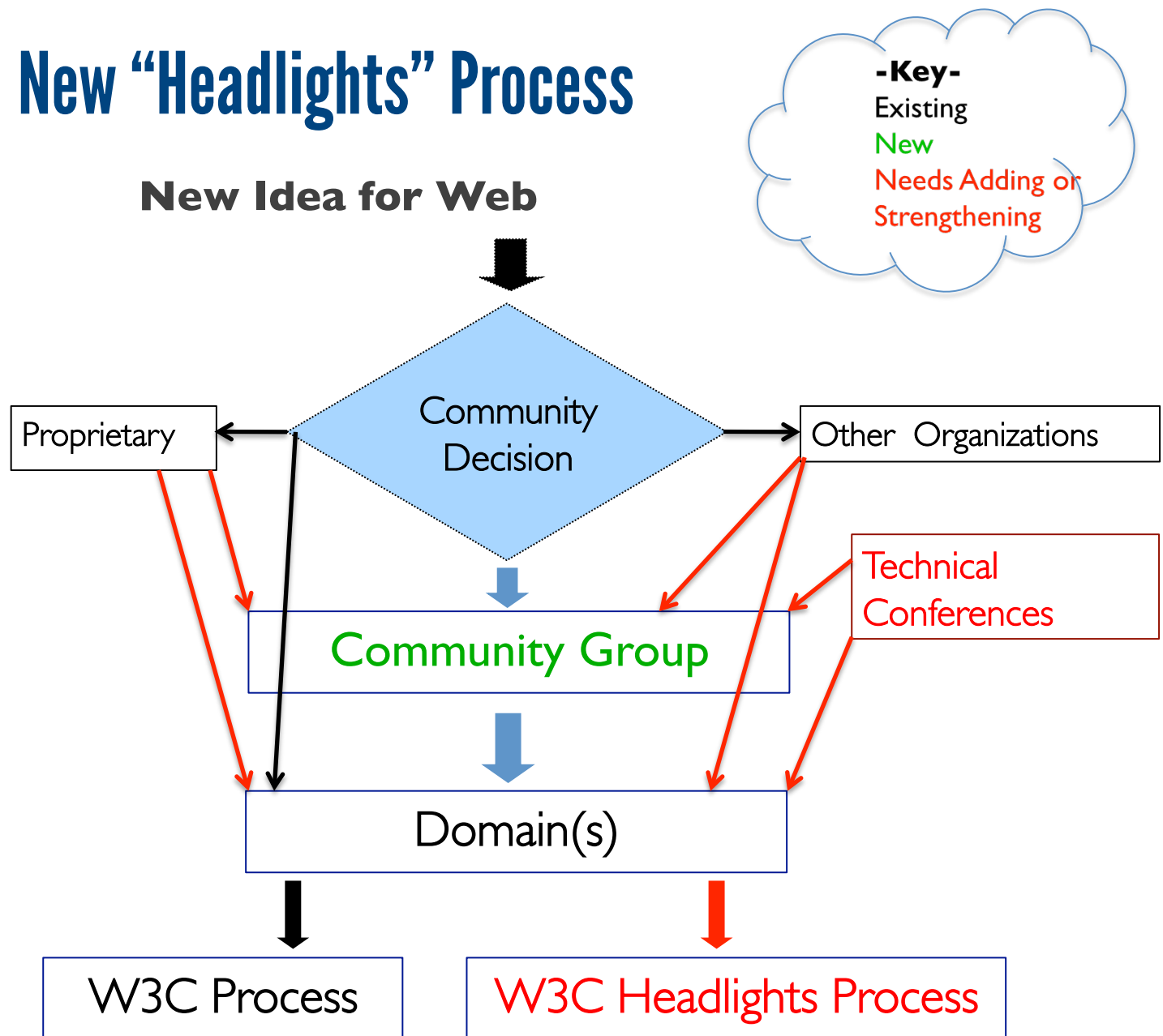
W3C Acceptance/Adoption Procedure

Team Contact

- Assess momentum of WGs
- Identify lapses & action plans
- Keep in touch with implementers
- Reports to Domain Weekly

Domain

- Update and track status
- Reports to W3M Quarterly or as needed

W3M

- Where do we need help?
- CEO/Director calls

Attendee-led breakouts

- Purpose of TPAC is for developers to work together
- What better way?
- An experiment – we'll see how it works
  - Feedback critical!
- Optional opportunity to report back at closing Plenary
  - Impact our ongoing management of standards

W3Conf

Practical Standards for Web Professionals

15-16 November
Redmond Marriott Town Center
Redmond, WA 98052

If you are a developer or designer wanting to hear the latest news on HTML5 and the open web platform, and your place in it, save the date.

A limited number of seats will be available for the live audience in Redmond–just outside of Seattle–and videos of the presentations will be **streamed live** to the world.

W3C Social Business Jam

Building a Blueprint for Social Business

08 – 10 November 2011
Your Device

The W3C Social Business Jam is an online ("virtual") collaboration event that will engage participants and organizations that deeply care about leveraging social technologies to solve real business problems. The event will take the pulse of thousands of participants on key issues businesses face as they apply social technologies to business environments.

Revisiting the W3C standards process

- Designing new process for CGs and BGs also raises the question of whether to revisit the standards process and patent policy.

- I welcome your input on:

  - Whether you think that an overhaul is required?

  - If so, how would one manage the complexity?

  - Who are the key stakeholders?

  - What would be the priority goals to achieve through change?

  - What would be the priority problems to solve?

Summary

- Community Groups
- Timeliness
- Headlights
- The right stakeholders
- A forum: attendee-led breakout sessions
- Developer conference & Social Business Jam
- Interested in further input