



Overview
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THE WORLD WIDE WEB CONSORTIUM



- Lead Web to its Full Potential
- 385 Members (85 Full Members)
- Web ecosystem: users, developers, browsers, etc.
- 70 staff in US (MIT), China (Beihang), France (ERCIM) and Japan (Keio)

TIM BERNERS-LEE

WEB INVENTOR AND W3C DIRECTOR

HOW DOES W3C WORK?

- Focus is to create standards that lead to commercial benefits
- W3C accepts inputs from all and provides outputs to all
- Each company brings their expertise, perspective
- Work organized into 4 “Domains” *Interaction, UbiWeb, Accessibility, Technology and Society*
- 65 Working Groups. Each has engineers from member companies with staff support
- Liaisons with many organizations: IDPF, IETF, OMA, DLNA, [ISO JTC1/SC 29](#)/WG11 (MPEG), [ITU-T](#) Group 16 IPTV, [Open IPTV Forum](#), [SMPTE](#), more.
- W3C Recommendations under Royalty-Free Patent Policy
- W3C is ISO/JTC-1 PAS Submitter

OPEN WEB PLATFORM

A platform for innovation, consolidation, and cost efficiencies.

- Web pages are more beautiful, interactive and intelligent
- HTML5 provides cross-browser interoperability and all major browser vendors plan to support it
- Video is a first-class citizen
- Simplifies data integration
- Numerous devices
- Tools for social networking (privacy, security, identity)
- The most interoperable platform in the industry

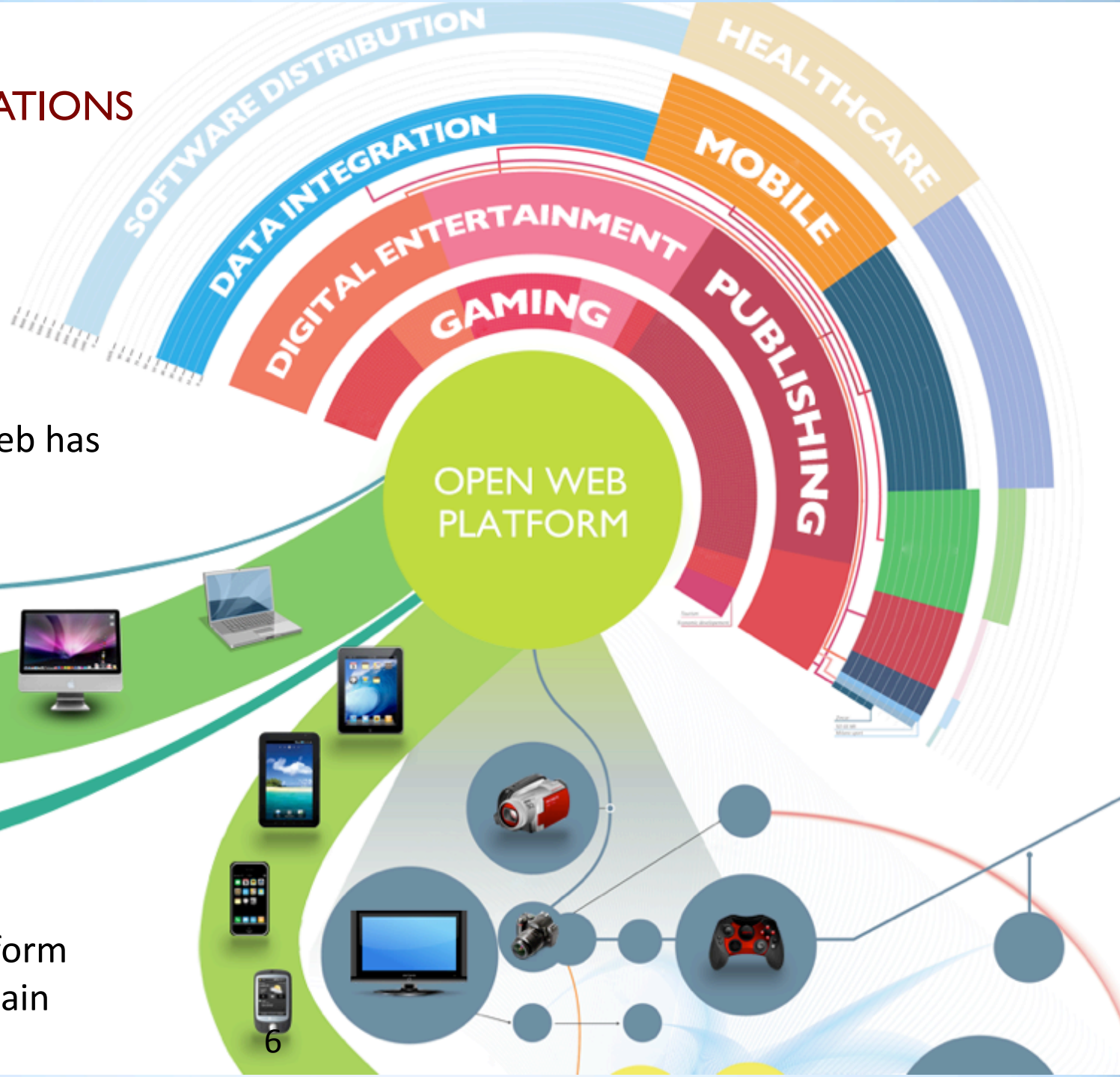
THE FORECASTS ARE SOLID



A NEW WAVE *of* TRANSFORMATIONS

Just as the Web has
transformed
everything...

...It will transform
everything again



PUBLISHING and the WEB

- Creating a Web site has always been viewed as a form of publishing
- For nearly 25 years, every enhancement created for the Web has – by definition – provided an additional tool for publishers.
- In essence – Web technology represented a new set of tools available for publishers
 - If publishers need to specialize these tools somewhat, they did that in separate organizations such as ePub.
- The Web has also democratized publishing – everyone is a publisher
 - Although professional publishers have value-add capabilities that not everyone can duplicate

THIS WORKSHOP

- This workshop arose from the following observations
- There are a set of technologies that need to drive a more intimate dialog between web technologists and publishers
 - The Open Web Platform (HTML5, CSS, Metadata)
 - eBooks
 - Social
 - Digital Marketing
- No longer are publishers mere consumers and occasional enhancers of standard web technology
 - They need to be at the front lines of defining web technology

MY PERSONAL THEORY

- I have a personal pov about how this dialog will benefit publishers
 - I am presenting it Wednesday at the TOC conference
 - In deference to the TOC organizers, I will not present it here today
 - I will also not present it today, because I am still working on the presentation
 - The presentation will be modified based on what I learn from you in this workshop

SOME GENERAL THOUGHTS

- We can enhance the Web to allow a more complete high-end technology base for layout and typography
- With publishing more fully moving to the Web, there will be value-add leveraging the broader Web.
- Distribution and business models are enhanced by the Web.
- Consumers consume content differently on the Web (or in the next generation). This impacts publishing.

CRITICAL WORKSHOP SUCCESS FACTORS

- Have open dialog
- Have technical dialog
- Get to know each other
- Seek consensus

Discussion will fuel agenda setting at W3C, IDPF, BISG