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

75% OF WEB DEVELOPERS

34% OF TOP 100 SITES

NUMBER 1 JOB TREND
NOVEMBER 2012:
Where is the OWP today?

INNOVATION ADOPTION LIFECYCLE

Analysts
New Apps
Developer Tools
Acquisitions
Browser Market

INNOVATORS 2.5%
EARLY ADOPTERS 13.5%
EARLY MAJORITY 34%
LATE MAJORITY 34%
LAGGARDS 16%
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
The promise is unique

HTML5

Cross-device!
Developer buy-in!
Live updates!
Small footprint
Apps in the cloud!
No plug-ins!
Royalty-free
Rapid prototyping
Write once, deploy everywhere!
REALITY CHECK

• **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
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
AGENDA

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

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

*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

Requirements
Features
Issues

Breakouts!

Extension
Module
Api

CG
BG

HTML
Linked Data
Performance
CSS
SVG
WebApps
Testing
...

New Workshop
Upcoming Workshop
AGENDA

- Platform progress
- Strengthen the core and reach new markets
- Work with developers
WEB PLATFORM DOCS

• 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

- **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!