Transforming the Web Together
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By: Bernard Gidon, EMEA Business Development Leader
Tim Berners-Lee invents the World Wide Web.

The W3C is founded by Tim Berners-Lee at the MIT, in collaboration with Inria

W3C’s mission is to ensure the long-term growth of the Web with the vision of ONE WEB FOR ALL
A NEW WAVE of TRANSFORMATIONS

Just as the Web has transformed everything...

...It will transform everything again
How does the W3C work?

- Accepts inputs and provides outputs to all – no charge!
- Focus is to create standards which lead to commercial benefit
- Web has a good track record
- Working Groups have engineers from Member companies with staff support
- Each company brings its expertise and perspective
- 4 Domains: Interaction, UbiWeb, Accessibility, Technology and Society
- RF patent policy
- ISO PAS submitter
Broad Reach

- Translations of standards to 55+ languages
- Liaisons w/ 40+ global standards organizations (UN, ISO, ITU, IETF, OGF, Unicode, ICANN, ETSI, Isoc…)
- 55,000+ people subscribed to 800+ mailing lists
- Millions of Hits/day on www.w3.org
- 220+ Web standards: (HTML, XML, PNG/SVG, RDF/OWL/SPARQL, Accessibility….)
- 1,800+ participants in 60+ Groups
Value Proposition

• International organization
• Strong Web community
• Track record of success (technology standards used WW)
• Neutral forum for collaboration between & across industry sectors, ecosystems and communities
• Broad industry and academic participation (e.g. browser, mobile, internet and corporate)
• Active, expert staff participating in work
W3C: an international community with 4 hosts

- W3C's worldwide network: 4 hosts (○) and 20 offices (●)
- 386 members from 30 countries and various sectors
Few W3C members

WHAT WE'VE DONE

View the whole member list: http://www.w3.org/Consortium/Member/List
Publishing and the Open Web Platform

W3C and the Publishing Industry

Photo from Cristina Diaz
Cooperation

Develop cooperation with relevant organizations: IDPF, BISG, IPTC, JEPA, EDItEUR, …

Try to be on one another’s events, build contacts

Create bridges between the developers’ communities and publishers

Ensure that the publishers’ requirements are channeled to the relevant W3C groups
Main results so far

Creation of a separate Digital Publishing Activity at W3C (June 2013)

Digital Publishing is now a major focus area at W3C
It is important that major players join W3C!

Companies outside of W3C can follow what is happening in, say, the CSS Working Group.

But nothing can replace the influence of a company being around the table!

recent members who have joined the work: Pearson, Hachette, …
How can you participate?

Many ways to make an impact and contribute:

- Membership in W3C
- Sponsorship of W3C programs
- Business Groups
- Community Groups
- Participation in public Workshops/Working groups
W3C Membership

1 - Detect new business opportunities

- Adopt new web technologies to increase your value proposition and evolve your business model
- Deploy rapidly your technology to one of the widest developers community in the world
- Participate in the creation of new growth markets based on web technologies
- Interact with top worldwide players to identify potential partnerships, alliances and customers
- Benchmark best practices
W3C Membership

2 – Exchange with a wide experts community

Increase your technical expertise for rapid deployment of web based technologies (online training, digital innovation newsletters…)

Explore best practices on how new technologies are implemented by other companies and organizations

Get support from experts in various domains (semantic web, internet of things, rich media…)

Submit new ideas and requirements to the community (w3c is neutral ; your input is worth anyone else’s)

Create new groups on your favorite topics
W3C Membership

3 – Take a leadership role

- Develop your organization visibility (over a million hits/day on www.w3.org)
- Exercise influence over standards and provide strategic direction for the Web’s future
- Demonstrate your technical LEADERSHIP
- Gain public recognition of your organization’s contributions to the world wide web
Member benefits

- **Partnership**: Meet your peers and establish new business relationships.

- **Early Access**: thanks to the W3C's Advisory Committee, you can:
  - bring your own ideas to strategic discussions about the Web's future
  - stay ahead of the competition and enter new markets early
  - stay informed of new Web features and out-perform your biggest rivals

- **Leverage**: W3C gives you a unique opportunity to achieve broad adoption on diverse software and devices.

- **Education**: learn in depth how the Web works, and how to make it better.

- **Promotion**: promote your commitment to open standards, through press release and home page testimonials, sponsorship visibility, interviews, and more.
Online Training for Developers

- Learn directly from W3C!
- Premier platform to learn mobile Web development:
  - Mobile Web basic: mastering best practices
  - Mobile Web advanced: writing mobile Web apps
- Also, HTML5 courses on Audio/Video and Game development

W3DevCampus benefits:
- Up-to-date development techniques
- Course reviewed by W3C
- Teacher's expertise and availability
- Discussion forum open at all times
- Available 24/7 and from any time zone
- Get a certificate of completion

w3devcampus.com
@W3Training
THE RIGHT SUITE OF TOOLS
W3C's Validator Suite, a new level in evaluating website quality, integrates Web standards conformance tools in a way that is more powerful than anything we have provided in the past.

W3C's Validator Suite crawls an entire Web site and evaluates conformance with W3C open standards and other selected Web performance measurements. Results are delivered as an easy-to-read, integrated, persistent report.

BENEFITS
Compliance with W3C standards will make your site content:

- Easier to maintain and reuse
- Interoperable on more browsers and platforms with fewer surprises
- Better prepared to work well on new devices (e.g., tablets) using the Web

THE MARKS OF SUCCESS
For over 15 years, W3C has provided free web validation service to web designers and developers used millions of time a day. Our new Validator Suite builds upon that experience and expands the utility of our offerings based upon these five key benchmarks for the open web platform:
To Lead the Web to its full potential

To Anticipate the Trends

To Increase your company value

Join W3C

http://www.w3.org/Consortium/join

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