

Teaming Up With Industry

1. Session Structure

Introduction (10m)

Business Groups (BG)

Industry

Case Studies (80m)

Broadcasting Case Study (40m)

Signage Case Study (40m)

(Not included here)

2. Industry

Why Industry?

"TPAC 2012: Early Majority Embracing OWP" - Jeff Jaffe

What Industry?

Early Adopter

Mobile

Early Majority

TV/Broadcasting

Signage

eBook/Publishing

Automotive

W3C's definition of "Industry"

Has their own community

Has their own SDOs

Uses web standards

Has a long history (>50y)

Sees the need for technological and social innovation

Vulnerable to FUD: "Beware. Game-changing innovation will soon hit your industry."

Barriers to Membership in W3C

Expensive membership fees

Overuse of W3C and web developer jargon

Cultural/Protocol differences

Lack of a common tool set and workflows among W3C groups

3. Business Groups (BG)

Comparing WG/IG and CG/BG

In a nutshell

WG/IG: Robust, heavyweight, proven

CG/BG: Agile, lightweight, unproven

Membership fees

WG/IG: Approx. \$1k-77k/year

CG/BG: CG: Free

BG: \$10k/year/group

Process

WG/IG: W3C Process Doc

CG/BG: Undefined

Doc types

WG/IG: WG: W3C Recommendation Track, W3C Note

IG: W3C Note

CG/BG: Non W3C docs only

New group formation

WG/IG: Charter and AC review

CG/BG: One click and 4 supporters

IPR

WG/IG: W3C Patent Policy, Document License, etc.

CG/BG: W3C CLA and FSA

Comparing CG and BG

W3C Team Support

CG: No support

BG: Team Contact

W3C Tools

CG: Public wiki and ML

BG: Internal and public wiki, ML, etc.

Liaison with WGs/IGs

CG: No mechanism

BG: Chair-to-chair communication mechanism

BGs Past and Present

Oil, Gas and Chemicals BG

Now a CG

Web and Broadcasting BG

Web-based Signage BG

Automotive and Web Platform BG

4. Broadcasting Case Study

TV/Broadcasting Activity

Web and TV Workshops

Web and TV IG

Web and Broadcasting BG

Why another group? Why a BG?

To offer clear entry point for broadcasters

To provide a learning process for players from the broadcasting industry

To help overcome the barriers to W3C membership

Meetings and discussions

Three f2f meetings

Creating Notes

Three public drafts

Seven editor's drafts

BG Activities Thus Far

Interacting with industry SDOs that use web standards

ex. Hybridcast from IPTVF-Japan

Involving more international broadcasters

Brazil

S. America

Korea

China

India

Continental Europe

France

Germany

Issues

Improving interaction with the Web and TV IG

Introducing collaboration with other SDOs

Providing existing deliverables to W3C groups

Creating more introductory docs for broadcasters

Increasing the benefits for BG-only members

Fostering migration to full membership