Strategy
Strategy Funnel


- Strengthen the Core of the Web: Core, Security, Privacy, A11Y, I18N
- Meet Industry Needs: Publishing, Payments, Core
- Excite with Next Level Experience: Media, E-Commerce, Core
- Extend the Reach of the Web: Web of Things, Data, Core, A&T
Upcoming Workshops

W3M approved:

● Permissions and User Consent

Planning stage:

● Manga, Comics, Bandes Dessinées - Fixed Layout
● Strong Identity on the Web
● Evolving the Web Platform and app experience
● Coupons
● Improving Web Advertising
Recently re-Chartered

- Pointer Events Working Group
- Second Screen Working Group
- Privacy Interest Group
- Web Payments Working Group
- WAI Interest Group
- Automotive Working Group
Chartering review:

- Distributed Tracing WG
- JSON-LD WG
- Device and Sensors WG re-charter
- Timed Text WG re-charter
- WebRTC WG re-charter

Preliminary review:

ARIA WG re-charter
APA WG re-charter
Extensible Reality (XR)
Progressive Font Enrichment
Each funnel item is an issue on GitHub, e.g. SVG

Track the conversation, and share your comments:
Sequence

● The funnel reads from left to right. Most issues (cards) start in Exploration and move forward or move out of the funnel.

● The funnel is maintained by the W3C Strategy Team. We welcome input and discussion on issues, particularly as they reach the Evaluation and Chartering phases.
Exploration and Investigation

- GPU/Next Generation Graphics
- Digital Offers
- High Dynamic Range color
- Big Data Vocabularies
- Blockchain
- Mixed Reality
Exploration and Investigation

- GPU/Next Generation Graphics
- Digital Offers
- High Dynamic Range color
- Big Data Vocabularies (Analytics and AI)
- Blockchain
- Mixed Reality
- WebAuthn vNext
- Don’t see what you need?

Add it: https://github.com/w3c/strategy/issues/new
Prioritization

- Information-gathering
- Identifying where resources are needed and where they can be reduced
- Closing groups that finish or are no longer productive
- Focusing effort for greatest effect
The Strategy Team: Specialists

- Shadi Abou-Zahra, Accessibility
- Judy Brewer, WAI Director
- Francois Daoust, Media
- Ivan Herman, Digital Publishing
- Richard Ishida, i18n
- Ian Jacobs, Payments
- Chris Lilley, Core Web Design
- Dave Raggett, Web of Things
- Wendy Seltzer, Lead
- Mike Smith, Core Web APIs
- Sam Weiler, Security and Privacy
Thank you!