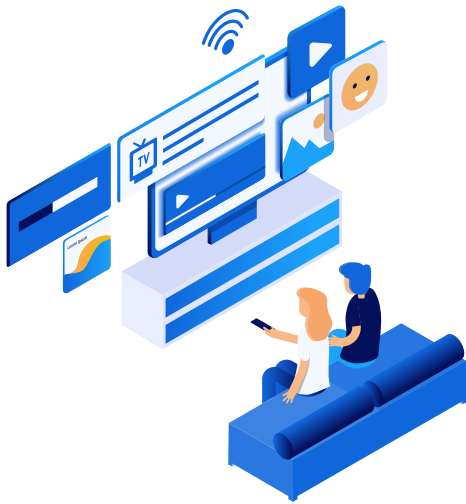


SPREAD OF WEB MEDIA STREAMING

In the past decade, the spread of media has exploded. Video accounted for 58% of downstream traffic on the Internet in the past year. The World Wide Web Consortium (W3C) has been a major factor in the standardization of various puzzle pieces that, when brought together, allow customers to fully experience TV on the Web. We've been honored to receive 2 Emmys for work in the standardization of underlying Web technologies.



These Web technologies have revolutionized the notion of TV itself. Powered by Web technologies, videos are more and more shared and viewed on social networks, creating new consumption schemes and business opportunities. The Web is a core foundation for global media sharing, and the World Wide Web Consortium continues to solidify that foundation and to explore future technologies available to live-stream content on the Web.

We're also focusing on gaming as a burgeoning Web-based industry. We recently hosted a Web Games Workshop to hone in on the problems and aspirations of the Web Games industry. Issues like cloud gaming, lowering latency on live streams, adaptive accessibility, reducing loading times, and monetization of games were all discussed among a forum of W3C staff and organizations with a vested interest in the gaming industry.



The gaming industry has begun to have a larger say in thinking about and developing for the Web, and now's the perfect time to join in guiding its future.

Join our Media & Entertainment Groups

w3.org/2011/webtv w3.org/media-wg

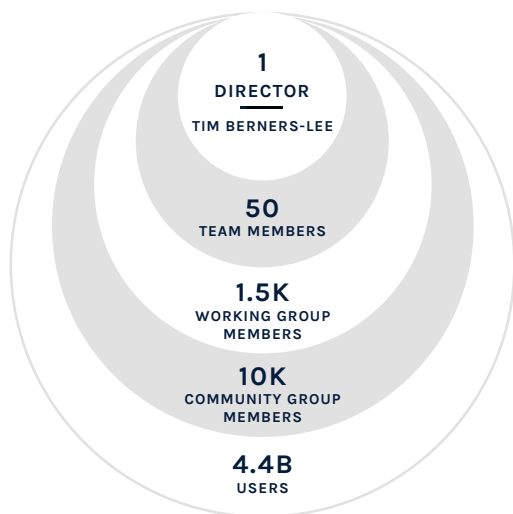


GETTING INVOLVED

W3C Media & Entertainment Groups

W3C offers a variety of groups intended to both guide discussion about and actively produce standards in the media & entertainment industry. Our **Media and Entertainment Interest Group** facilitates discussion that steers the overall vision for media standardization. This group has been extremely active recently, as they pave the way for more concrete standards put into place by the **Media Working Group**. Both groups include experts in the media and entertainment industry, and your voice would be incredibly valuable to the future of the Web.

Because of the variety of interests in the media sphere, it's imperative that we have varied voices and areas of expertise in these groups. Video streaming, audio streaming, social media, captioning and accessibility, and gaming all fall under the umbrella of media and entertainment at W3C, so all are fair game for discussion. The main focus of the Media Working Group, currently, is media playback. It's important to keep customers satisfied by providing a smooth streaming experience on every platform, and every browser.



About W3C

The World Wide Web Consortium is an international organization focused on creating and maintaining standards for the Web. W3C aims for an Open Web Standard in order to push the Web forward. Standardization creates greater overall compatibility across the Web and a foundation upon which to build toward the future. Through advancements in standardizing accessibility, privacy, security, and internationalization, W3C works towards creating a Web for All. Today, W3C has 450 Members around the world that contribute to the creation of web standards, a key element in keeping the Web open and accessible.

Join our Media & Entertainment Groups

w3.org/2011/webtv w3.org/media-wg/

Find out more about working with the W3C : www.w3.org