



# OMWeb

Open Media Web

Deliverable N° D1.3

## Press Clippings

December 2011

<b>Project</b>	
Grant Agreement number	248687
Project acronym:	OMWeb
Project title:	Open Media Web
Funding Scheme:	Coordination & Support Action
Date of latest version of Annex I against which the assessment will be made:	August 15, 2009
<b>Document</b>	
Deliverable number:	D1.1
Deliverable title	Press Clippings
Contractual Date of Delivery:	M24
Actual Date of Delivery:	December 2011 (M24)
Editor (s):	Dr. Marie-Claire Forgue
Author (s):	Dr. Marie-Claire Forgue
Reviewer (s):	Dr. Philipp Hoschka
Participant(s):	ERCIM/W3C
Work package no.:	1
Work package title:	Outreach
Work package leader:	Dr. Marie-Claire Forgue
Work package participants:	ERCIM/W3C
Distribution:	PU
Version/Revision:	1
Draft/Final:	Final
Total number of pages (including cover):	30
Keywords:	Activity Report, Outreach Work Package, Achievements, Press Outreach, Media Coverage, Collection of press clips

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**Open Media Web is a project funded in part by the European Union.**

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## 1 SUMMARY

This report includes press clippings related to the W3C's networked media activities in order to measure the overall press coverage (and thus guide our outreach activities) as well as the success of the specific outreach activities in this WP.

The outreach to the media is an essential part of a European project's life. Results, events, etc. make good content to produce press releases or media advisories.

The overall goal of the OMWeb "Outreach" work package (WP1) is to disseminate the results of W3C's networked media work to a European audience, and the press in particular.

This deliverable shows the impact of W3C/OMWeb's press announcements and organized press briefings on both the IT and large public media publications. Thanks to an effective press outreach, we monitored the induced press coverage. Over 341 press articles were collected during the project's lifetime.

This report includes press clippings concerning the W3C's networked media activities.

## 2 PRESS COVERAGE

Based on the successful output and activity of OMWeb's standardization work, OMWeb published 5 major press announcements during years 2010 and 2011:

- 20 April 2010 [Media Advisory]: [W3C to Lead Discussions on HTML5, Linked Open Data at WWW2010](#)
- 14 February 2011 [Press Release]: [W3C Confirms May 2011 for HTML5 Last Call, Targets 2014 for HTML5 Standard](#)
- 28 March 2011 [Press Release]: [W3C Issues Report on Web and Television Convergence](#)
- 10 May 2011 [Press Release]: [Open Web Platform Progress Drives Expanding Industry Interest](#)
- 25 May 2011 [Press Release]: [W3C Invites Broad Review of HTML5](#)

We also directly talked to the press by organizing 2 press briefings:

- 7 April 2010: [Petit Déjeuner de Presse W3C HTML5 – Paris, France](#)
- 2 September 2010: Rencontre presse W3C SVG – Paris, France

### 2.1 Media monitoring

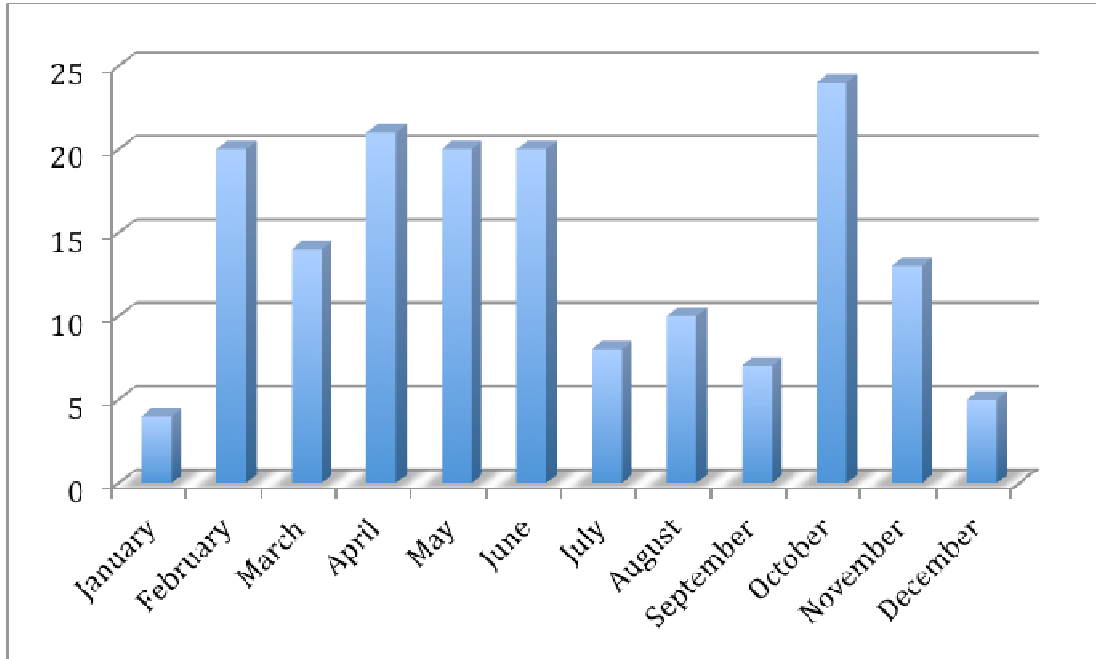
To measure the overall press coverage of W3C's networked media activities (in order to guide our outreach activities) as well as the success of the specific outreach activities in this WP, we used a traditional press clippings service called PressIndex coupled with *Google Alerts*. [Google Alerts](#) are emails updates to Web newspaper articles, or blogs -- that match defined search terms. We did set up alerts using keywords, such as W3C, HTML5, etc. Along with Google News, these free online services also help find online newspaper articles published in non-English speaking countries.

Moreover, it is important to note that since the W3C press releases are translated into many languages, press articles have been published in diverse EU regions in regional press, as demonstrated in this report.

### 2.2 Press clippings in 2010

In 2010, we have collected a total of 166 press clips. Below are some figures:

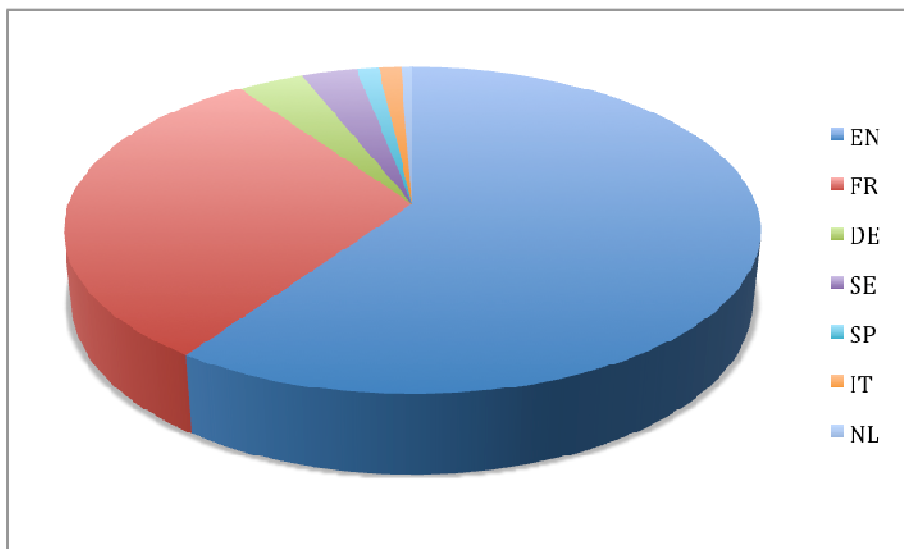
- *Figure 1 - By month:* 4 for Jan., 20 for Feb., 14 for March, 21 for Apr., 20 for May, 20 for June, 8 for July, 10 for August, 7 for September, 24 for October, 13 for November and 5 for December.



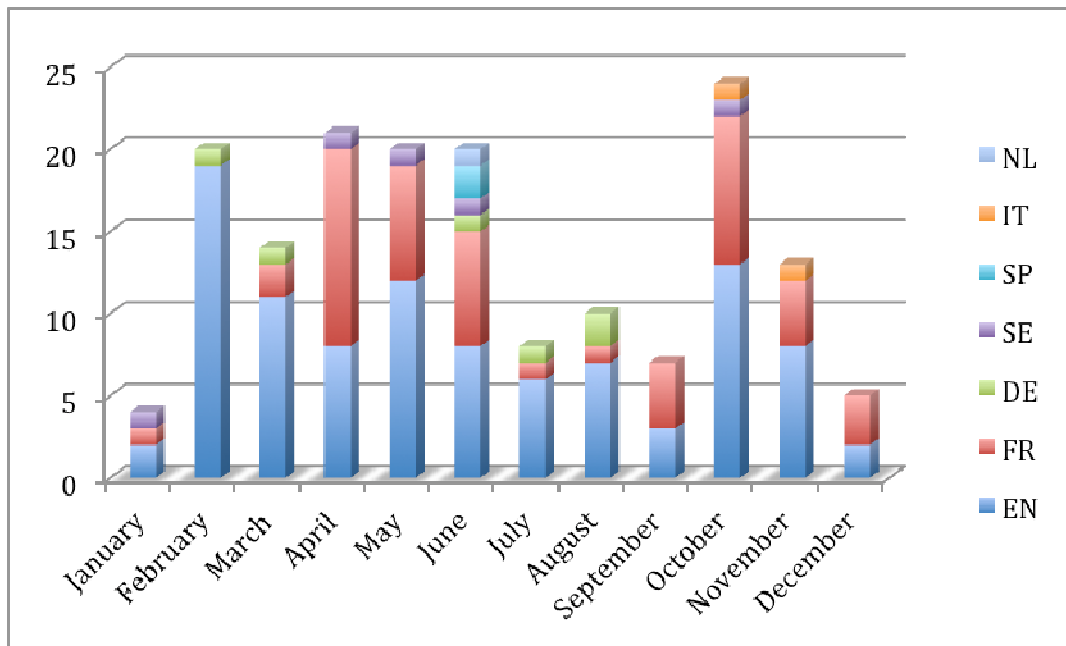
**Figure 1: Distribution of press clips per month for year 2010**

- *Figures 2 and 3 - By European language: 99 in English, 51 in French, 6 in German, 5 in Swedish, 2 in Spanish, 2 in Italian, 1 in Dutch.*

W3C/OMWeb press releases were available in English, but were also translated in many other languages. These translations helped to get the announcement better picked up by regional reporters. For example, we got an excellent French media coverage since all press texts were available into French.



**Figure 2: Distribution of press clips per language for year 2010**



**Figure 3: Distribution of press clips by language**

In Figures 1 and 3 above, it is interesting to note two specific peaks during 2010:

- the April 2010 peak corresponds to the important press outreach done (Paris press briefing, and the media advisory related to the Web conference) in that month
- the October 2010 peak represents a record of press clips (24) and is to be associated with the huge take up all over the world of an Infoworld article with the provocative title: “W3C: Hold off on deploying HTML5 in websites”.

The most important European IT publications have reported on the advancement of W3C’s networked media Web technologies, including ZDNet.de (Germany), Le Journal du Net (France), IDG.se (Sweden), PCAdvisor (UK) and ZDnet (UK and many other European branches).

Large public newspapers and radio programs have also ran articles about HTML5 including France Info (France), Le Figaro (France), Les Echos (France) and ZeitOnline (Germany).

### **Analysis to assess the project impact through 2010 press clippings**

The HTML5 press briefing organized in Paris was a huge success both in terms of number of French reporters present at the event and the induced media coverage. We collected not less than 18 press clips over the months April and May.

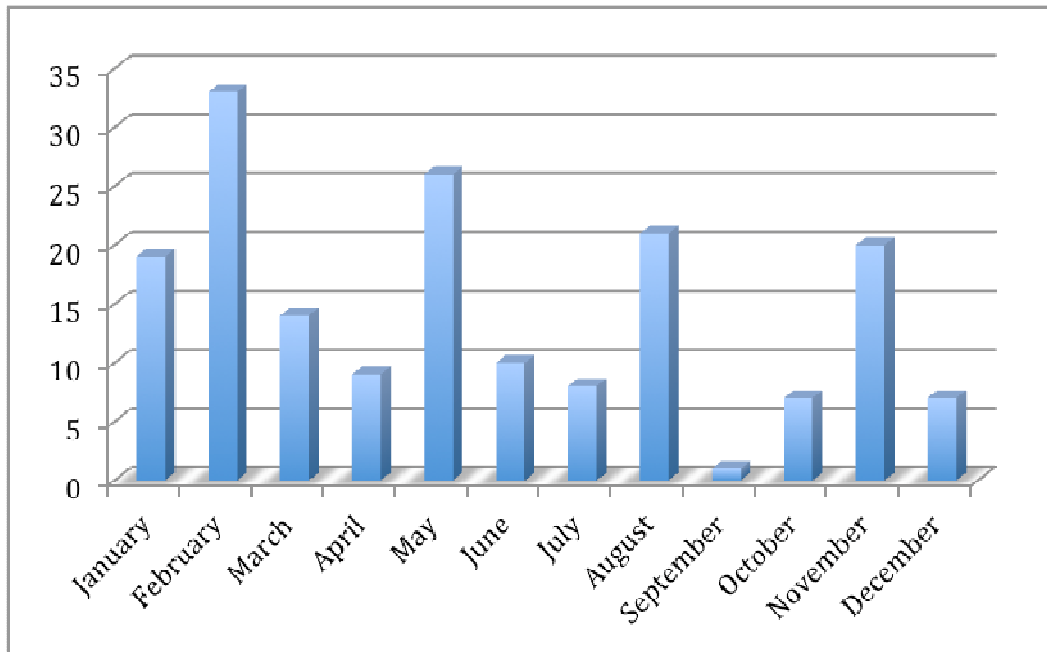
A list of all 2010 OMWeb press articles is available on the following Web page: <http://openmediaweb.eu/press-clips/older-press-clips/> and in Annex 1 of this report.



## 2.3 Press clippings in 2011

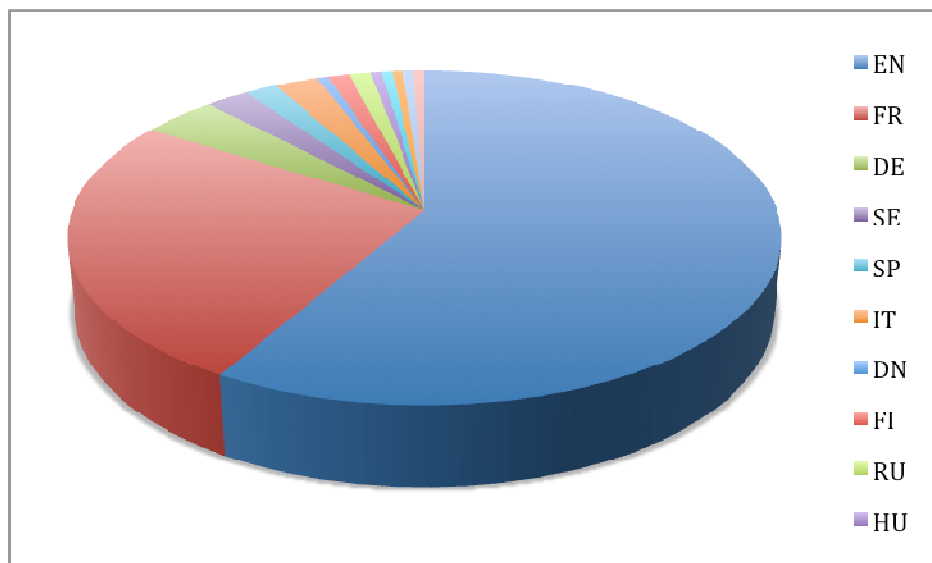
In 2011, we have collected a total of 175 press articles. Below are some statistics:

- *Figure 4 - By month:* 19 for Jan., 33 for Feb., 14 for March, 9 for Apr., 26 for May, 10 for June, 8 for July, 21 for August, 1 for September, 7 for October, 20 for November and 7 for December.



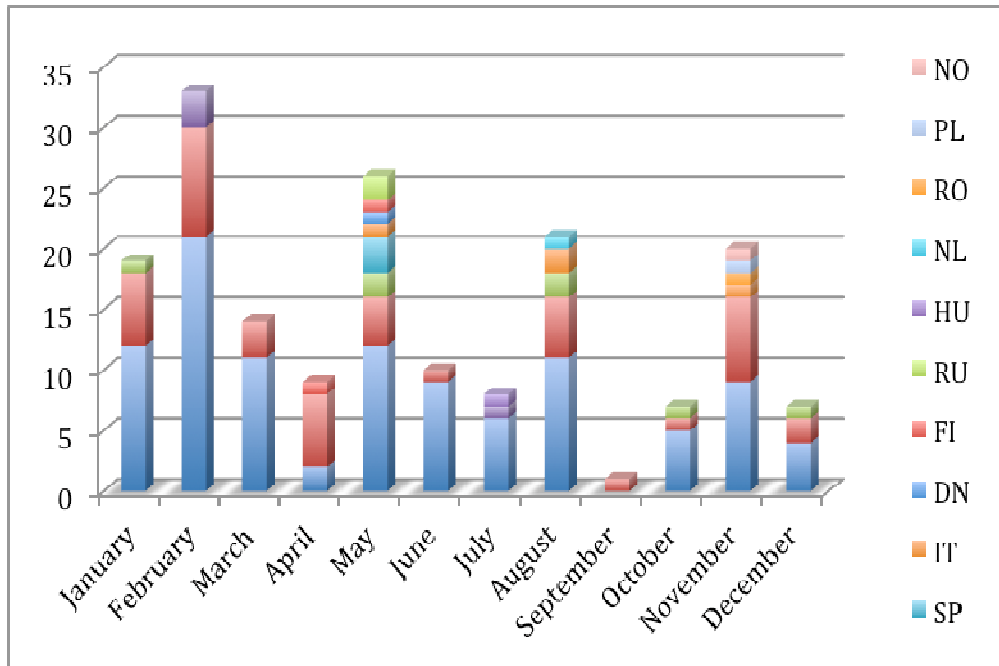
**Figure 4: Distribution of press clips per month for year 2011**

- *Figures 5 and 6 - Press articles by European language:* 102 in English, 45 in French, 7 in German, 4 in Swedish, 3 in Spanish, 4 in Italian, 1 in Danish, 2 in Finnish, 2 in Russian, 1 in Hungarian, 1 in Dutch, 1 in Romanian, 1 in Norwegian, 1 in Polish



**Figure 5: Distribution of press clips per language for year 2011**

The British press is largely represented because major online publications like IDG are distributing their stories in English spoken countries (such as UK&Ireland).



**Figure 6: Distribution of press clips by language for year 2011**

In 2011, we notice five peaks:

- In January, the HTML5 logo release was widely applauded and immediately picked up by publications to illustrate their HTML5 related articles.
- In February, the press release announcing a defined targeted date of completion for the HTML5 standard made a splash in media publications, all over Europe and the rest of the world. The Web and TV workshop in Berlin brought its share of articles that made the February peak much more significant.
- In May, there were two announcements related to both the Open Web Platform and HTML5 reaching a steady status (Last Call Working Draft). Both of these texts were widely commented in the IT and general press.
- In August, ENISA (the European Network and Information Security Agency) looked at the security aspect of a few W3C Web standards, such as HTML5.
- And in November, when Adobe announced that it was favoring HTML5 over Flash, all the publications widely commented on this revolutionary decision.

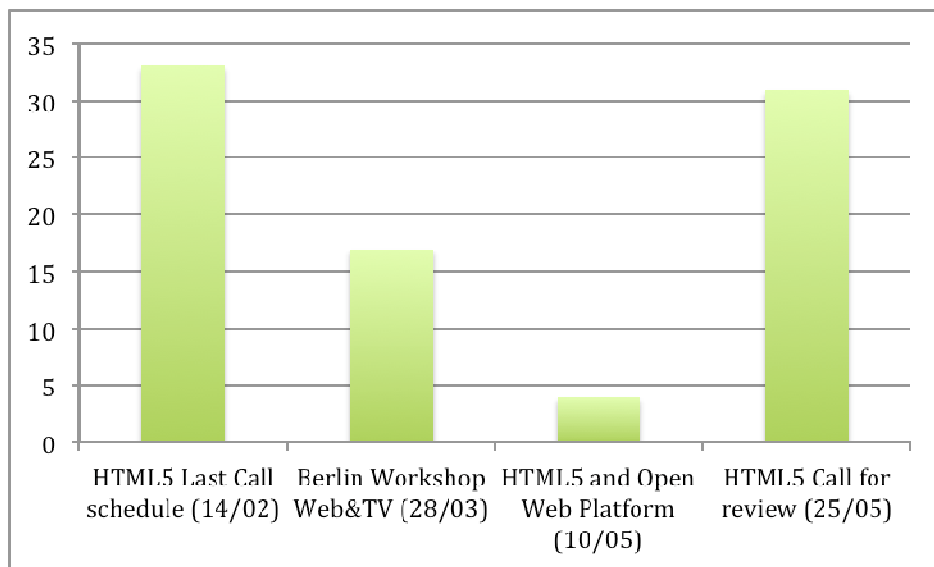
The most important European IT and large public publications reported on the project's announcements: Heise (Germany), Le Monde (France), The Guardian (UK), ZDNet.de (Germany), Nouvel Obs., (France), PCWorld (UK), Journal du Net (France), Reuters (UK), El Mundo (Spain), Silicon (all European branches), IDG.se (Sweden), etc.

Again, there is a quite notable portion of the articles written in French, as the reporters relied on the French text of the issued press releases. We also notice a greater diversity of

European languages meaning that European countries were interested in reporting on HTML5 news.

### Analysis to assess the project impact through 2011 press clippings

Figure 7 below shows the direct impact of OMWeb's announcements in terms of press clips (85) collected reacting to the press releases. IT and large public news publications strongly picked up both the 14 February 2011 and the 25 May news about the charter extension of the HTML working group, stating clear milestones for HTML5, the cornerstone of W3C's Open Web Platform for application development.



**Figure 7: Number of press clips directly related to 2011 OMWeb's announcements**

We measured that 48,5% of the clipped press articles were directly generated by the 4 project press releases.

An overview of all 2011 OMWeb press articles is available on the following Web page: <http://openmediaweb.eu/press-clips/> and in Annex 2 of this report.

### **3 CONCLUSION**

The results of the OMWeb announcements received a high level of attention from the press, at an international level. The impact was measured in terms of press clippings collected, with a total of 107 press clips that were generated from the project specific outreach out of 341 total collected press articles. As of 19 December 2011, the project's press outreach efforts generated 31,4% of the overall press clips collected.

All press clippings are available online, and a hard copy of all press articles will be made available at the review.

## 4 ANNEX 1 – LIST OF 2010 PRESS ARTICLES

### January 2010

- [BetaNews](#) (25 January): [Firefox’s latest firestorm: Should the Web be made of codecs?](#), Scott M. Fulton, *W3C, HTML5, Web Video*
- [Computer Sweden](#) (21 January): [Html 5 allt närmare](#), Lars Danielsson, *W3C, HTML5, video (in Swedish)*
- [MacGeneration](#) (21 January): [Youtube se lance dans le HTML5](#), Arnaud de la Grandière, *W3C, HTML5, Video (in French)*
- [HTMLGoodies](#) (13 January): [Is HTML5 a Flash Killer? It’s sure got the Potential!](#), *W3C, HTML5, Canvas*

### February 2010

- [The Guardian](#) (26 February): [How Sir Tim Berners-Lee cut the Gordian Knot of HTML5](#), Charles Arthur, *W3C, HTML5, Sir Tim Berners-Lee*
- [Softpedia](#) (25 February): [IE Standards Support Beyond IE9 \(Internet Explorer 9\)](#), Marius Oiaga, *W3C, SVG, HTML5, CSS 2.1*
- [FOWA](#) (24 February): [How HTML5 Is Going To Completely Change Your Web App \[Video\]](#), Molly Holzschlag, *W3C, HTML5, Canvas, Geolocation, Mobile*
- [UC Berkeley News](#) (24 February): [New Report Analyzes Online Location Privacy](#), *W3C, Privacy Issues of the W3C Geolocation API*
- [The Inquirer](#) (22 February): [Google drops gears](#), David Neal, *W3C, HTML5*
- [PCWorld](#) (22 February): [FSF to Google: Free the On2 Video Codec](#), Joab Jackson, *W3C, HTML5, Video Web*
- [Bit-tech.net](#) (22 February): [Google Gears moving to HTML5](#), Gareth Halfacree, *W3C, HTML5*
- [APFELnews](#) (21 February): [Google favorisiert neben Apple ebenfalls HTML5 !](#) *W3C, HTML5, Geolocation (in German)*
- [Mobile Enterprise](#) (12 February): [Widgets Could Be Next Big Thing For Mobile Apps](#), Evan Koblentz, *W3C, Widgets*
- [Business Insider](#) (7 February): [Flash, HTML5, and Mobile Apps](#), Fred Wilson, *W3C, HTML5*
- [TechCrunch](#) (5 February): [The Future of Web Content – HTML5, Flash & Mobile Apps](#), Jeremy Allaire, *W3C, HTML5, WebApps, Video*
- [eWeek](#) (5 February): [Application Development: 20 Essential Things to Know About the HTML5 Web Language](#), *W3C, HTML5*
- [Gizmodo](#) (4 February): [Why HTML5 Isn’t Going To Save The Internet](#), John Herrman, *W3C, HTML 5, Web Video, Web Apps*
- [The Register](#) (4 February): [H.264 video codec stays royalty-free for HTML5 testers](#), Kelly Fiveash, *HTML5*
- [CNET](#) (4 February): [Web video gets H.264 royalty reprieve, Stephen Shankland](#), *HTML5*

- [The H Open](#) (4 February): [W3C proposes hardware interface](#), Chris von Eitzen, *W3C, Device APIs*
- [CNET](#) (3 February): [HTML vs. Flash: Can a turf war be avoided?](#), Stephen Shankland, *W3C, HTML5, Web Video*
- [Youtube](#) (4 February): [Augmented \(hyper\) Reality : Domestic Robocop \[Video\]](#), Keichi Matsuda, *Augmented Reality*
- [PreCentral](#) (2 February): [HTML5 Editors Draft Hits W3C, Flash Doesn't Break a Sweat \(yet\)](#), Robert Werlinger, *W3C, HTML5, Video*
- [Softpedia](#) (2 February): [Microsoft, The Future of SVG is Bright](#), Marius Oiaga, *W3C, SVG*

## March 2010

- [BNet](#) (31 March): [HTML5, Google, Microsoft, Apple and Adobe Fight To Rule the Web](#), Erik Sherman, *W3C, HTML5, Video*
- [ComputerWorld](#) (29 March): [Opinion: HTML5: Less Than it's Cracked Up To Be](#), Steven J. Vaughan-Nichols, *W3C, HTML5, CSS3, Video, Tim Berners-Lee*
- [The H](#) (29 March): [Google adds Geolocation API to Chrome Dev channel](#), *W3C, Geolocation API*
- [O'Reilly Radar](#) (15 March): [Why HTML5 is Worth Your Time](#), Eric A. Meyer, *W3C, HTML5, Canvas*
- [TechNewsWorld](#) (14 March): [Sniffing Out an HTML5 Conspiracy](#), Scott M. Fulton, *W3C, HTML5, SVG, RDFa, Philippe Le Hégaré*
- [HTLounge.net](#) (9 March): [Beta Release of Microsoft's with Heavy HTML5 Emphasis](#), Adina, *W3C, HTML5*
- [PC World Magazine](#) (9 March): [What to expect from HTML 5](#), Neil McAllister, *W3C, HTML5, Canvas 2D API*
- [BetaNews](#) (8 March): [Latest HTML5 working draft published despite claims of 'sabotage'](#), Scott M. Fulton, *W3C, HTML5, Canvas 2D API*
- [Poynter](#) (8 March): [Gearing Up to Build an iPad App? Consider a Mobile Web App First](#), David Stanton, *W3C, mobile Web applications, HTML5, CSS3*
- [Silicon.fr](#) (8 March): [HTML5, le W3C affine sa copie](#), David Feuguey, *W3C, HTML5, Audio, Video, Canvas, SVG (in French)*
- [Golem.de](#) (5 March): [HTML5 – neue Arbeitsentwürfe veröffentlicht](#), *W3C, HTML5, Canvas 2D API (in German)*
- [PC INpact](#) (5 March): [Le W3C publie un quatrième brouillon de la norme HTML5](#), Vincent Hermann, *W3C, HTML5, Canvas (in French)*
- [ReadWriteWeb](#) (4 March): [Google Chrome Becomes Location Aware](#), Frederic Lardinois, *W3C's geolocation API*
- [SatNews Daily](#) (1 March): [Espial — TV Browser Benefactor For Connected TVs \(digiGO!™ — The Digital \(R\)Evolution\)](#), *W3C, SVG, Web Video, HTML5 video*

## April 2010

- [MacDailyNews](#) (30 April): [Microsoft: The future of the web is HTML5](#), W3C, HTML5, video support
- [Blog] MSN (29 April): [HTML5 Video](#), W3C, HTML5, video support
- [Le MagIT](#) (27 April): [RIA : la bataille entre HTML 5 et Flash n'aura pas lieu](#), Cyrille Chausson, W3C, HTML5, video, SVG, Dominique Hazaël-Massieux (in French)
- Augmented Reality (27 April): [Workshop du W3C sur la réalité augmentée](#), W3C, June AR on the Web workshop
- [Blog] Le Nouvel Obs (23 avril): [HTML 5, bienvenue dans le web de demain](#), Boris Manenti, W3C, HTML5, video, geolocation, SVG, augmented reality, Dominique Hazaël-Massieux, Philippe Le Hégarret (in French)
- [HTML5Trends](#) (21 April) : [W3C to Leads Discussion on HTML5, Linked Open Data WWW2010](#), Ali Tinwala, W3C, HTML5, Link Open Data
- [Les Echos](#) (15 April): [Le Web du futur en quête de standards](#), Nicolas Rauline, W3C, HTML5 (in French)
- [Blogs L'Express](#) (14 April): [Le Pdg du W3C cherche des fonds pour préparer l'avenir du Web](#), Emmanuel Paquette, W3C, HTML5, Web services, video, social Web (in French)
- [Les Echos.fr](#) (14 April): [Jeffrey Jaffe \(W3C\) : « Veiller à ce que la technique ne soit pas un frein pour l'information »](#), Nicolas Rauline, W3C, HTML5 (in French)
- [NewTeeVee](#) (12 April): [Google to Open-source VP8 for HTML5 Video](#), Ryan Lawler, W3C, HTML5, Video
- [Le Figaro](#) (12 April): [Le Web prépare sa révolution](#), Didier Sanz, W3C, HTML5 (in French)
- [IDG.se](#) (12 April): [Här kör han Quake II rakt i webbläsaren](#), Niklas Andersson, W3C, HTML5, video (in Swedish)
- [Le MagIT](#) (8 April): [Le soutien des éditeurs en poche, le W3C voit le futur du Web dans HTML5](#), Cyrille Chausson, W3C, HTML5, video tag, SVG, CSS3, MathML, Dominique Hazaël-Massieux, Philippe le Hégarret (in French)
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- [Le Monde Informatique](#) (8 April): [Le W3C dresse un rapport d'étape sur HTML 5](#), Jacques Cheminat, W3C, HTML5, video tag, Device APIs, Mobile Web Initiative, Dominique Hazaël-Massieux, Philippe le Hégarret (in French)
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- [Silicon.fr](#) (8 April): [HTML5 : la révolution web, oui, mais pour quand?](#), David Feugey, W3C, CSS3, MathML, SVG, audio and video tags (in French)
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- [01Net](#) (7 April): [Comment HTML 5 va changer le Web](#), Eric Le Bourlout, W3C, HTML5, Device APIs, Philippe Le Hégarret (in French)

- [PCWorld](#) (5 April): [The iPad Makes Demands on Web Developers](#), Joab Jackson, *W3C, HTML5, CSS, video tag, Philippe Le Hégarret*
- [Numerama](#) (2 April): [Google joue à Quake 2 sur un navigateur grâce au HTML5](#), Guillaume Champeau, *W3C, HTML5 (in French)*

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- [PCWorld.fr](#) (31 May) : [Mozilla et Opera rejoignent Google et espèrent convaincre Apple et Microsoft](#), Mathieu Chartier, *W3C, HTML5, Video codec (in French)*
- [ZDNet.fr](#) (28 May): [Mozilla, Opera et Google pour l'intégration de WebM dans le standard HTML5](#), Christophe Auffray, *W3C, HTML, Video (in French)*
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- [Webdesign](#) (23 May): [Webdesign avec HTML5 et CSS3, sans images](#), Geoffrey Crofte, *W3C, HTML5, CSS3 (in French)*
- [PCWorld](#) (20 May): [Microsoft Gambles on HTML5, H.264 Video for IE9](#), J. Peter Bruzzese, *HTML5, CSS3, Video*
- [Le Journal du Net](#) (20 May): [Google Sonne la Libération du codec Video VP8](#), *W3C, HTML5, Video codec (in French)*
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- [W3C Blog](#) (QA) (14 May): [HTML5 Video](#), Philippe Le Hégarret, *W3C, HTML5, Video codec*
- [L'Expansion.com](#) (7 May): [Ce que HTML5 va apporter aux internautes](#), Raphaëlle Karayan, *W3C, HTML5, CSS3, Video, SVG (in French)*
- [Practical ecommerce](#) (5 May): [What is HTML5?](#), Joseph C. Dolson, *W3C, HTML5, Audio and Video elements*
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- [Clubic](#) (4 May): [HTML 5 vs Flash et Silverlight : Adobe et Microsoft s'expriment](#), Guillaume Belfiore, *W3C, HTML5, audio, video, canvas, SVG, WOFF, CSS3 (in French)*
- [ITEspresso.it](#) (3 May): [La guerra di Flash](#), *W3C, HTML5, Video (in Italian)*
- [\[Blog\] ZDnet](#) (2 May): [Behind the open codec FUD attack](#), Dana Blankenhorn, *W3C, HTML5, video, audio*



- [IDG](#) (1 May): [Microsoft ställer sig på Apples sida i Flashbråket](#), Mikael Markander, *W3C, HTML5, Video (in Swedish)*

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- [ZDNet.de](#) (26 June): [Standardisierungsgremien streiten über HTML 5](#), Stephen Shanland, *W3C, HTML5, Video, Canvas (in German)*
- [GénérationNT](#) (24 June): [Internet Explorer 9 : HTML5 Video, Canvas et autres](#), Jérôme G., *W3C, HTML5, CSS3, WOFF, Video, Audio, Canvas Element (in French)*
- [PCMag](#) (23 June): [Microsoft's Third IE9 Preview Plays HTML5 Video](#), Michael Muchmore, *W3C, HTML5, WOFF, Canvas, Audio, Video*
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- [ReadWriteWeb](#) (16 June): [HTML5 & WebM Support Make New Opera Shine](#), Mike Melanson, *W3C, HTML5, Video, Geolocation API*
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- [ComputerSweden\(IDG\)](#) (8 June): [HTML5 tar död på Flash](#), Andreas Jansson, *W3C, HTML5, Video (in Swedish)*
- [SEO Positive](#) (7 June): [Enter HTML5](#), Website Design Blog, *W3C, HTML5, Video*
- [WebWereld](#) (5 June): [Apple en Microsoft pochen met HTML5](#), Andreas Udo de Haes, *W3C, HTML5, SVG (in Dutch)*
- [MicroHebdo](#) (3 June): [HTML5, le futur du Web \(interview\)](#), Stéphane Viossat, *W3C, HTML5, Video, Audio, Canvas Element*
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