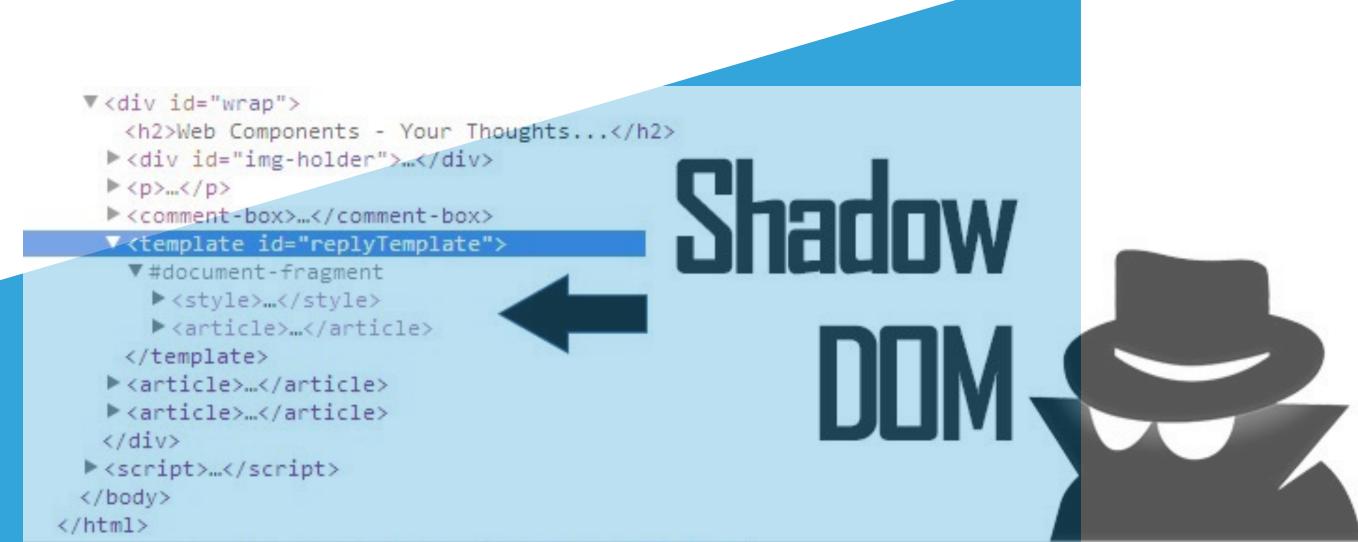
WE'RE SLOWLY DEPRECATING IFRAMES

- SHADOW DOM is the future
- Offers similar encapsulation, without the cons
- Increasing browser support
- Syndication could be achieved with oEmbed



PERFORMANCE BENEFITS OF SHADOW DOM

- One of our metrics is "loaded our content in < 4 seconds"</p>
- ▶ When in iframe, we hit that target 46%* to 77% of the time
- ▶ When in shadow DOM, this becomes 92%* to 95%
- BBC Visual Journalism saw a 100% performance improvement* by using shadow DOM