

HASHTAG INTROS

**WHAT'S YOUR NAME?
WHAT'S YOUR HASHTAG?**

We understand the struggle.

We all want to get to know you a little bit better. Stand up and share a hashtag that describes you.

HALFBAKED.COM

Let's pitch this!

COMPANY.COM



A collage of images including a man in a suit, a man in a baseball cap, a red pickup truck, and several US dollar bills.

Let's
Talk \$

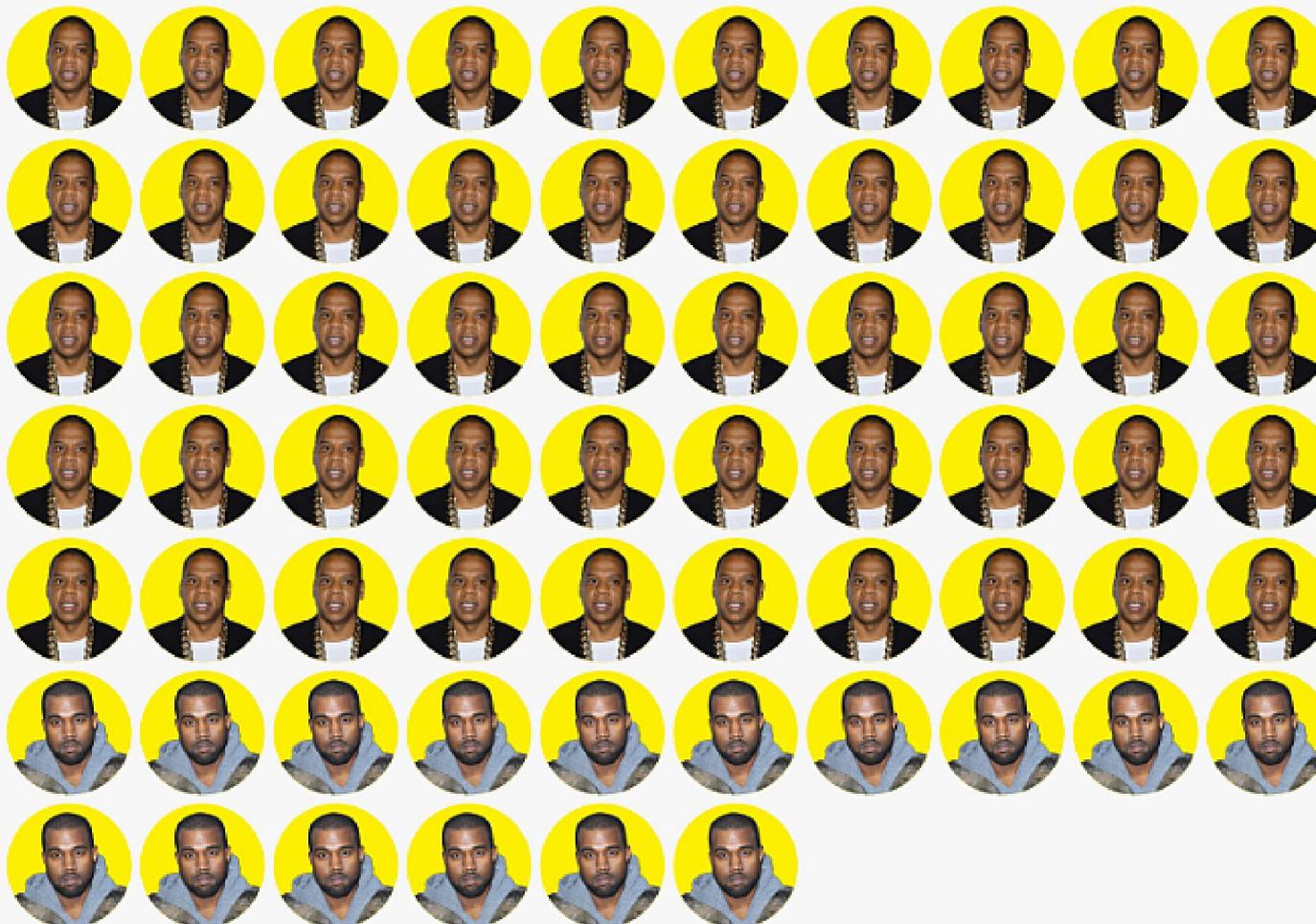
from Buzzfeed.com



FACEBOOK CEO

Mark Zuckerberg

NET WORTH: \$34.6 BILLION



Key



\$650 MILLION



\$130 MILLION

SOURCES: FORBES.COM, CELEBRITYNETWORTH.COM

Elon Musk's net worth is equal to 20 Beyoncé's and 20 Taylor Swifts.



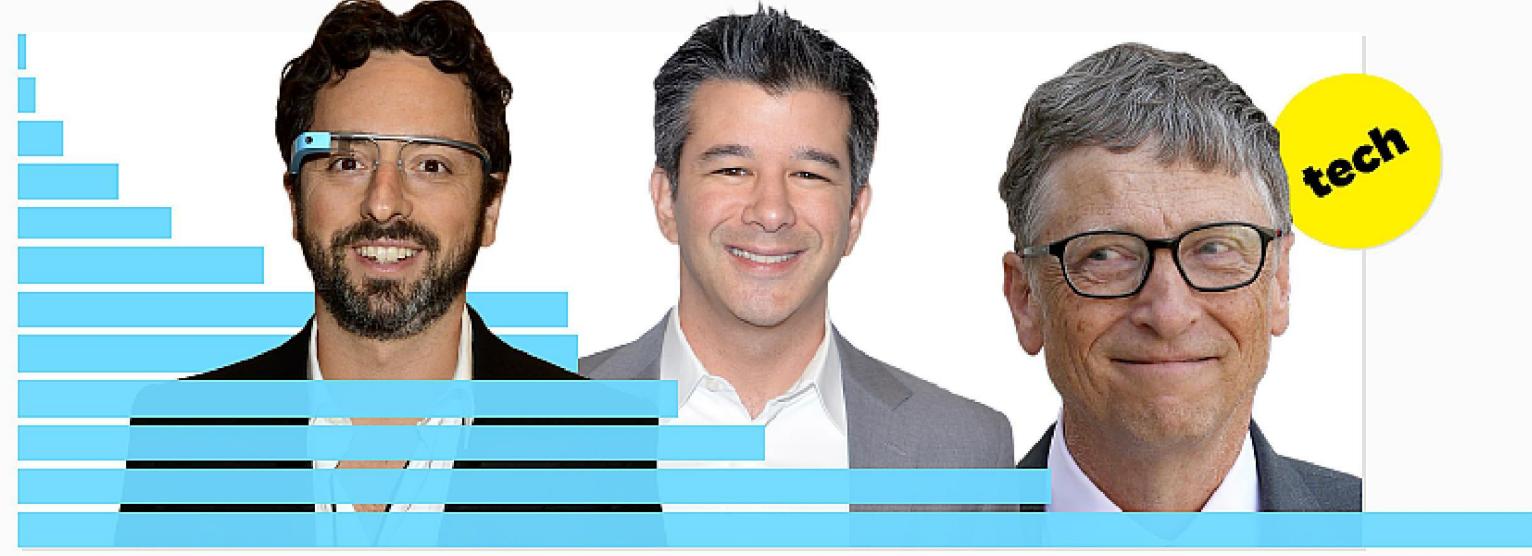
Celebrity Net Worth vs. Tech Net Worth

Kim Kardashian
Kanye West
Katy Perry
Miley Cyrus
Taylor Swift
Justin Bieber
Beyoncé
Jay Z
Seinfeld
Madonna
Paul McCartney
Oprah



celebs

Marissa Mayer
Sheryl Sandberg
Jack Dorsey
Travis Kalanick
Pierre Omidyar
Elon Musk
Sergey Brin
Larry Page
Mark Zuckerberg
Jeff Bezos
Larry Ellison
Bill Gates



tech

0 \$25 BILLION \$50 BILLION \$75 BILLION

A collage of three men surrounded by floating US dollar bills.

Pitch
Competition

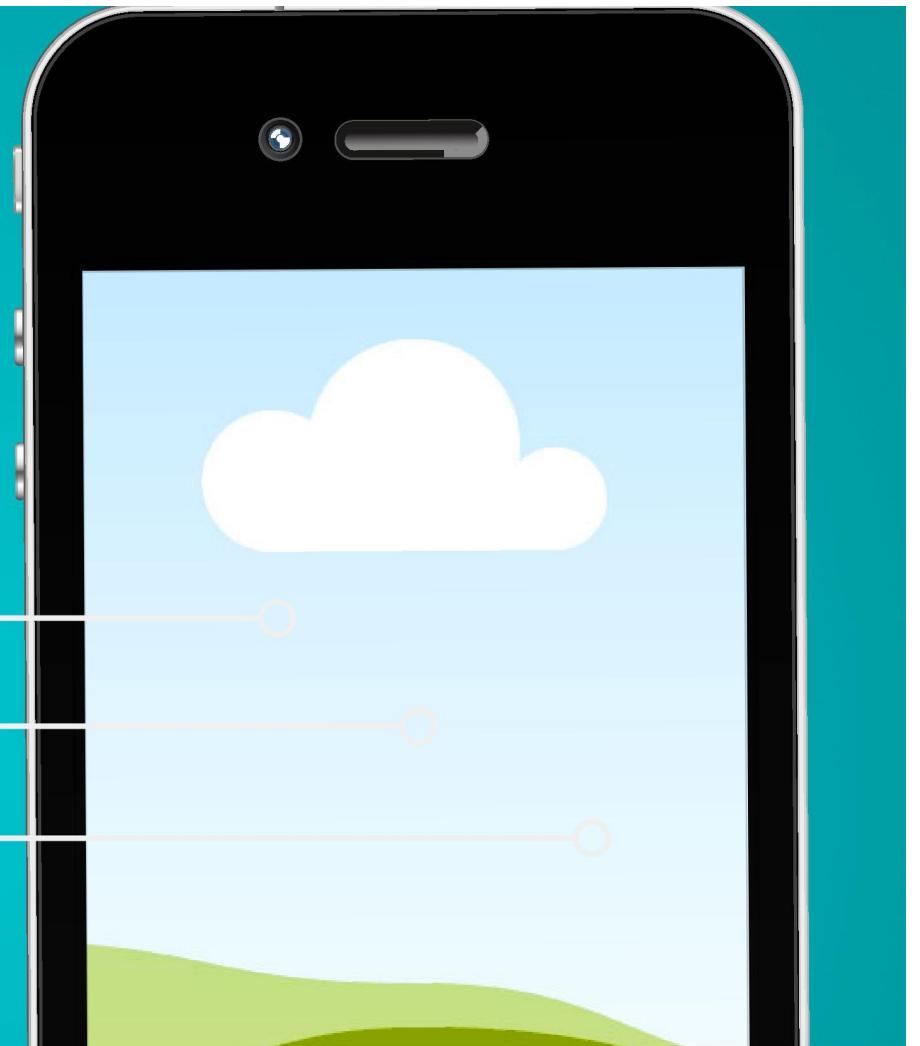
CODE FEVER

GETTING OUR COMMUNITIES UP TO CODE™

SIMPLE UI

ADD GRAPHICS.

EXPLAIN
FUNCTIONS



Ideation | Wireframe | MVP

It's all about traction

1

STRUCTURE

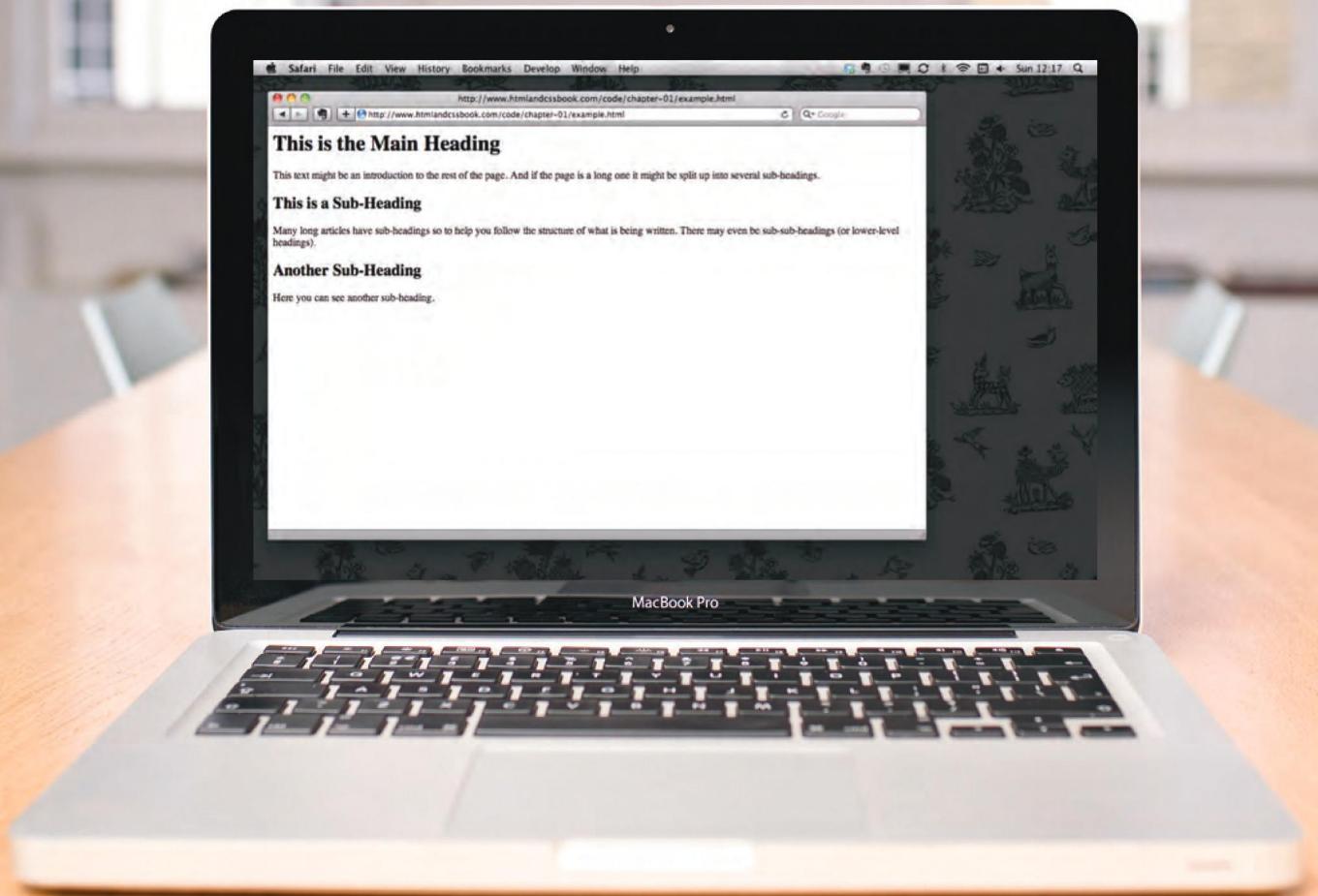
- ▶ Understanding structure
- ▶ Learning about markup
- ▶ Tags and elements

We come across all kinds of documents every day of our lives. Newspapers, insurance forms, shop catalogues... the list goes on.

Many web pages act like electronic versions of these documents. For example, newspapers show the same stories in print as they do on websites; you can apply for insurance over the web; and stores have online catalogs and e-commerce facilities.

In all kinds of documents, structure is very important in helping readers to understand the messages you are trying to convey and to navigate around the document. So, in order to learn how to write web pages, it is very important to understand how to structure documents. In this chapter you will:

- See how HTML describes the structure of a web page
- Learn how tags or elements are added to your document
- Write your first web page



**Read more on
MediaGuardian.co.uk**

Digital economy or bust
Part 33. In which the team turn up the volume with inside track on The X Factor - and get a glimpse of the future

Coming up this week
Monday: Shortlists for Student Media Awards announced
Wednesday to Friday: Coverage of the RTS Cambridge Convention

Interview Rio Caraeff

Vevo revolutionary

Universal's former mobile chief is leading the music industry's fight to shake up online video. He reveals his frustration with MTV, and says why no one need own music if his site succeeds. Interview by **Mark Sweeney**

Rio Caraeff succeeds, perhaps only diehard fans will need to own music. His online music video site, part-owned by the two largest record labels, hopes to have the same impact as MTV and to be an answer to YouTube. Chuck those goals in with that of making the music industry less dependent on the purchase of recordings, and for Caraeff there is clearly plenty to do.

Caraeff is the youthful chief executive of Vevo - launched in late 2009 with the backing of some of the world's biggest music companies: Sony Music, Universal Music and EMI - who is taking the venture international with a rollout starting in the UK and continental Europe. "Sex, music and movies are the only entertainment categories on the planet that people love that can build audiences at the scale of billions of people," he says. "I'm in the business of connecting people to music," is his modestly stated aim.

With global CD sales plummeting by \$1.5bn last year, Caraeff's mission is clear: "We wouldn't have created Vevo if we didn't believe in it." "I really felt it was necessary. If MTV was doing a great job paying royalties, if YouTube [was], there would have been no need. We have invested tens of millions of dollars for our platform today. We can't sit back and say 'I hope Apple or whoever figures this out'."

Vevo's relationship with Google, the owner of the world's most visited short-form video site YouTube, is clearly critical. Michael Grade called the company a "parasite" and Sir Martin Sorrell described it as a "frenemy". Despite the fact that the music industry has historically had bad players in the digital space, Caraeff prefers to characterise Vevo's dealings with YouTube as "symbiotic" - although "declarative independence" would also be appropriate.

"We said 'let's figure out how to work with them,'" he explains. "There are no duplicate copies [of music videos] on YouTube; there are no versions that the other versions are only available from us. They don't threaten us. YouTube is a place where people can upload any video in the world, we're not trying to compete with that. In the first six months Vevo's traffic comes from YouTube search, and 30% comes from recommendations of videos that users might like to watch that appear on the side of the YouTube pages when a user is viewing clips."

Free access

Vevo's business model is all about providing music videos that fans can access free of charge. "It's not to put it another way - give consumers an alternative to owning songs. "I believe the future is access, not ownership, not iTunes as it is today," he says. "We're not trying to tell people 'music is expensive', we're telling the small amount of people that want to buy music. We are about providing access; it is the only scalable model for the music industry; the question is, how do you do that?"

Which raises the question of how well Vevo is actually doing. Caraeff doesn't want to give away too much commercially but says it is already making "hundreds of millions of dollars" in revenue, although the vast majority goes to pay. More than half of gross revenue goes to content owners - the label, artist or licensee - with the remainder being kept by Vevo and paid to partners such as Google. He adds that Vevo is "significantly ahead" of its original business plan - about 40% ahead to be precise - and is on track to achieve profitability "in the very early part of 2012".

Yet there are problems. Caraeff's business model relies on advertising, and he is frustrated by the low rates that companies pay to run campaigns around music content. His contention is that advertisers treat music as a commodity. He says that Vevo needs to "own" the prime content and then be able to position it as a premium product. Think the free-to-access equivalent of BSkyB owning Premier League football.

The audience that loves music is vast and promising: it should be treated as



Video vexations ... Rio Caraeff says 'if MTV was doing a

We are about access: it is the only scalable model for the music industry; the question is, how do you do that and make money?

Curriculum vitae

Age 36

Education Did not go to university because "I started my first company when I was 18".

Career

2004 vice-president, Pictures 2005 general manager, Universal Music Mobile vice-president, Universal Music International and new technology executive, Vevo

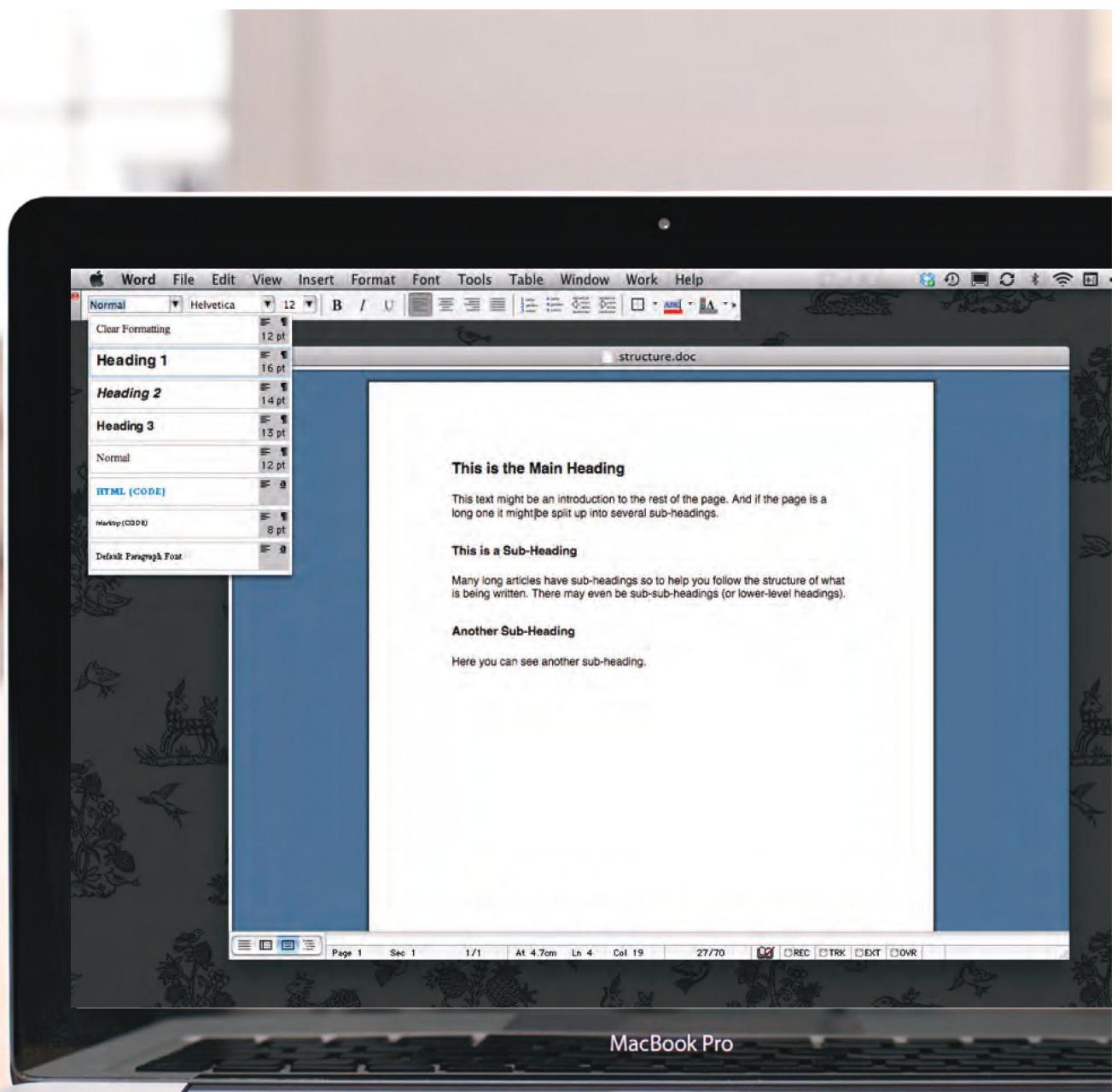


STRUCTURING WORD DOCUMENTS

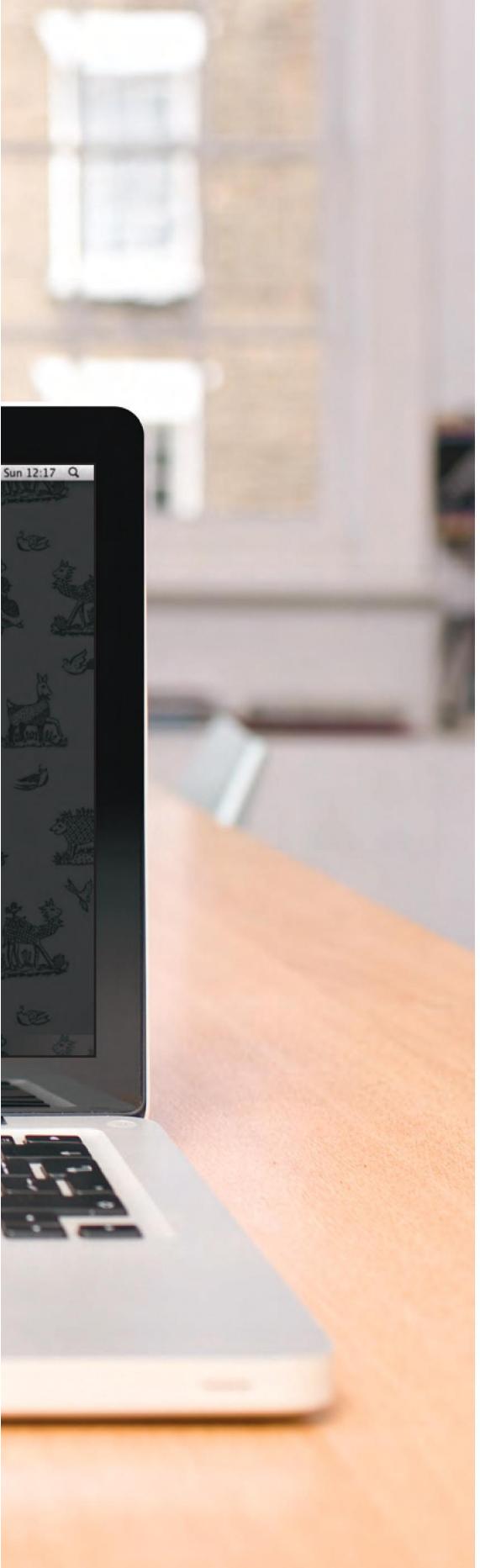
The use of headings and subheadings in any document often reflects a hierarchy of information. For example, a document might start with a large heading, followed by an introduction or the most important information.

This might be expanded upon under subheadings lower down on the page. When using a word processor to create a document, we separate out the text to give it structure. Each topic might have a new paragraph, and each section can have a heading to describe what it covers.

On the right, you can see a simple document in Microsoft Word. The different styles for the document, such as different levels of heading, are shown in the drop down box. If you regularly use Word, you might have also used the formatting toolbar or palette to do this.



MacBook Pro



HTML DESCRIBES THE STRUCTURE OF PAGES

In the browser window you can see a web page that features exactly the same content as the Word document you met on the page 18. To describe the structure of a web page, we add code to the words we want to appear on the page.

You can see the HTML code for this page below. Don't worry about what the code means yet. We start to look at it in more detail on the next page. Note that the HTML code is in blue, and the text you see on screen is in black.

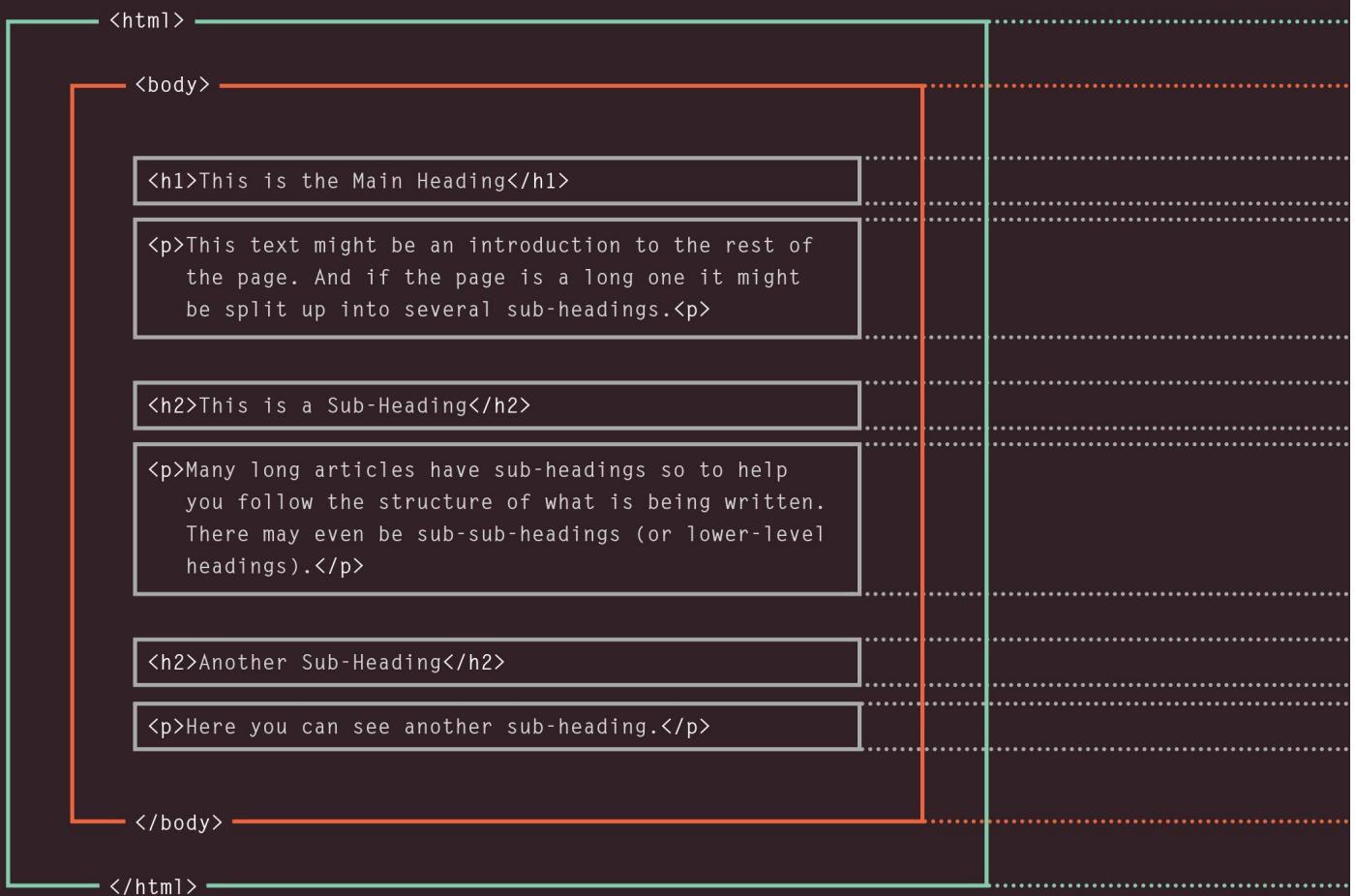
```
<html>
  <body>
    <h1>This is the Main Heading</h1>
    <p>This text might be an introduction to the rest of
       the page. And if the page is a long one it might
       be split up into several sub-headings.<p>
    <h2>This is a Sub-Heading</h2>
    <p>Many long articles have sub-headings so to help
       you follow the structure of what is being written.
       There may even be sub-sub-headings (or lower-level
       headings).</p>
    <h2>Another Sub-Heading</h2>
    <p>Here you can see another sub-heading.</p>
  </body>
</html>
```

The HTML code (in blue) is made up of characters that live inside angled brackets — these are called **HTML elements**. Elements are usually made up of two **tags**: an opening tag and a closing tag. (The closing tag has an extra forward slash in it.) Each HTML element tells the browser something about the information that sits between its opening and closing tags.

HTML USES ELEMENTS TO DESCRIBE THE STRUCTURE OF PAGES

Let's look closer at the code from the last page.
There are several different elements. Each element has an opening tag and a closing tag.

CODE



Tags act like containers. They tell you something about the information that lies between their opening and closing tags.

DESCRIPTION

The opening `<html>` tag indicates that anything between it and a closing `</html>` tag is HTML code.

The `<body>` tag indicates that anything between it and the closing `</body>` tag should be shown inside the main browser window.

Words between `<h1>` and `</h1>` are a main heading.

A paragraph of text appears between these `<p>` and `</p>` tags.

Words between `<h2>` and `</h2>` form a sub-heading.

Here is another paragraph between opening `<p>` and closing `</p>` tags.

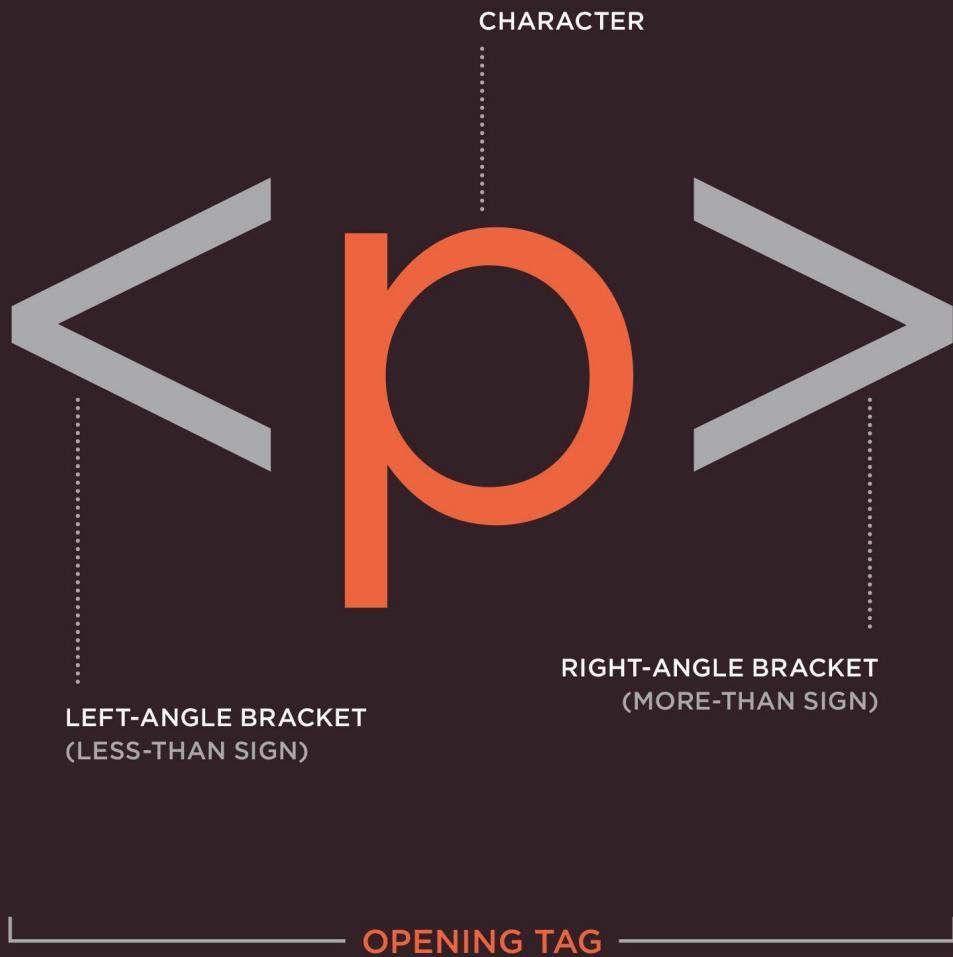
Another sub-heading inside `<h2>` and `</h2>` tags.

Another paragraph inside `<p>` and `</p>` tags.

The closing `</body>` tag indicates the end of what should appear in the main browser window.

The closing `</html>` tag indicates that it is the end of the HTML code.

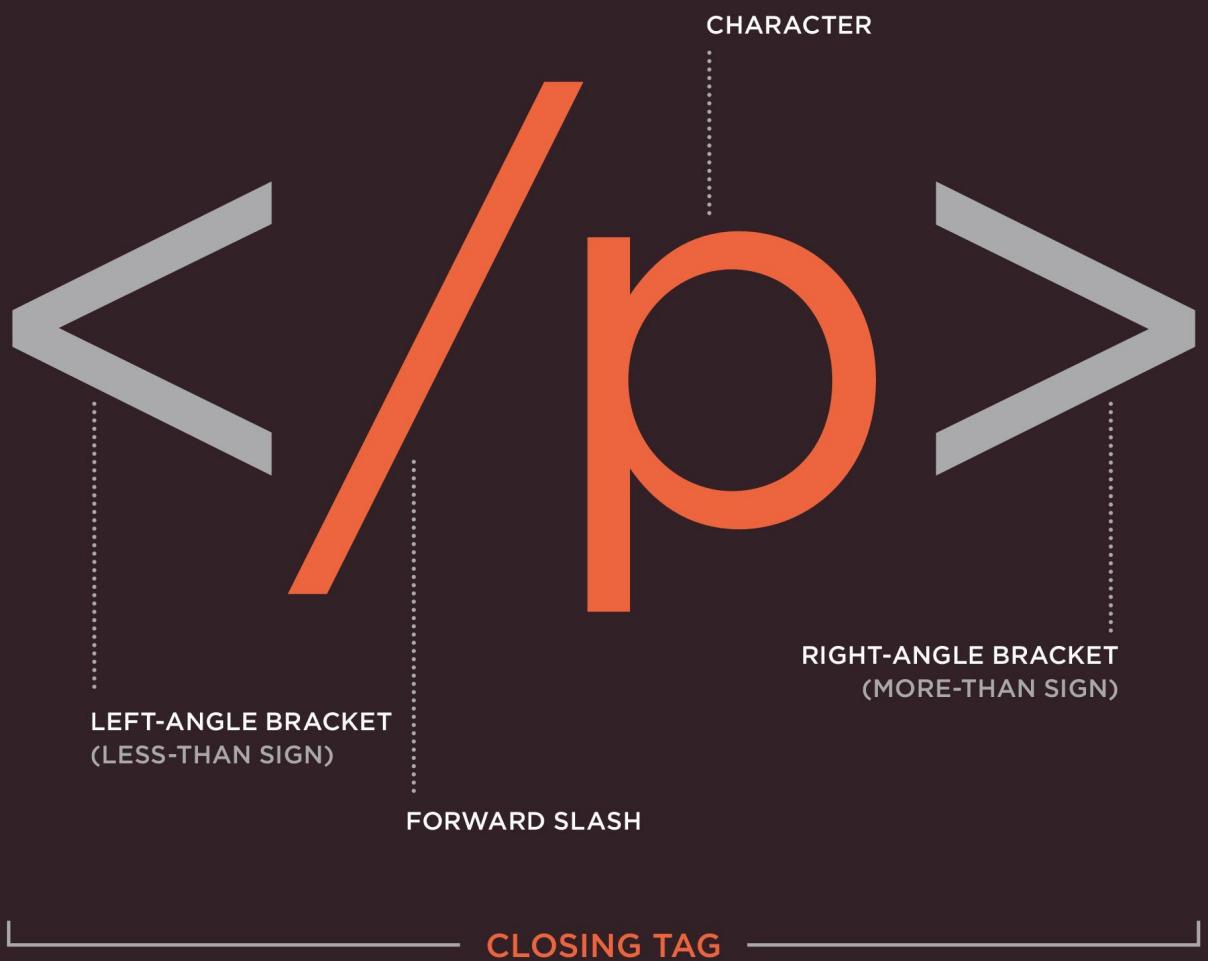
A CLOSER LOOK AT TAGS



The characters in the brackets indicate the tag's purpose.

For example, in the tags above the p stands for paragraph.

The closing tag has a forward slash after the < symbol.



The terms "tag" and "element" are often used interchangeably.

Strictly speaking, however, an element comprises the opening

tag *and* the closing tag *and* any content that lies between them.

ATTRIBUTES TELL US MORE ABOUT ELEMENTS

Attributes provide additional information about the contents of an element. They appear on the opening tag of the element and are made up of two parts: a **name** and a **value**, separated by an equals sign.



The attribute **name** indicates what kind of extra information you are supplying about the element's content. It should be written in lowercase.

The **value** is the information or setting for the attribute. It should be placed in double quotes. Different attributes can have different values.

Here an attribute called `lang` is used to indicate the language used in this element. The value of this attribute on this page specifies it is in US English.

HTML5 allows you to use uppercase attribute names and omit the quotemarks, but this is not recommended.



The majority of attributes can only be used on certain elements, although a few attributes (such as lang) can appear on any element.

Most attribute values are either pre-defined or follow a stipulated format. We will look at the permitted values as we introduce each new attribute.

The value of the lang attribute is an abbreviated way of specifying which language is used inside the element that all browsers understand.

BODY, HEAD & TITLE

<body>

You met the `<body>` element in the first example we created. Everything inside this element is shown inside the main browser window.

<head>

Before the `<body>` element you will often see a `<head>` element. This contains information *about* the page (rather than information that is shown within the main part of the browser window that is highlighted in blue on the opposite page). You will usually find a `<title>` element inside the `<head>` element.

<title>

The contents of the `<title>` element are either shown in the top of the browser, above where you usually type in the URL of the page you want to visit, or on the tab for that page (if your browser uses tabs to allow you to view multiple pages at the same time).

/chapter-01/body-head-title.html

HTML

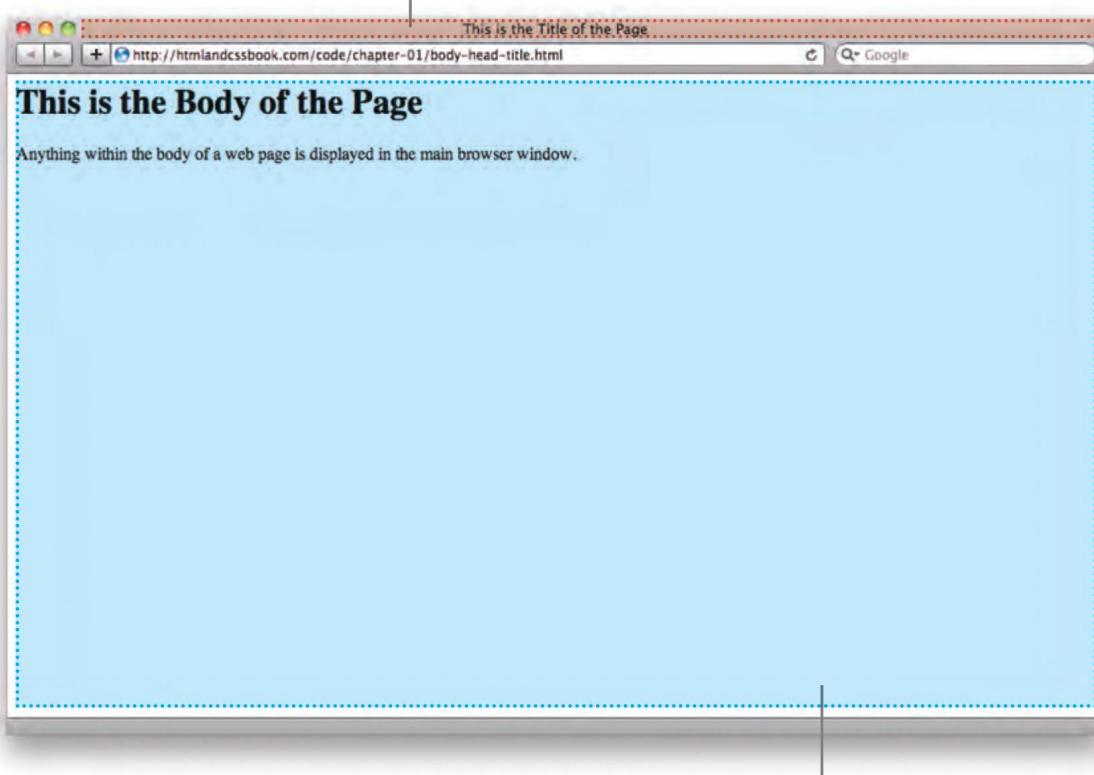
```
<html>
  <head>
    <title>This is the Title of the Page</title>
  </head>
  <body>
    <h1>This is the Body of the Page</h1>
    <p>Anything within the body of a web page is
       displayed in the main browser window.</p>
  </body>
</html>
```

RESULT

This is the Body of the Page

Anything within the body of a web page is displayed in the main browser window,

Anything written between the <title> tags will appear in the title bar (or tabs) at the top of the browser window, highlighted in orange here.



Anything written between the <body> tags will appear in the main browser window, highlighted in blue here.

You may know that HTML stands for HyperText Markup Language. The HyperText part refers to the fact that HTML allows you to create links that allow visitors to move from one

page to another quickly and easily. A markup language allows you to annotate text, and these annotations provide additional meaning to the contents of a document. If you think of a web

page, we add code around the original text we want to display and the browser then uses the code to display the page correctly. So the tags we add are the markup.

LOOKING AT HOW OTHER SITES ARE BUILT

When the web was first taking off, one of the most common ways to learn about HTML and discover new tips and techniques was to look at the source code that made up web pages.

These days there are many more books and online tutorials that teach HTML, but you can still look at the code that a web server sends to you. To try this out for yourself, simply go to the sample code for this chapter, at www.htmlandcssbook.com/code/ and click on the link called "View Source."

Once you have opened this page, you can look for the **View** menu in your browser, and select the option that says **Source** or **View source**. (The title changes depending on what browser you are using.)

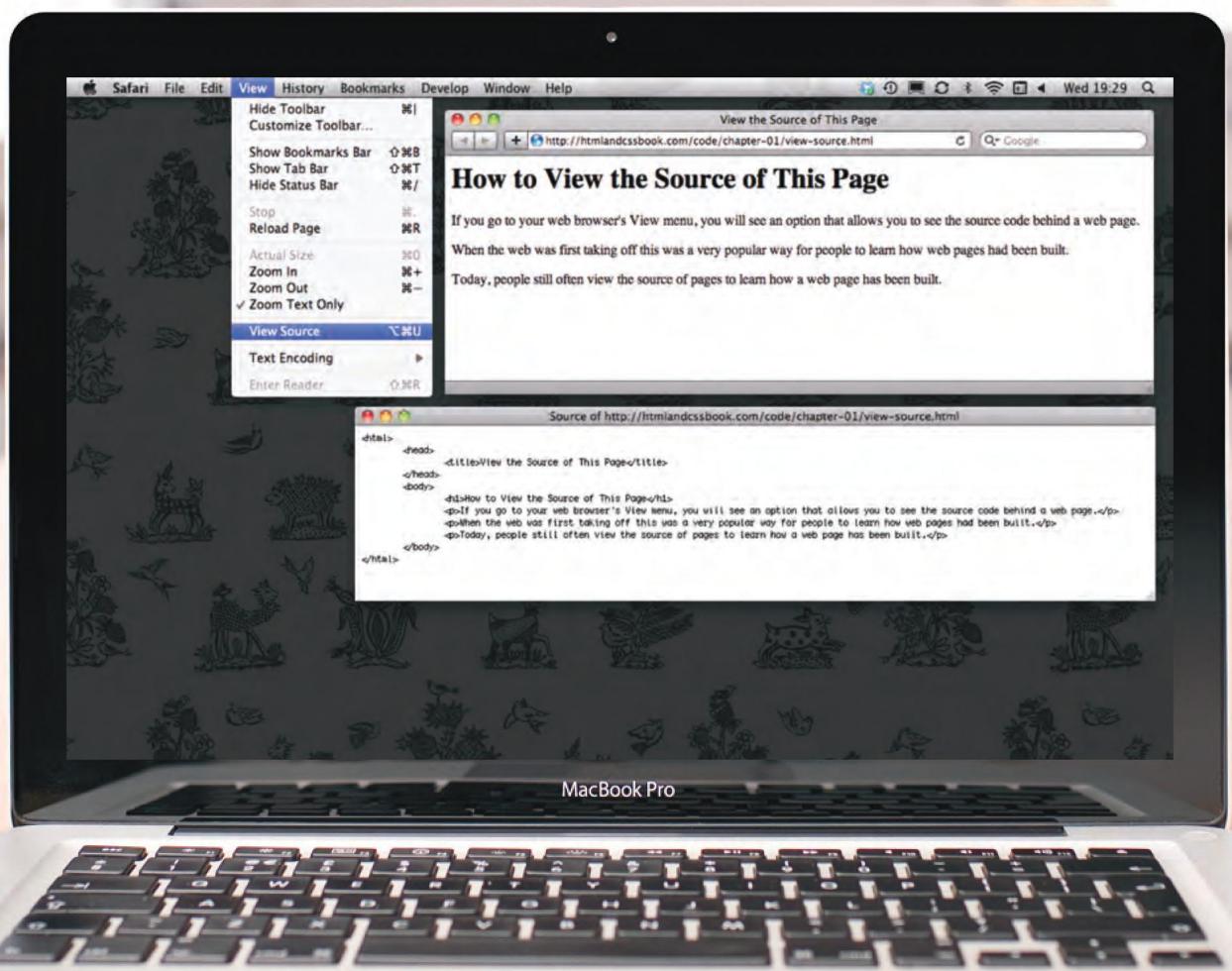
You should see a new window appear, and it will contain the source code that was used to create this page.

You can see this result in the photograph on the right. The page you see is the window at the top; the code is below.

At first this code might look complicated but don't be discouraged. By the time you have finished the next chapter of this book, you will be able to understand it.

All of the examples for this book are on the website, and you can use this simple technique on any of the example pages to see how they work.

You can also download all of the code for this book from the same website by clicking on the "Download" link.



SUMMARY STRUCTURE

- ▶ HTML pages are text documents.
- ▶ HTML uses tags (characters that sit inside angled brackets) to give the information they surround special meaning.
- ▶ Tags are often referred to as elements.
- ▶ Tags usually come in pairs. The opening tag denotes the start of a piece of content; the closing tag denotes the end.
- ▶ Opening tags can carry attributes, which tell us more about the content of that element.
- ▶ Attributes require a name and a value.
- ▶ To learn HTML you need to know what tags are available for you to use, what they do, and where they can go.