#POP-CORN-JS

Popcorn.JS Historic Timeline

2010—2015

10—15

The first Mozilla Festival was held in Barcelona in 2010. That same year, video became a "first class citizen of the web" with the introduction of the HTML5 video element in Firefox 3.6.

Before HTML5 <video>—open web folk like to say—video on the web was a "black box." Video playback depended on proprietary plug-ins like Adobe's Flash or Microsoft's Silverlight. There was no universally supported way for a webpage to talk to a video, or for a video to manipulate a webpage. This limited creators' freedom to explore the potential of interactive video, and slowed the broad uptake of that medium for creative storytelling.

Also in 2010, filmmaker Brett Gaylor joined with Mozilla to experiment with what might be called "the filmmaker's HTML5 video toolkit." Gaylor, in collaboration with Professor David Humphrey, a long-time Mozilla contributor, spent weeks imagining and prototyping new functionality for web video creators; tools and tropes for storytelling that are only possible when video is woven into the fabric of the web. A video that can trigger actions on an interactive map; a video that can dynamically incorporate tweets and other data, mise en scène; Gaylor and Humphrey imagined these and other clever uses of the HTML5 video API, rolled them into a Javascript library, and called it Popcorn.js.

Their first Popcorn.js demo, ugly but full of promise, debuted at MozFest in November 2010. Here's what happened in the field of open video since.

2010

2010

HTML5 video is introduced in Firefox 3.6.

Mozilla hosts a filmmaker, a computer science teacher, his students, and an intern from Bocoup at their Toronto office. Video evidence of how far Mozilla's interior design aesthetic and gender parity efforts have come (sorry three Mikes!). This motley crew created the first Popcorn.js demo—sadly lost to the dead links of time.

LTR: Brett, Nick, Scott, Anna, Daniel Hodgin

Dave Humphrey, Brett Gaylor run a **Video Lab** at the first Mozilla Festival, creating a prototype for what would later become Popcorn.js. Locked in a room were Gabriel Shalom, Laura Hilliger, Laurian Gridinoc, Mark Boas, Berto Yanez, Ben Moskowitz and others, who all brought unique takes on hypervideo and would continue to iterate on the form after the first MozFest.

Mozilla hires Bocoup to work on Popcorn.js API design and to work with students from CDOT.

Bocoup sketches new API design for Popcorn.js that draws on experience working on Prototype.js, jQuery, Dojo, YUI.

Bocoup develops **Butter**, a prototype that later becomes Popcorn Maker.

Development continues on Popcorn.js, with regular releases and a growing demo gallery. Popcorn begins to power interactive video experiments in news, documentaries, and art projects.

2011

2011

Mozilla teams up with PBS to offer an interactive version of Obama's 2011 State of the Union address.

Popcorn.js 1.0 launches at Mozilla Festival.

One Millionth Tower — a unique Popcorn-powered web documentary premieres at the Mozilla Festival in London and online at Wired.com.

Henrik Moltke and Mark Boas explore the potential of hyperaudio and timed transcripts, with **RadioLab** and other partners.

Development begins on Popcorn Maker, a web app that makes it easy for people to make interactive videos without needing to write a lick of Javascript. Development is led by Bobby Richter, an audiovisual engineer from the demoscene. Youth mediamakers at BAVC are invited to help design and test the software, under the guidance of filmmaker educator Jason Jakaitis.
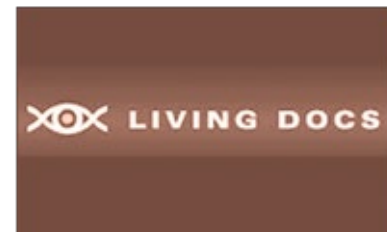
2012

2013

2014

2015

Mozilla and BAVC launch **Storycamp**, a media literacy MOOC with dozens of participating youth media centers.

LIVING DOCS

Mozilla, ITVS and Tribeca team up to form the **Living Docs** project, a series of hack days and co-productions around web-based documentaries.

Mozilla COO **Ryan Merkley delivers a talk at TED Global** about the soon-to-be-released Popcorn Maker.

With a well-timed f-bomb, **Popcorn Maker is launched at MozFest 2012.**

mozilla Popcorn maker
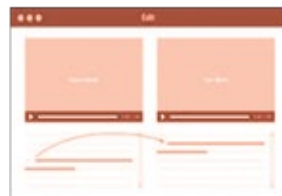
The Hyperaudio Pad is released. The idea for the Hyperaudio Pad came from a very strange place: Mark Boas' head. Mark's Hyperaudio Pad enables users to copy and paste from "hypertext transcripts" in a familiar text-editor interface, automagically creating edited compositions. Hyperaudio later becomes a startup and Open News Fellows Laurian Gridinoc and Dan Schultz join the team.

Ben Moskowitz hosts Storytelling Innovation Lab with Tribeca Film Institute in New York City. The Lab invites seven filmmaker teams and over 30 designers, developers, and technologists to sketch concepts of how to use the web for more effective social-issue storytelling. Each team produces a complete storytelling project, from concept to code, in just five days.

Internet Archive's TV news archive uses Popcorn Maker technologies to let viewers copy, cut, and paste TV news clips.

Philo van Kemenade and Gilles Pradeau host Popcorn Maker and Pop-a-thon events in London.

TRIBEC4 H4CKS STORYTELLING INNOVATION LAB

POPATHON

moz://a festival 2019

A team from the Broadcasting Board of Governors launches KettleCorn, a fork of Popcorn Maker made specifically for journalists working in newsrooms.

Innovators like Joscha Jager and Pietro Passarellli press the limits of hypervideo with experiments like FrameTrail or AutoEdit.

At MozFest 2014, Mozilla announces that development on Popcorn.js and Popcorn Maker will wind down.

BBC R&D carries the torch on object-based media, with a new Javascript library that takes advantage of the advancements in browser technology and power. Originally called the HTML5 video compositor, and later renamed and updated to the VideoContext Library, both libraries used Popcorn.js and seriously.js—and other MozFest origin technologies—as inspiration.

The Internet Archive becomes the spiritual home of Popcorn Maker.

Popcorn Maker is sadly shut down.

With support from Mike Nolan and Brion Vibber, Popcorn Maker is re-factored as a client-side library called "Popcorn Editor." This proof-of-concept enables later work to bring web-based video editing to Wikipedia.

Brett Gaylor releases **Do Not Track**, an personalized film about web tracking, that rolls up 5 years of practice in interactive documentaries.

do not track

today

Interactive video, hypervideo, object-based media—whatever you choose to call it, the hacker spirit of Popcorn lives on. And it all started at MozFest 10 years ago.