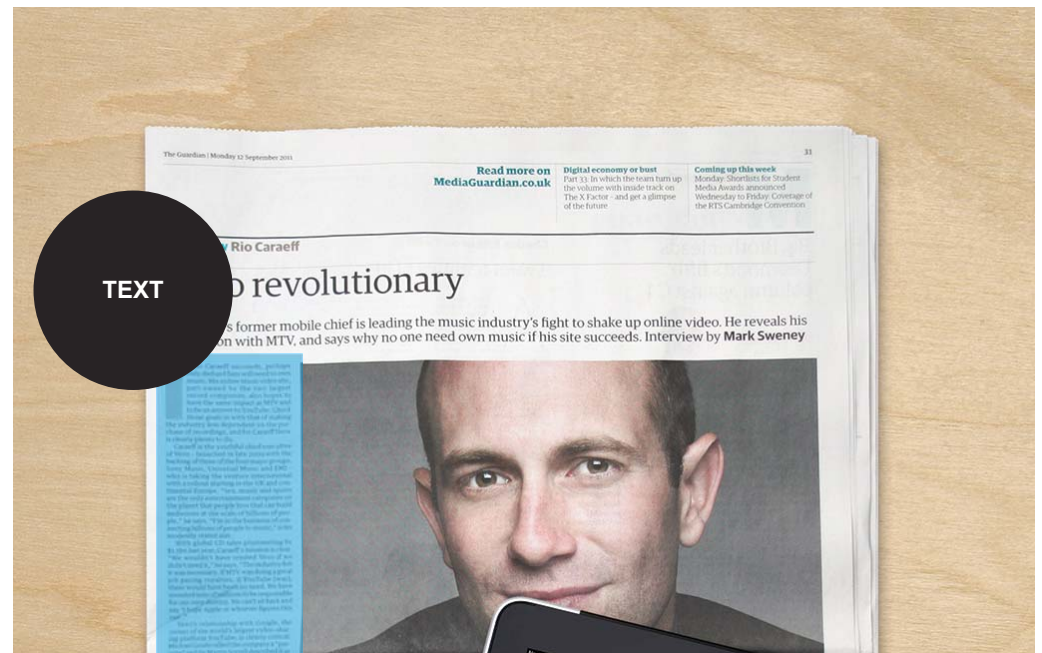


HOW PAGES USE STRUCTURE



HOW PAGES USE STRUCTURE



[illegible][illegible]

Digital versions often have similar structure

There's a relationship with Google, the owner of the world's largest video-sharing platform YouTube, is clearly central. Michael Grade called the company a "partner" and to Martin Lewis described as a "partner". Despite the combination of the music industry and the digital space, Carraff points to the importance of the relationship with YouTube as "synergistic" and "a key part of the business".

Video versions ... Rio Carraff says 'if MTV was doing it

There are only about 300 channels on the music TV channel, but the question is: how do you do that with the same money?

Curriculum vitae

Age 36

Education Did not go to college. Started his first business in 1998.

Career 2004-2005 co-president of MTV Networks. 2005-2006 president of MTV Networks. 2006-2007 president of MTV Networks. 2007-2008 president of MTV Networks. 2008-2009 president of MTV Networks. 2009-2010 president of MTV Networks. 2010-2011 president of MTV Networks. 2011-2012 president of MTV Networks. 2012-2013 president of MTV Networks. 2013-2014 president of MTV Networks. 2014-2015 president of MTV Networks. 2015-2016 president of MTV Networks. 2016-2017 president of MTV Networks. 2017-2018 president of MTV Networks. 2018-2019 president of MTV Networks. 2019-2020 president of MTV Networks. 2020-2021 president of MTV Networks. 2021-2022 president of MTV Networks. 2022-2023 president of MTV Networks. 2023-2024 president of MTV Networks. 2024-2025 president of MTV Networks. 2025-2026 president of MTV Networks. 2026-2027 president of MTV Networks. 2027-2028 president of MTV Networks. 2028-2029 president of MTV Networks. 2029-2030 president of MTV Networks. 2030-2031 president of MTV Networks. 2031-2032 president of MTV Networks. 2032-2033 president of MTV Networks. 2033-2034 president of MTV Networks. 2034-2035 president of MTV Networks. 2035-2036 president of MTV Networks. 2036-2037 president of MTV Networks. 2037-2038 president of MTV Networks. 2038-2039 president of MTV Networks. 2039-2040 president of MTV Networks. 2040-2041 president of MTV Networks. 2041-2042 president of MTV Networks. 2042-2043 president of MTV Networks. 2043-2044 president of MTV Networks. 2044-2045 president of MTV Networks. 2045-2046 president of MTV Networks. 2046-2047 president of MTV Networks. 2047-2048 president of MTV Networks. 2048-2049 president of MTV Networks. 2049-2050 president of MTV Networks. 2050-2051 president of MTV Networks. 2051-2052 president of MTV Networks. 2052-2053 president of MTV Networks. 2053-2054 president of MTV Networks. 2054-2055 president of MTV Networks. 2055-2056 president of MTV Networks. 2056-2057 president of MTV Networks. 2057-2058 president of MTV Networks. 2058-2059 president of MTV Networks. 2059-2060 president of MTV Networks. 2060-2061 president of MTV Networks. 2061-2062 president of MTV Networks. 2062-2063 president of MTV Networks. 2063-2064 president of MTV Networks. 2064-2065 president of MTV Networks. 2065-2066 president of MTV Networks. 2066-2067 president of MTV Networks. 2067-2068 president of MTV Networks. 2068-2069 president of MTV Networks. 2069-2070 president of MTV Networks. 2070-2071 president of MTV Networks. 2071-2072 president of MTV Networks. 2072-2073 president of MTV Networks. 2073-2074 president of MTV Networks. 2074-2075 president of MTV Networks. 2075-2076 president of MTV Networks. 2076-2077 president of MTV Networks. 2077-2078 president of MTV Networks. 2078-2079 president of MTV Networks. 2079-2080 president of MTV Networks. 2080-2081 president of MTV Networks. 2081-2082 president of MTV Networks. 2082-2083 president of MTV Networks. 2083-2084 president of MTV Networks. 2084-2085 president of MTV Networks. 2085-2086 president of MTV Networks. 2086-2087 president of MTV Networks. 2087-2088 president of MTV Networks. 2088-2089 president of MTV Networks. 2089-2090 president of MTV Networks. 2090-2091 president of MTV Networks. 2091-2092 president of MTV Networks. 2092-2093 president of MTV Networks. 2093-2094 president of MTV Networks. 2094-2095 president of MTV Networks. 2095-2096 president of MTV Networks. 2096-2097 president of MTV Networks. 2097-2098 president of MTV Networks. 2098-2099 president of MTV Networks. 2099-2100 president of MTV Networks. 2100-2101 president of MTV Networks. 2101-2102 president of MTV Networks. 2102-2103 president of MTV Networks. 2103-2104 president of MTV Networks. 2104-2105 president of MTV Networks. 2105-2106 president of MTV Networks. 2106-2107 president of MTV Networks. 2107-2108 president of MTV Networks. 2108-2109 president of MTV Networks. 2109-2110 president of MTV Networks. 2110-2111 president of MTV Networks. 2111-2112 president of MTV 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Networks. 2247-2248 president of MTV Networks. 2248-2249 president of MTV Networks. 2249-2250 president of MTV Networks. 2250-2251 president of MTV Networks. 2251-2252 president of MTV Networks. 2252-2253 president of MTV Networks. 2253-2254 president of MTV Networks. 2254-2255 president of MTV Networks. 2255-2256 president of MTV Networks. 2256-2257 president of MTV Networks. 2257-2258 president of MTV

Word File Edit View Insert Format Font Tools Table Window Work Help

Normal Helvetica 12 B / U

Clear Formatting 12 pt

Heading 1 16 pt

Heading 2 14 pt

Heading 3 13 pt

Normal 12 pt

HTML (CODE) 8 pt

Bulleted List 8 pt

Default Paragraph Font 8 pt

structure.doc

This is the Main Heading

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.

This is a Sub-Heading

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).

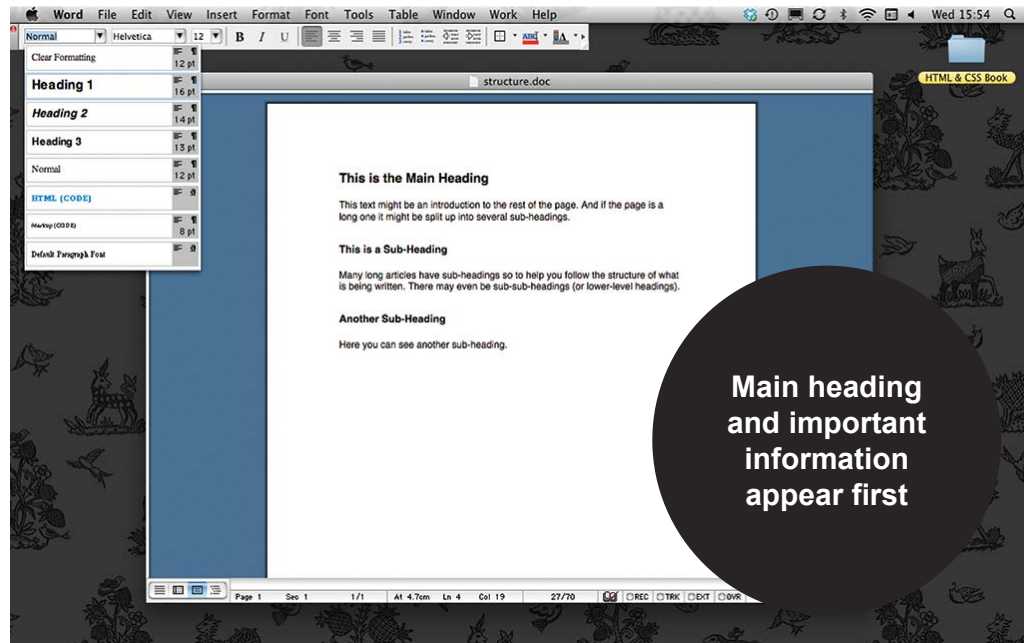
Another Sub-Heading

Here you can see another sub-heading.

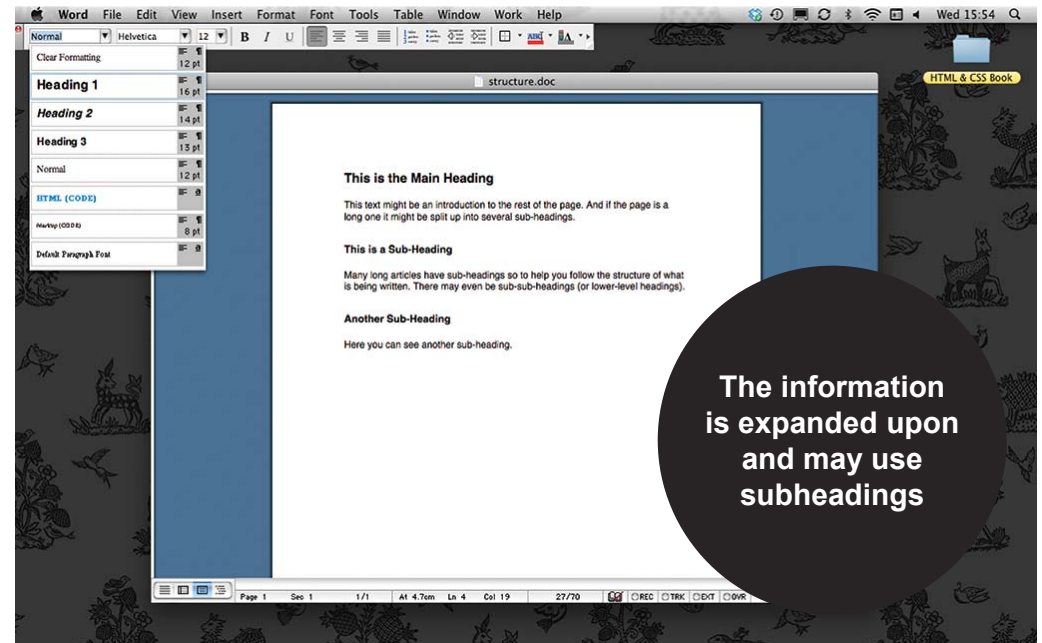
Headings and subheadings reflect hierarchy of information

Page 1 Section 1 1/1 At 4.7cm Ln 4 Col 19 27/70 REC TRK EXT BVR

STRUCTURE IN WORD DOCS



STRUCTURE IN WORD DOCS



HTML: PAGE STRUCTURE

```
<html>
<body>
  <h1>This is the Main Heading</h1>
  <p>This text might be an introduction to
    the rest of the page.</p>
  <h2>This is a Sub-Heading</h2>
  <p>Many long articles have sub-headings
    to help you follow the structure.</p>
  <h2>Another Sub-Heading</h2>
  <p>Here you can see another.</p>
</body>
</html>
```

A CLOSER LOOK AT TAGS

CHARACTER

CHARACTER

FORWARD SLASH

LEFT-ANGLE BRACKET

RIGHT-ANGLE BRACKET

OPENING TAG

CLOSING TAG

The diagram illustrates the structure of HTML tags. It shows an opening tag <p> and a closing tag </p>. The opening tag is composed of a left-angle bracket (<), a character (p), and a right-angle bracket (>). The closing tag is composed of a left-angle bracket (<), a forward slash (/), a character (p), and a right-angle bracket (>). Labels with dotted lines point to each component: 'LEFT-ANGLE BRACKET' points to the first <, 'CHARACTER' points to the 'p', 'FORWARD SLASH' points to the /, and 'RIGHT-ANGLE BRACKET' points to the final >. The entire opening tag is labeled 'OPENING TAG' and the entire closing tag is labeled 'CLOSING TAG'.

ATTRIBUTES TELL US MORE ABOUT ELEMENTS

ATTRIBUTE
NAME

`Paragraph in English</p>`

ATTRIBUTE
VALUE

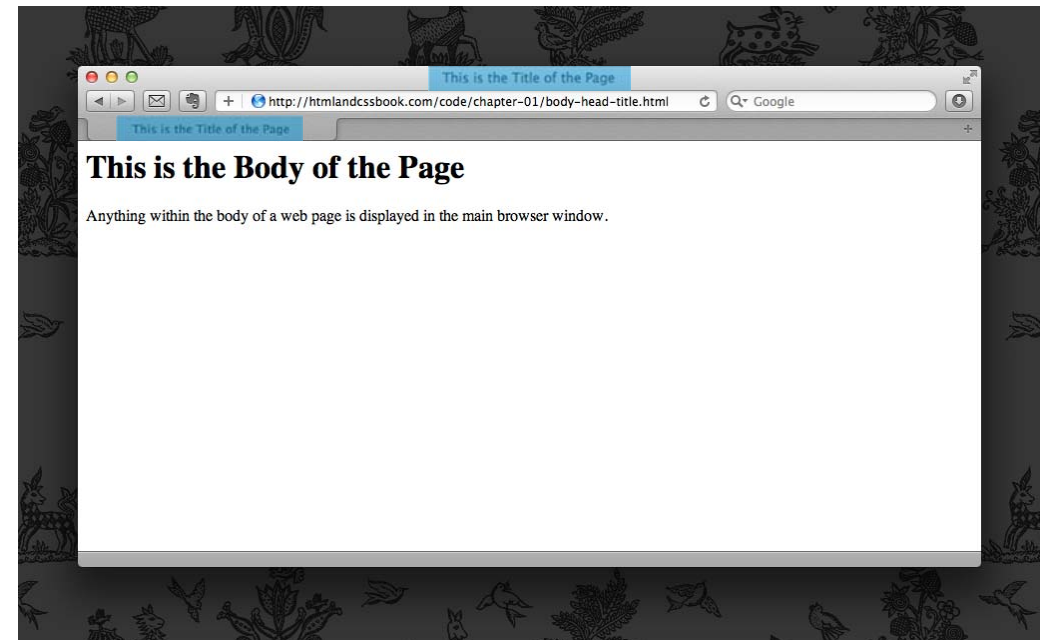
BODY, HEAD & TITLE

```
<html>
  <head>
    <title>This is the Title of...</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>
```

BODY, HEAD & TITLE

```
<html>
  <head>
    <title>This is the Title of...</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>
```

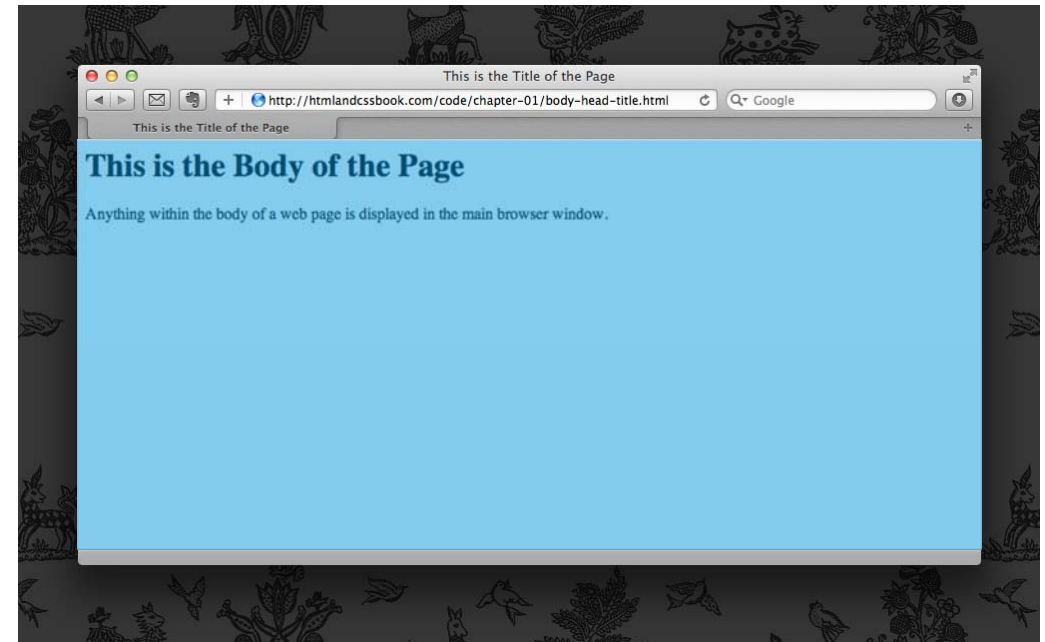
BODY, HEAD & TITLE



BODY, HEAD & TITLE

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  </body>
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```

BODY, HEAD & TITLE



SUMMARY

HTML pages are text documents.

SUMMARY

HTML uses tags, which act like containers and tell you about the information that lies between them.

SUMMARY

Tags are often referred to as elements.

SUMMARY

Tags usually come in pairs. Opening tags denote the start of a piece of content; closing tags denote the end.

SUMMARY

Opening tags can carry attributes, which tell us more about the content of that element.

SUMMARY

Attributes require a name and a value.

SUMMARY

To learn HTML you need to know what tags you can use, what they do, and where they can go.

