



# Smart Markup for Smarter Websites

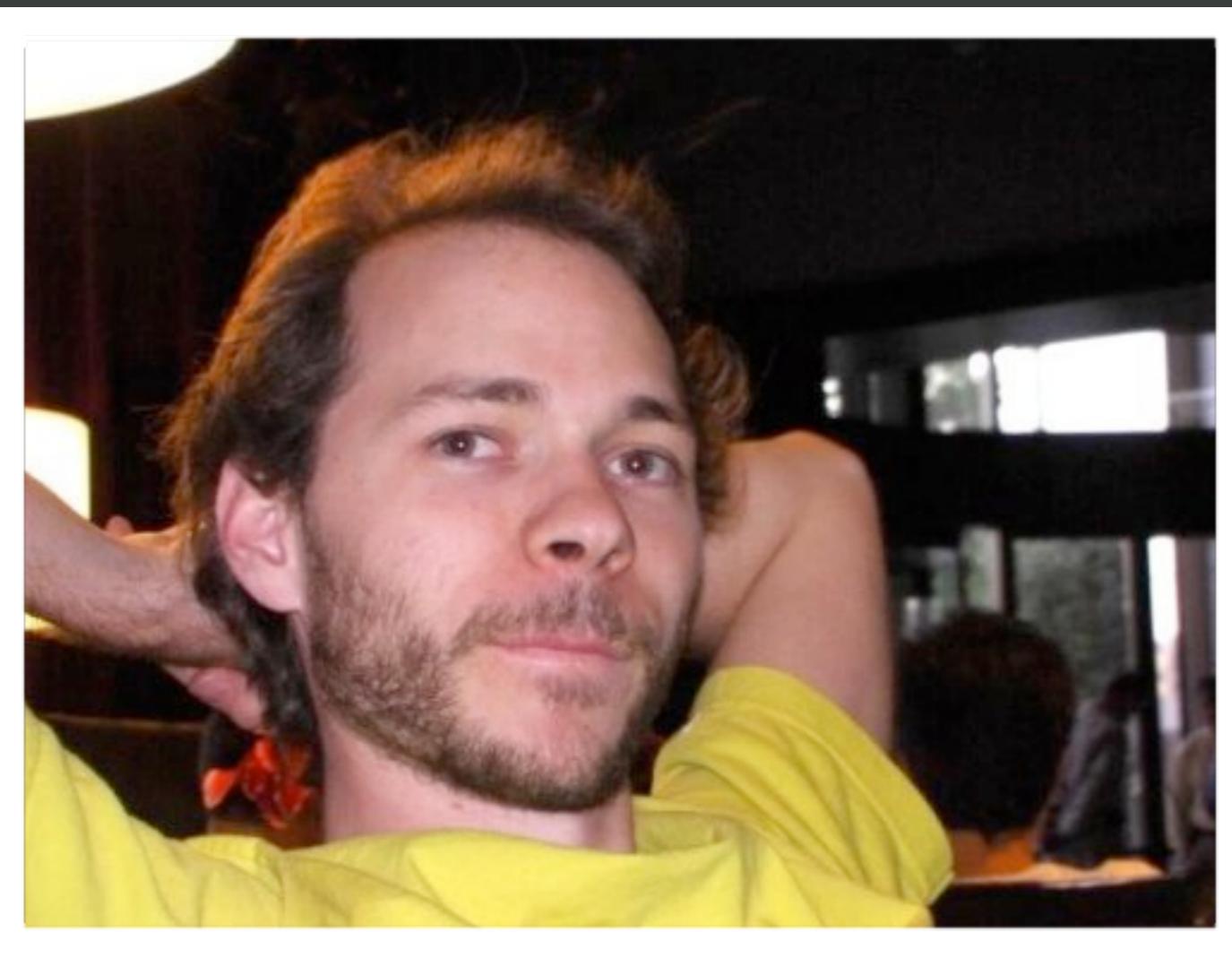
Aaron Gustafson  
[@aarongustafson](https://twitter.com/aarongustafson)  
[slideshare.net/AaronGustafson](https://slideshare.net/AaronGustafson)





*This is not a consensus-based approach — there's no guarantee that everyone will be happy! There is also no voting.*

— WHATWG process



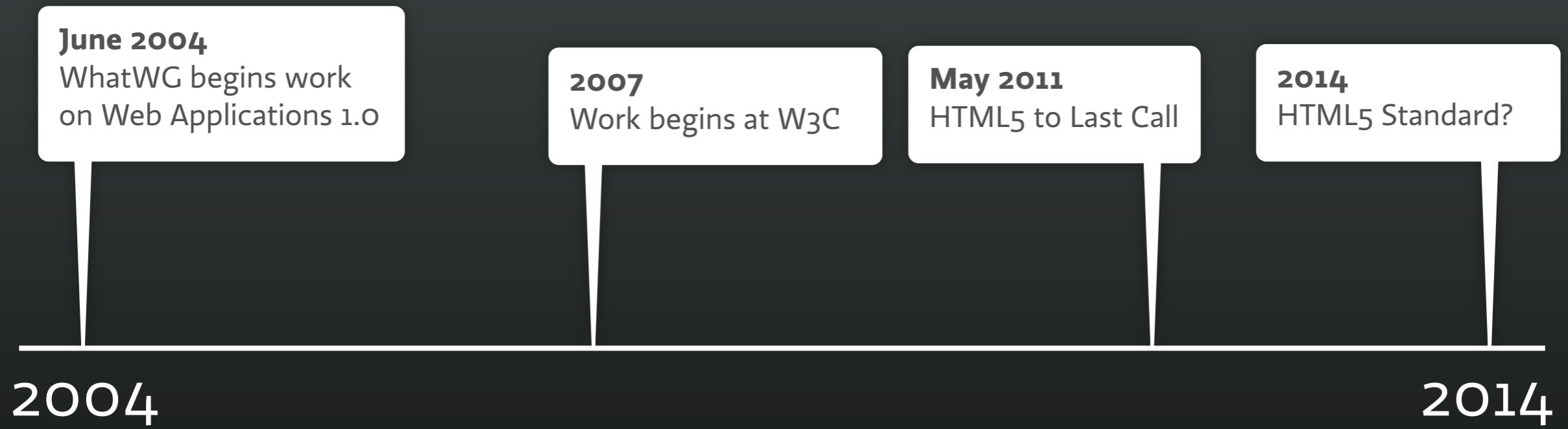
<time>



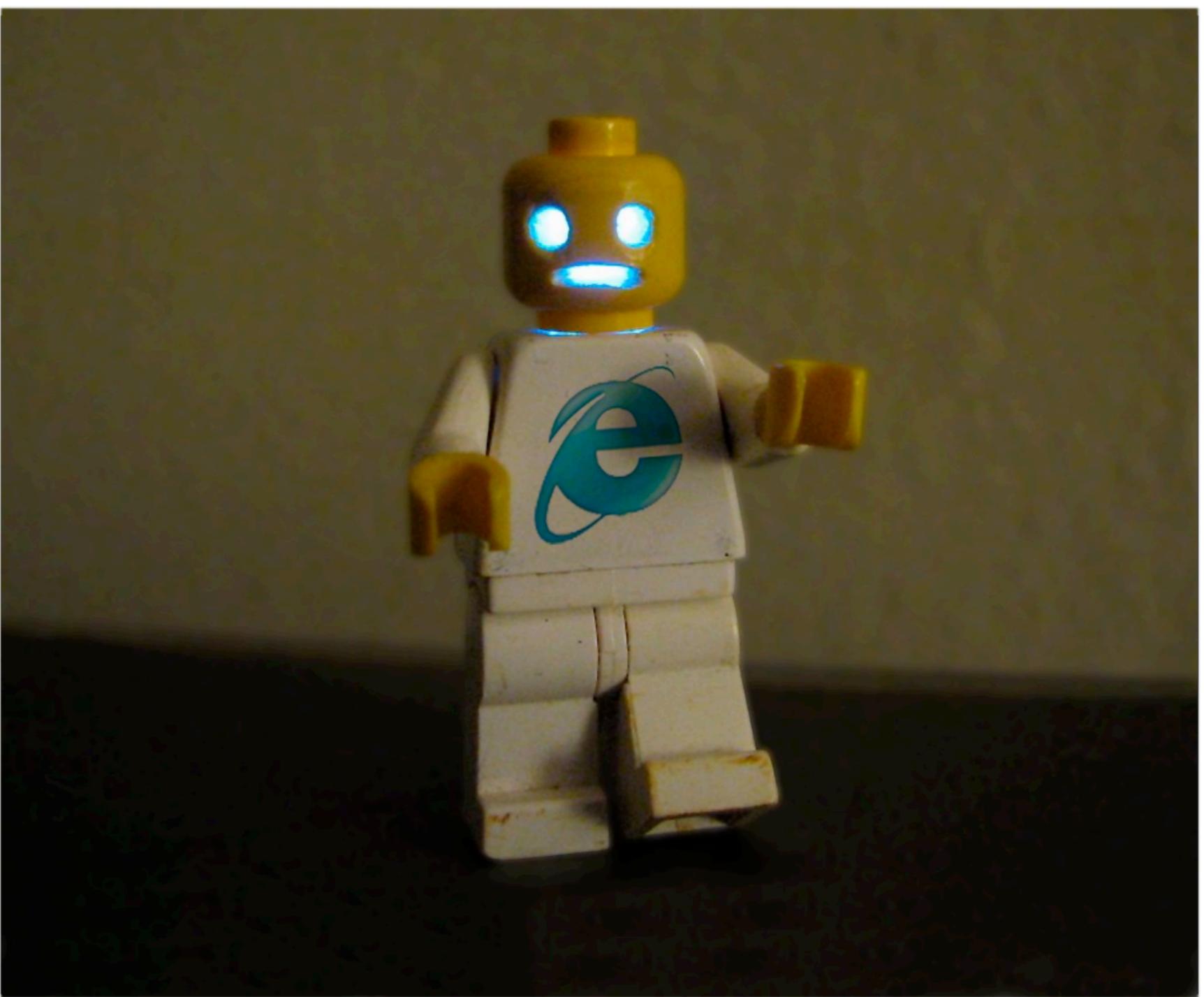
Use  
`<time>`  
anyway.

*In case of conflict, consider  
users over authors over  
implementors over specifiers over  
theoretical purity.*

— HTML design principle



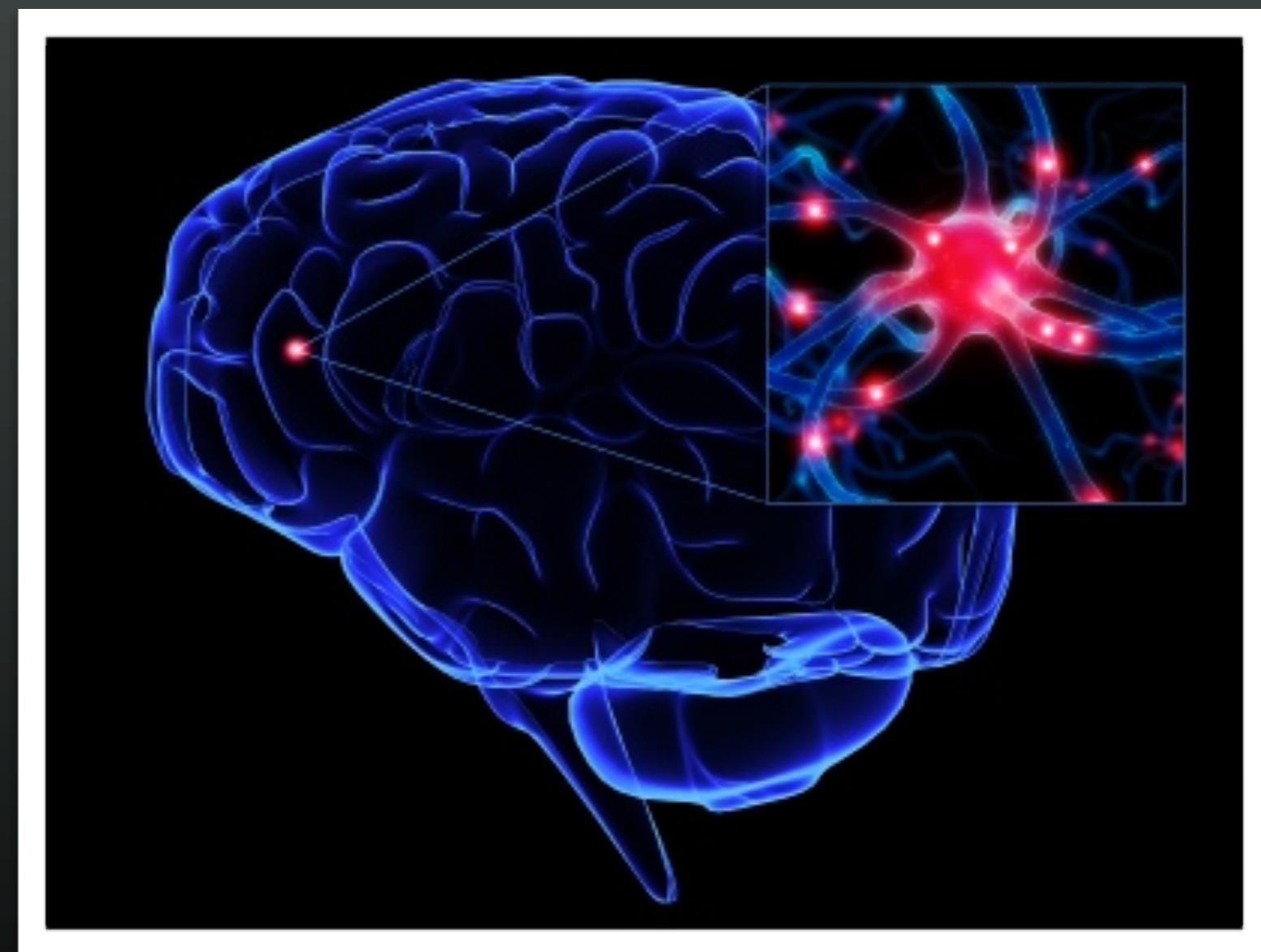


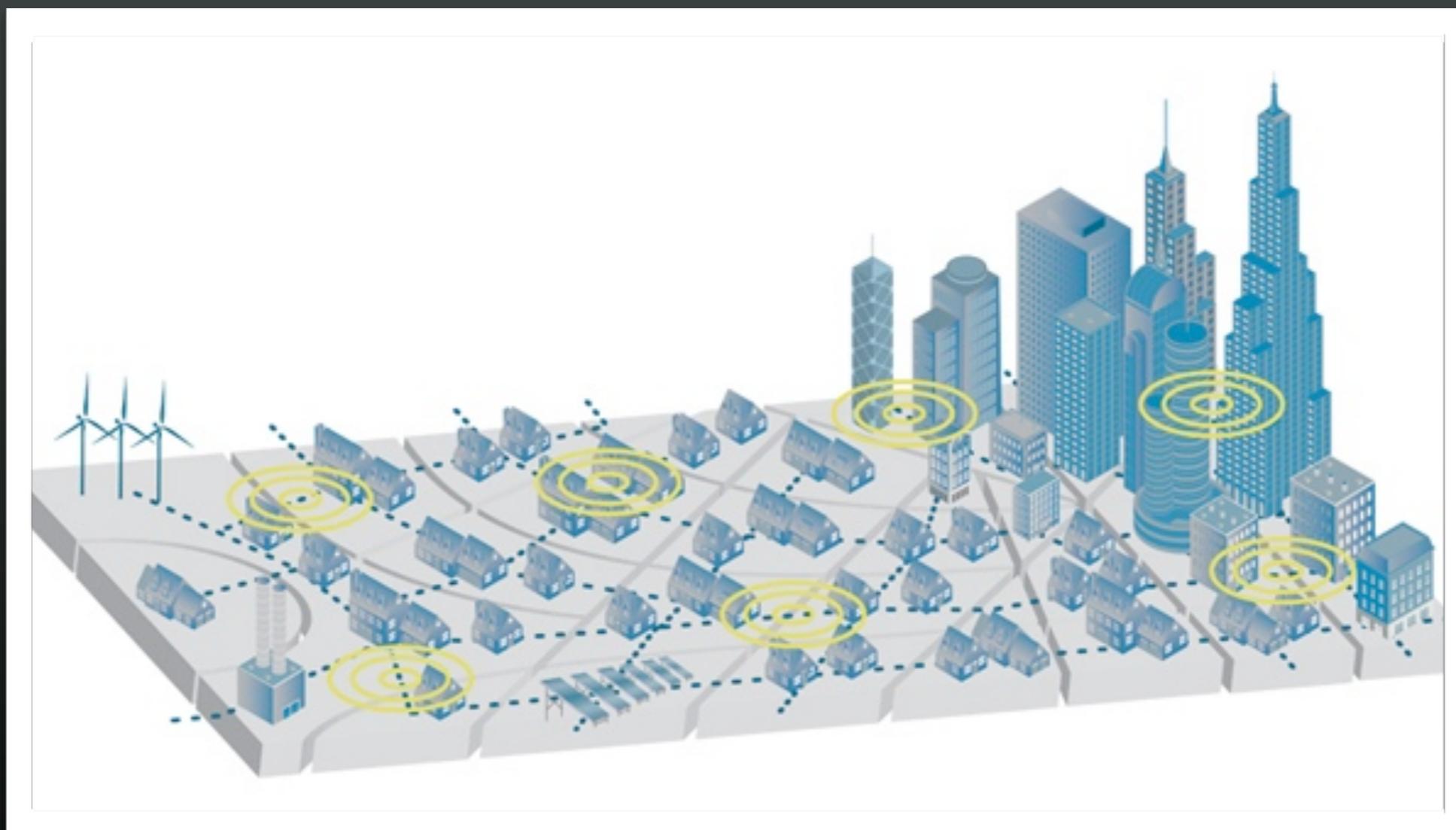


# **fault tolerance**

*n.* a system's ability to continue to operate when it encounters an unexpected error.







Browsers **ignore**  
what they don't  
understand

# Fault tolerance

<p>HTML5 introduces several <em>really</em> useful elements and a ton of new APIs.</p>

<p>Please fill out the form below.  
<strong>Note: all fields are required.</strong></p>

<p>I like to work with markup languages because  
<strong>they are simple and easy to read</strong>. They also have that certain <i lang="fr" title="I don't know what">je ne sais quoi</i>.</p>

# Fault tolerance

HTML5 introduces several **really** useful elements and a ton of new APIs.

Please fill out the form below.  
Note: all fields are required.

I like to work with markup languages because they are simple and easy to read.  
They also have that certain **je ne sais quoi**.

# Fault tolerance

```
<video poster="poster.png">
  <source src="video.m4v"/>
  <source src="video.webm"/>
  <source src="video.ogv"/>
  
  <ul>
    <li><a href="video.m4v">Download MP4</a></li>
    <li><a href="video.webm">Download WebM</a></li>
    <li><a href="video.ogv">Download Ogg</a></li>
  </ul>
</video>
```

# Fault tolerance

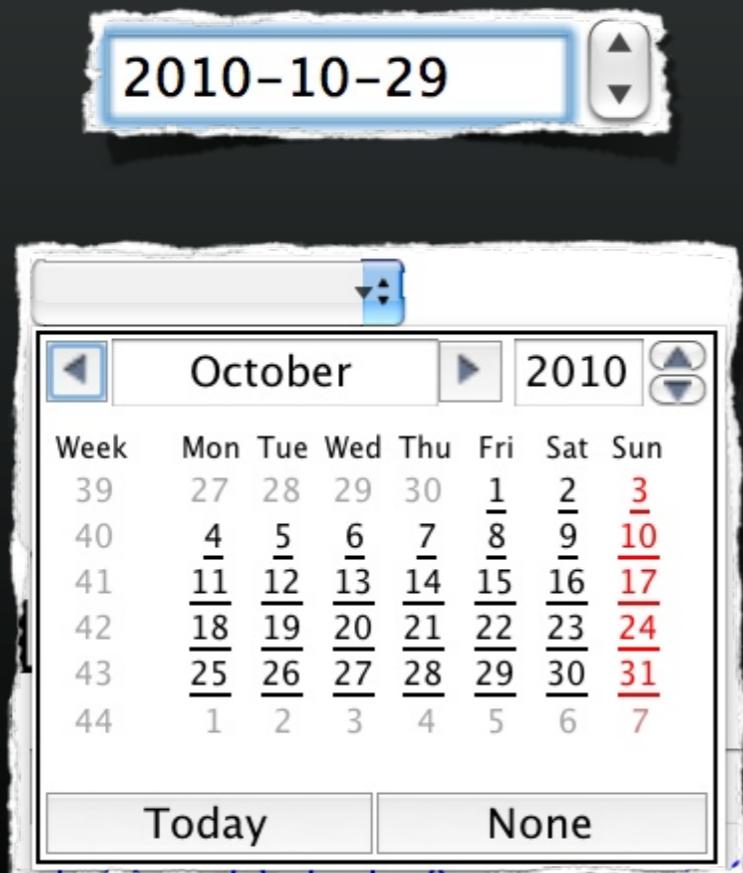
```

<ul>
  <li><a href="video.m4v">Download MP4</a></li>
  <li><a href="video.webm">Download WebM</a></li>
  <li><a href="video.ogv">Download Ogg</a></li>
</ul>
```

# Fault tolerance

```
<input type="date" name="dob"/>
```

I get it!



I don't get it :-(



You are already  
using HTML5

**HTML5 == HTML 4**

**HTML5 == HTML 3**

**HTML5 == HTML 2**

**HTML5 == HTML 1**

**HTML5 == HTML 0**

# HTML 4.01



html  
meta head link style  
title base body dl dt dd  
bdo script noscript map dfn b  
object param p div ul ol li cite  
iframe address area img br a i small  
pre code abbr kbd var q samp hr menu  
textarea ins del sub sup span strong  
select option optgroup label input  
form fieldset legend button u em  
blockquote h1 h2 h3 h4 h5 h6  
table caption col colgroup  
thead tbody tfoot tr  
th td

# HTML5

A Venn diagram consisting of two overlapping circles. The left circle is light blue and contains a list of HTML elements. The right circle is light purple and contains a list of HTML5 elements. The intersection of the two circles contains a list of elements common to both.

html  
meta head link style  
title base body dl dt dd  
bdo script noscript map dfn  
object param p div ul ol li  
iframe address area img br a i  
pre code abbr kbd var q samp  
textarea ins del sub sup span  
select option optgroup label  
form fieldset legend button  
blockquote h1 h2 h3 h4 h5 h6  
table caption col colgroup  
thead tbody tfoot tr  
th td

section article  
b aside details summary  
cite canvas audio video  
i small nav figure figcaption  
hr menu header footer command  
strong time source datalist  
input output ruby progress  
u em mark hgroup meter  
wbr keygen embed  
rt rp

# Our focus today

html

meta head link style  
title base body dl dt dd  
bdo script noscript map dfn  
object param p div ul ol li  
iframe address area img br a  
pre code abbr kbd var q samp  
textarea ins del sub sup span  
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blockquote h1 h2 h3 h4 h5 h6  
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section article

b aside details summary  
cite canvas audio video  
i small nav figure figcaption  
hr menu header footer command  
strong time source datalist  
input output ruby progress  
u em mark hgroup meter  
wbr keygen embed  
rt rp

**What's the  
easiest way to  
“switch” a site to  
HTML5?**

# Switching to HTML5

```
<!DOCTYPE html>
```



# Simplification

# Simplification

```
<html xmlns="http://www.w3.org/1999/xhtml"  
      lang="en"  
      xml:lang="en">
```



```
<html lang="en">
```

# Simplification

```
<meta http-equiv="Content-Type"  
      content="text/html; charset=utf-8">
```



```
<meta charset="utf-8" />
```

# Simplification

```
<link rel="stylesheet" href="style-original.css" type="text/css" />
<style type="text/css">
  /* ... */
</style>
<script type="text/javascript" src="myscript.js"></script>
```



```
<link rel="stylesheet" href="style-original.css" />
<style>
  /* ... */
</style>
<script src="myscript.js"></script>
```



# Redefinition

# Redefinition

## The **em** element

Represents a span of text with **emphatic stress**.

```
<p>HTML5 introduces several <em>really</em> useful elements and  
a ton of new APIs.</p>
```

## The **strong** element

Represents a span of text of **great importance**.

```
<p>Please fill out the form below. <strong>Note: all  
fields are required.</strong></p>
```

# Redefinition

## The **b** element

Represents a span of text **offset from its surrounding content, but of no extra importance.**

```
<p>This presentation is about <b>HTML5</b>.</p>
```

## The *i* element

Represents a span of text that is **borrowed** or in an **alternate voice or mood.**

```
<p>The <code>b</code> and <code>i</code> elements  
have been legitimized in HTML5. <i>Go figure.</i></p>
```

```
<p>I like to work with markup languages because  
<strong>they are simple and easy to read</strong>. They also have that certain <i lang="fr" title="I don't know what">je ne sais quoi</i>.</p>
```

# Redefinition

## The **cite** element

The **title of a cited work** (e.g. a book, magazine, or journal).

```
<p>In <cite>Web Form Design</cite>, Luke Wroblewski draws on  
original research, his considerable experience at Yahoo! and eBay,  
and the perspectives of many of the field's leading designers to  
show you everything you need to know about designing effective  
and engaging Web forms.</p>
```

# Redefinition

## The **small** element

Represents **so-called “fine print”**  
(e.g. disclaimers, caveats, etc.).



# Redefinition

## The `hr` element

Represents a **paragraph-level thematic break**.

He seemed a very decided person," said Holmes, laughing. "I am not quite so bulky, but if he had remained I might have shown him that my grip was not much more feeble than his own." As he spoke he picked up the steel poker and, with a sudden effort, straightened it out again.

"Fancy his having the insolence to confound me with the official detective force! This incident gives a fresh interest to our investigation, however, and I only trust that our little friend will not suffer from her imprudence in allowing this brute to trace her. And now, Watson, we shall order breakfast, and afterwards I shall walk down to Doctors' Commons, where I hope to get some data which may help us in this matter."

❧

**T**was nearly one o'clock when Sherlock Holmes returned from his excursion. He held in his hand a sheet of blue paper, scrawled over with notes and figures.

"I have seen the will of the deceased wife," said he. "To determine its exact meaning I have been obliged to work out the present prices of the investments with which it is concerned. The total income, which at the time of the wife's death was little short of £1100, is now, through the fall in agricultural prices, not more than £750. Each daughter can claim an income of £250, in case of marriage. It is evident, therefore, that if both girls had married, this beauty would have had a mere pittance, while even one of them would cripple him to a very serious extent. My morning's work has not been wasted, since it has proved that he has the very strongest motives for standing in the way of anything of the sort. And now, Watson, this is too serious for dawdling, especially as the old man is aware that we are interesting ourselves in his affairs; so if you are ready, we shall call a cab and drive to Waterloo. I should be very much obliged if you would slip your revolver into your pocket. An Eley's No. 2 is an excellent argument with gentlemen who can twist steel pokers into knots. That and a tooth-brush are, I think, all that we



# Organization

# Organization

```
<section>
  <!-- pretty much anything can go here -->
</section>
```

```
<article>
  <!-- pretty much anything can go here -->
</article>
```

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By WILLIAM YONG and ALAN COWELL **4 minutes ago**

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• [Times Topics: Iran's Nuclear Program](#)

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By JACK HEALY **43 minutes ago**

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Laurent Cipriani/Associated Press

MEMO FROM PARIS

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By JACKIE CALMES

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Because of unusual materials, modern works of art can be hard to conserve.

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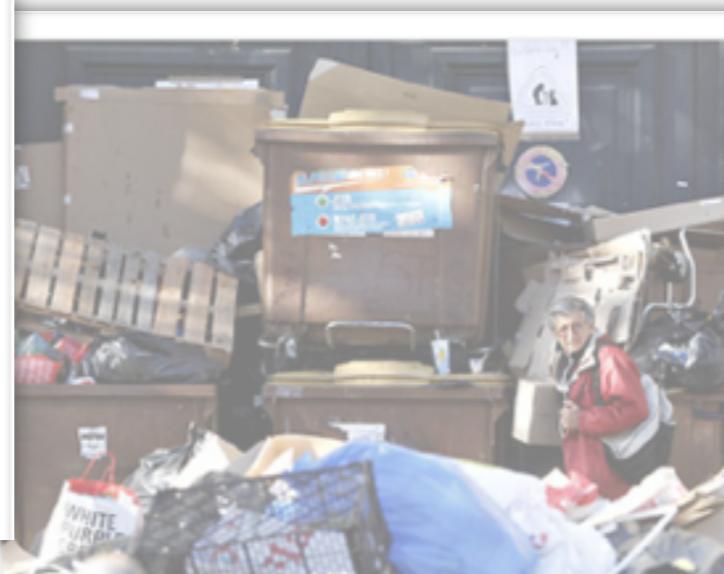
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A midterm campaign that has turned on the issue of federal debt is likely to yield a government even more split over how to deal with it after a long and acrimonious election on Nov. 2.



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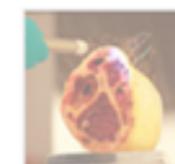
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# Opinionator

Exclusive Online Commentary From The Times

October 25, 2010, 8:11 PM

## Filling the Gap Between Farm and Fair Trade

By DAVID BORNSTEIN



Fixes looks at  
solutions to  
social  
problems and why they  
work.

TAGS:

COFFEE, DEVELOPMENT,  
FAIR TRADE, FINANCE,  
LENDING

We've all seen the ads for fair trade coffee with the beautiful photos of villagers hand picking coffee cherries in exotic regions around the globe. Fair trade is one of those ideas that's always in the air, but we don't often consider what it means. What does it really take to connect rural producers in the developing world with consumers in wealthy countries — so that everybody benefits?

Willy Foote is an American banker who has spent the past decade answering this question. In the early 1990s, Foote worked for Lehman Brothers doing corporate finance in Latin America, where he fell in love with the culture and learned to play dozens of revolutionary songs on guitar. In 1996, he left Lehman to pursue a business journalism fellowship in Mexico, and he and his wife spent two years traveling around the country in an old pickup truck, interviewing villagers. What he found was that the missing link between small producers in the developing world and middle-class consumers who like to buy their morning coffee at Starbucks is a special kind of banker. That's why, in 1999, Foote founded [Root Capital](#), a not-for-profit organization that helps environmentally sustainable grassroots organizations in Africa, Asia and Latin America build a more dignified way of life.

While the global market for natural goods is booming, millions of small producers who dream of accessing it are shut out.

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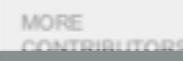
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```
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  <!-- titles, etc. go here -->
</header>
```

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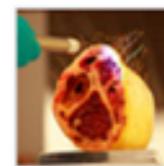
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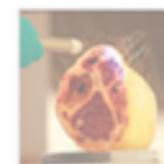
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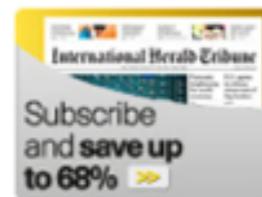
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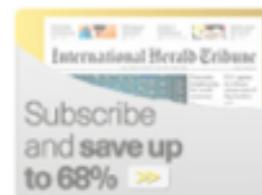
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By DAVID BORNSTEIN



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TAGS:

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Willy Foote is an American banker who has spent the past decade answering this question. In the early 1990s, Foote worked for Lehman Brothers doing corporate finance in Latin America, where he fell in love with the culture and learned to play dozens of revolutionary songs on guitar. In 1996, he left Lehman to pursue a business journalism fellowship in Mexico, and he and his wife spent two years traveling around the country in an old pickup truck, interviewing villagers. What he found was that the missing link between small producers in the developing world and middle-class consumers who like to buy their morning coffee at Starbucks is a special kind of banker. That's why, in 1999, Foote founded [Root Capital](#), a not-for-profit organization that helps environmentally sustainable grassroots organizations in Africa, Asia, Latin America and Central America gain access to capital, skills and consumer markets.

While the global market for natural goods is booming, millions of small producers who dream of accessing it are shut out.

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In the coming years, Foote plans to standardize Root Capital's work — to turn it into a "plug and play business" so other lenders can adopt its model. Some of its borrowers have already "graduated" to mainstream banks, a mark of success. But Foote is not expecting commercial banks to dive in anytime soon. Rather, he envisions something similar to what occurred in micro-finance over the past 15 years.

"I think we're going to see the catalyzing of an entirely new industry of specialized financial institutions that are 100 percent dedicated to this market," he said. "Because it's such a massive opportunity — and it's so grossly underserved right now."

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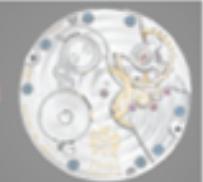
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# Organization

```
<article>  
  <!-- main content -->  
  
  <aside>  
    <!-- something related -->  
  </aside>  
  
</article>
```

# Opinionator

Exclusive Online Commentary From The Times

October 25, 2010, 8:11 PM

## Filling the Gap Between Farm and Fair Trade

By DAVID BORNSTEIN



Fixes looks at  
solutions to  
social  
problems and why they  
work.

TAGS:

COFFEE, DEVELOPMENT,  
FAIR TRADE, FINANCE,  
LENDING

We've all seen the ads for fair trade coffee with the beautiful photos of villagers hand picking coffee cherries in exotic regions around the globe. Fair trade is one of those ideas that's always in the air, but we don't often consider what it means. What does it really take to connect rural producers in the developing world with consumers in wealthy countries — so that everybody benefits?

Willy Foote is an American banker who has spent the past decade answering this question. In the early 1990s, Foote worked for Lehman Brothers doing corporate finance in Latin America, where he fell in love with the culture and learned to play dozens of revolutionary songs on guitar. In 1996, he left Lehman to pursue a business journalism fellowship in Mexico, and he and his wife spent two years traveling around the country in an old pickup truck, interviewing villagers. What he found was that the missing link between small producers in the developing world and middle-class consumers who like to buy their morning coffee at Starbucks is a special kind of banker. That's why, in 1999, Foote founded [Root Capital](#), a not-for-profit organization that helps environmentally sustainable grassroots organizations in Africa, Asia and Latin America gain access to capital, markets and skills.

While the global market for natural goods is booming, millions of small producers who dream of accessing it are shut out.

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By STANLEY FISH

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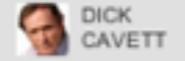
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October 25, 2010

**Filling the Gap  
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An ex-banker's lending initiative helps mid-size rural farmers gain access to capital, skills and consumer markets.

October 22, 2010

**Beyond Ribbon-  
Cutting**

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October 22, 2010

#### Beyond Ribbon-Cutting

Readers of Fixes weighed in on the important but often underappreciated process of placing a ribbon across a new bridge.

aside

# Organization

```
<figure id="fig-1">
  
  <figcaption>Photo of Albert Einstein</figcaption>
</figure>
```

```
<figure id="fig-2">
  <table>
    <caption>2011 Forecast Earnings</caption>
    <!-- a bunch of data -->
  </table>
</figure>
```

Considerations for Administering the Framework  
Hosting the Framework  
Hosted Solutions  
Server-Installed Solutions  
Content Generation  
Types of Online Content  
Working with the New Learning Environment  
Sample Workflow - Creating Content  
Sample Workflow - Implementing Content  
Roles  
Strategies for Using the Environment  
Case Studies  
Scenario "A" - free, fully-hosted, no infrastructure  
Scenario "B" - commercial hosting, no infrastructure  
Scenario "C" - self-hosting, TI infrastructure  
Scenario "D" - self-hosting, TI infrastructure  
Scenario "E" - non-hosted, distributed, no infrastructure  
Conclusion  
Appendices

# Implicit sections (HTML 4)

## <h1> HTML5

<p> HTML5 is currently under development...  
<p> Like its immediate predecessors, HTML...

## <h2> W3C standardization process

<p> The Web Hypertext Application...  
<p> The HTML5 specification...  
<p> According to the W3C timetable...  
<p> Ian Hickson, editor of the HTML5...

## <h2> Markup

<p> HTML5 introduces a number of...  
<p> The HTML5 syntax is no longer...

### 1 HTML5

- 1.1 W3C standardization process
- 1.2 Markup

# Explicit sections (HTML5)

```
<h1> HTML5
<p> HTML5 is currently under development...
<p> Like its immediate predecessors, HTML...

-----
```

**section**

```
<h2> W3C standardization process
<p> The Web Hypertext Application...
<p> The HTML5 specification...
<p> According to the W3C timetable...
<p> Ian Hickson, editor of the HTML5...
```

```
<h2> Markup
<p> HTML5 introduces a number of...
<p> The HTML5 syntax is no longer...
```

- 1 HTML5
  - 1.1 W3C standardization process
  - 1.2 Markup

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**section**

**<h1> HTML5**

<p> HTML5 is currently under development...  
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**<h1> W3C standardization process**

<p> The Web Hypertext Application...  
<p> The HTML5 specification...  
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<p> Ian Hickson, editor of the HTML5...

**<h1> Markup**

<p> HTML5 introduces a number of...  
<p> The HTML5 syntax is no longer...

1 HTML5  
1.1 W3C standardization process  
1.2 Markup

# Explicit sections (HTML5)

The diagram illustrates the hierarchical structure of explicit sections in HTML5. A large dashed red rectangle, labeled "section" vertically on its left side, contains three distinct levels of headings, each with associated descriptive text.

- <h1> HTML5**
  - <p> HTML5 is currently under development...
  - <p> Like its immediate predecessors, HTML...
- <h4> W3C standardization process**
  - <p> The Web Hypertext Application...
  - <p> The HTML5 specification...
  - <p> According to the W3C timetable...
  - <p> Ian Hickson, editor of the HTML5...
- <h6> Markup**
  - <p> HTML5 introduces a number of...
  - <p> The HTML5 syntax is no longer...

1 HTML5

1.1 W3C standardization process

1.2 Markup

# Sections

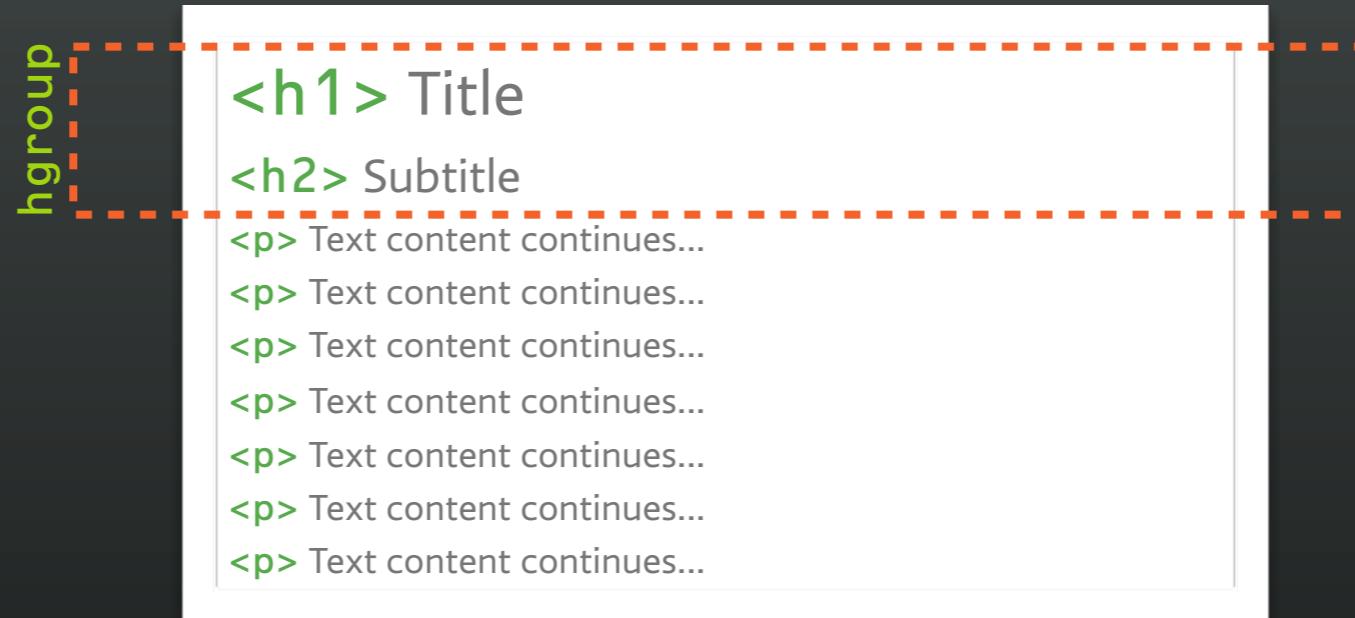
- section
- article
- aside
- footer
- header
- nav

# Outline limitations in HTML4

```
<h1> Title  
<h2> Subtitle  
<p> Text content continues...  
<p> Text content continues...
```

1 Title  
1.1 Subtitle

# Heading groups (HTML5)



1 Title

# Aside: rooted sections

```
<h1> Title  
<p> Text content continues...  
<p> Text content continues...  
  
<h2> Section heading  
<p> Text content continues...  
<blockquote>  
  <h2> Rooted heading  
  <p> Text content continues...  
  <p> Text content continues...  
  <p> Text content continues...  
  <p> Text content continues...
```

```
1 Title  
1.1 Section heading
```

# Sectioning roots

- body
- blockquote
- details
- fieldset
- figure
- td



# Accessibility

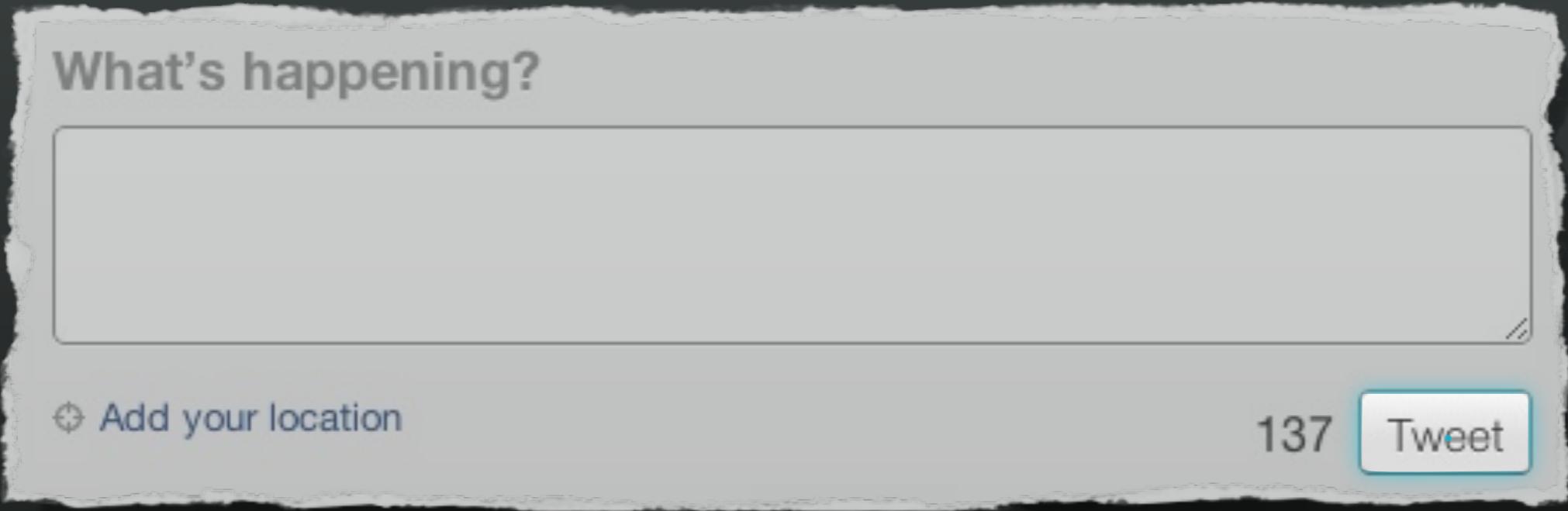
衆瞽  
摸象之圖



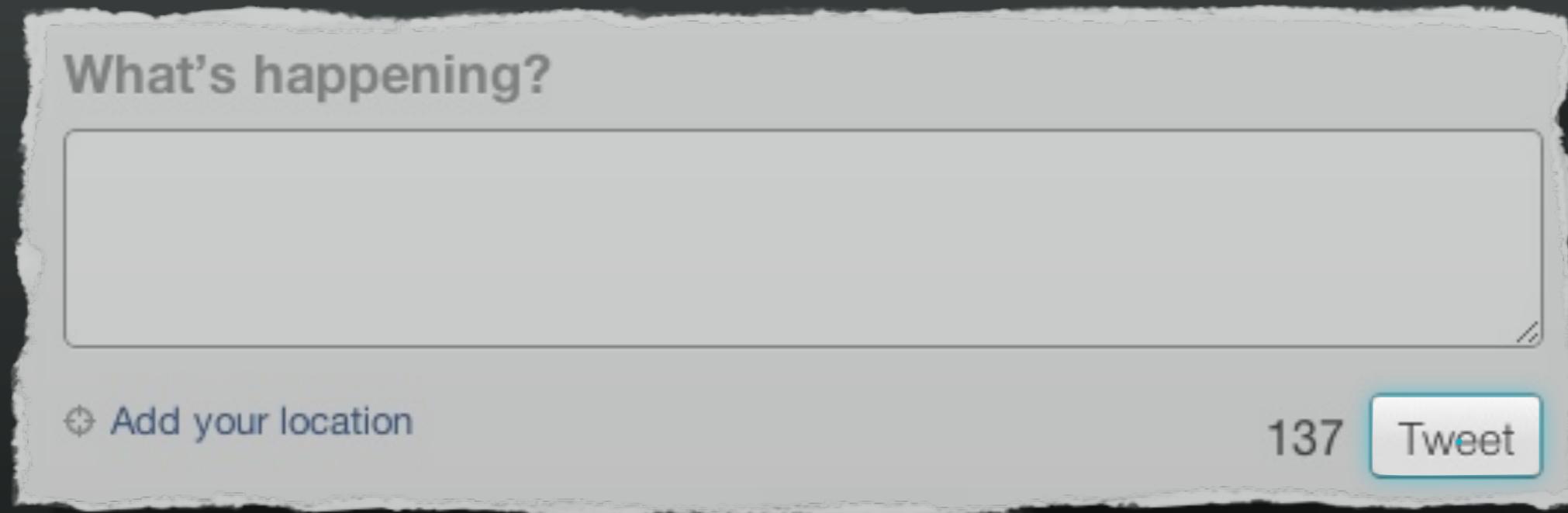
# What is it?



# What is it?

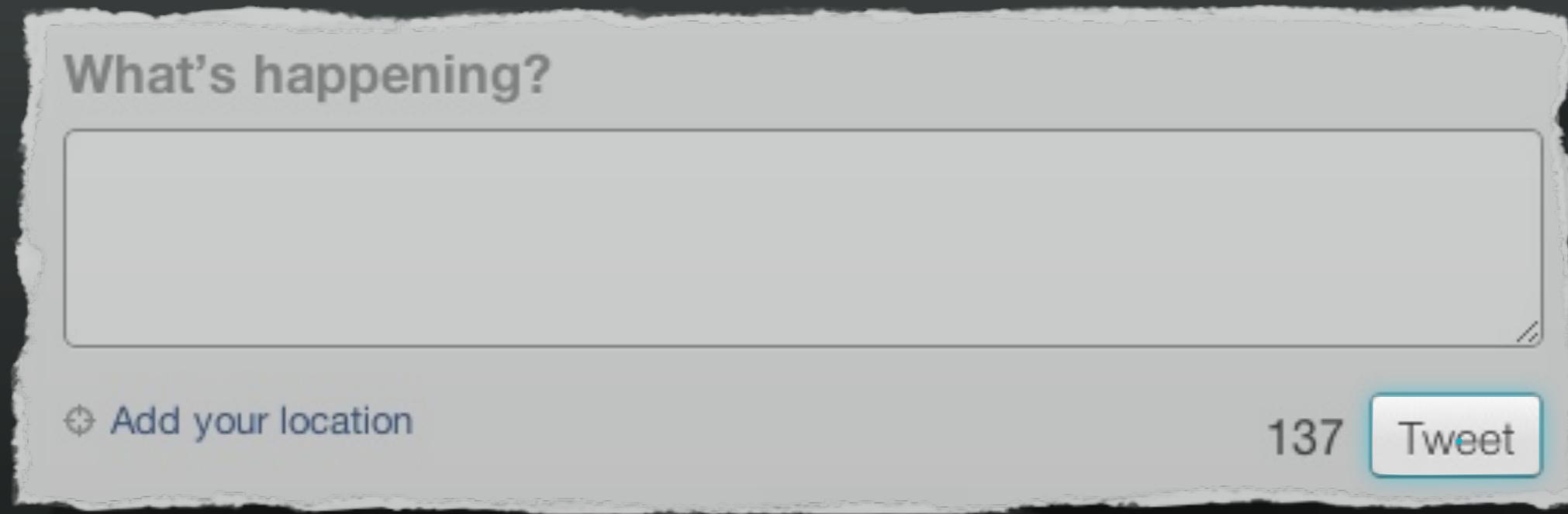


# What is it?



```
<button>Tweet</button>
```

# What is it?



```
<button>Tweet</button>
```

```
<a class="button">Tweet</a>
```

# What is it?



Search Mail

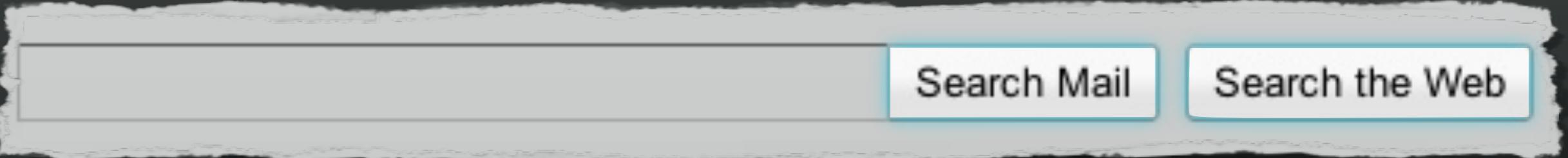
Search the Web

# What is it?

Search Mail

Search the Web

# What is it?



Search Mail

Search the Web

```
<button>Search Mail</button>
```

# What is it?



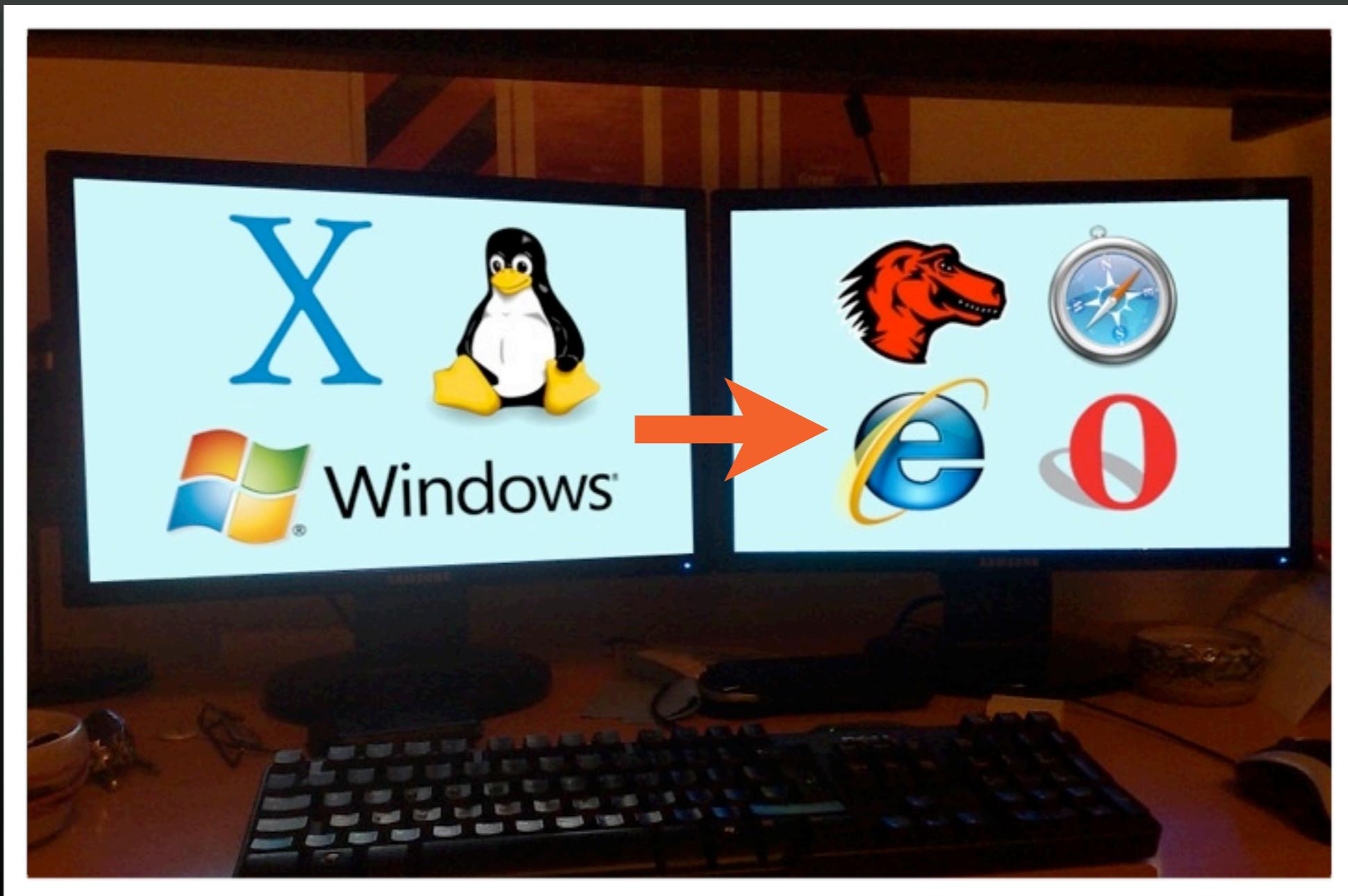
Search Mail

Search the Web

```
<button>Search Mail</button>
```

```
<div>Search Mail</div>
```

# ARIA maps the OS to the web



# Semantics+

# All the web's a play...

```
<section id="main" role="main">  
  <!-- The primary content for the page would go here -->  
</section>
```

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By WILLIAM YONG and ALAN COWELL **4 minutes ago**

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## Iraq Court Sentences Tariq Aziz to Death

By JACK HEALY **43 minutes ago**

BAGHDAD — Saddam Hussein's foreign minister was sentenced to death Tuesday for persecuting Shiites under the former regime.

## China Telecom Giant Makes Push for U.S. Market

By JOHN MARKOFF and DAVID BARBOZA



Laurent Cipriani/Associated Press

MEMO FROM PARIS

## Unions at Critical Point as Strikes Continue

By STEVEN ERLANGER

Ongoing demonstrations led by labor unions risk alienating some supporters, while hurting France's economy and its reputation abroad. Above, Marseille struggles with trash as sanitation crews remain on strike.

### 2010 Midterm Elections

#### Divide on U.S. Deficit Likely to Grow After Election

By JACKIE CALMES

A midterm campaign that has turned on the issue of federal debt is likely to yield a government even more split over how to deal with it after a long night of negotiations between the two parties.

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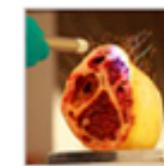
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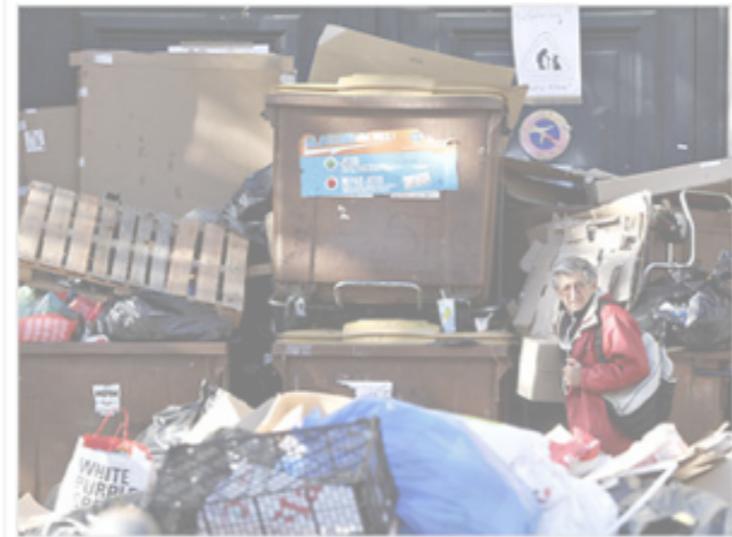
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<section role="main">

# Semantic comparison

Ad-hoc	ARIA Role	HTML5
#header, #top	banner	header (kind of)
#main, #content	main	none
#extra, .sidebar	complementary, note	aside
#footer, #bottom	contentinfo	footer
#nav	navigation	nav
.hentry	article	article



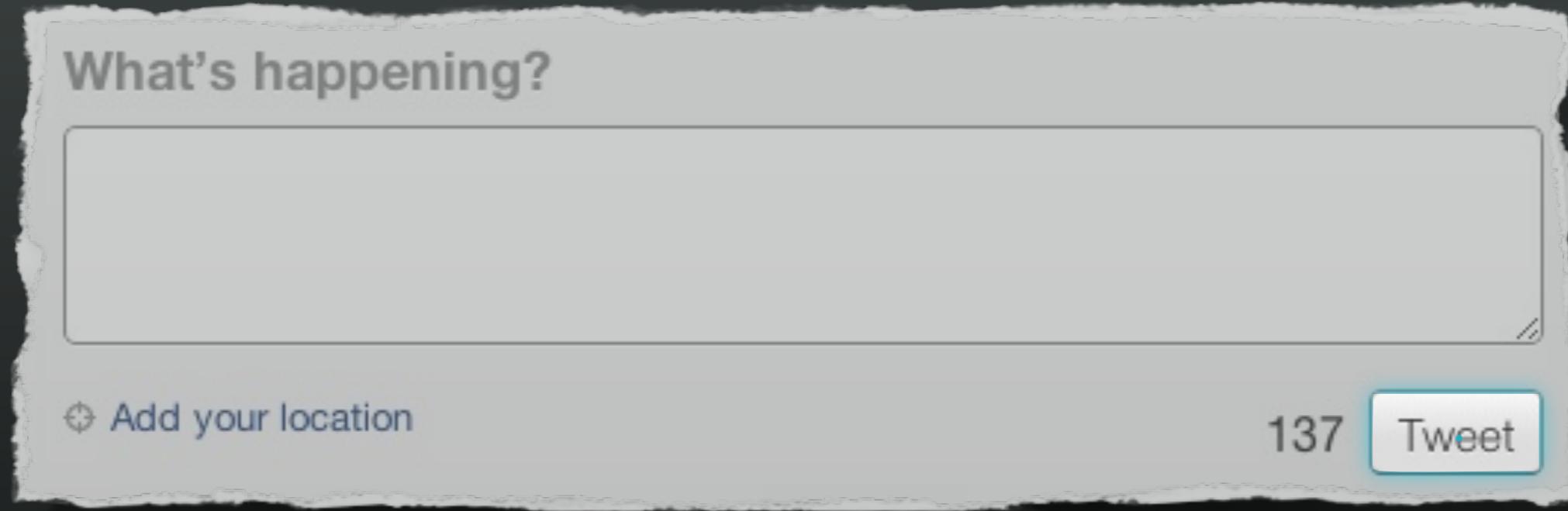
# These *are* the droids you seek

```
<span role="button">0K</span>
```

```
<div role="alert">
  <p>Something went wrong.</p>
</div>
```

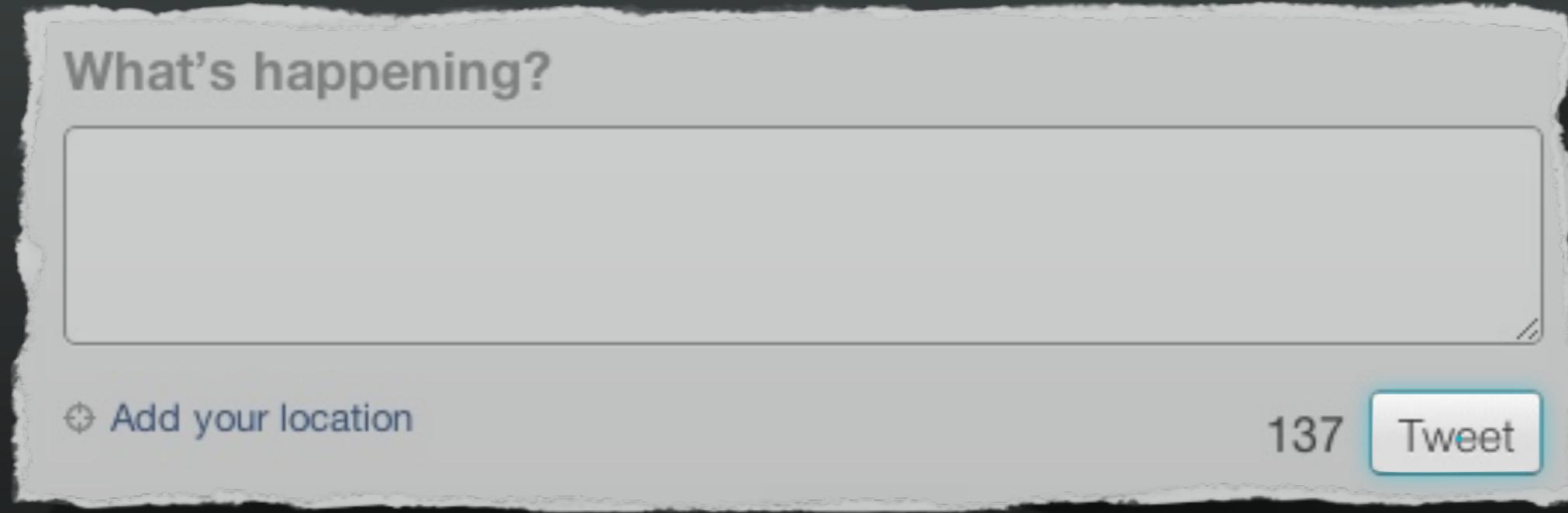
```
<div role="alertdialog">
  <p>Something went wrong.</p>
  
</div>
```

# What is it?



```
<a class="button">Tweet</a>
```

# What is it?



```
<a role="button">Tweet</a>
```

# Pumpkin Pie

OVERVIEW

INGREDIENTS

DIRECTIONS

NUTRITION

Whether you're hosting a festive party or a casual get-together with friends, our Pumpkin Pie will make entertaining easy!

**Original recipe yield:** 1 × 9-inch deep dish pie

**Prep Time:** 10min

**Cook Time:** 1hr

**Ready In:** 1hr 10min



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# What's happening?



(off)



(on)

```
<span>
  
</span>
<span>
  
</span>
```

# What's happening?



(off)



(on)

```
<span>
  
</span>
<span>
  
</span>
```

# What's happening?



(off)

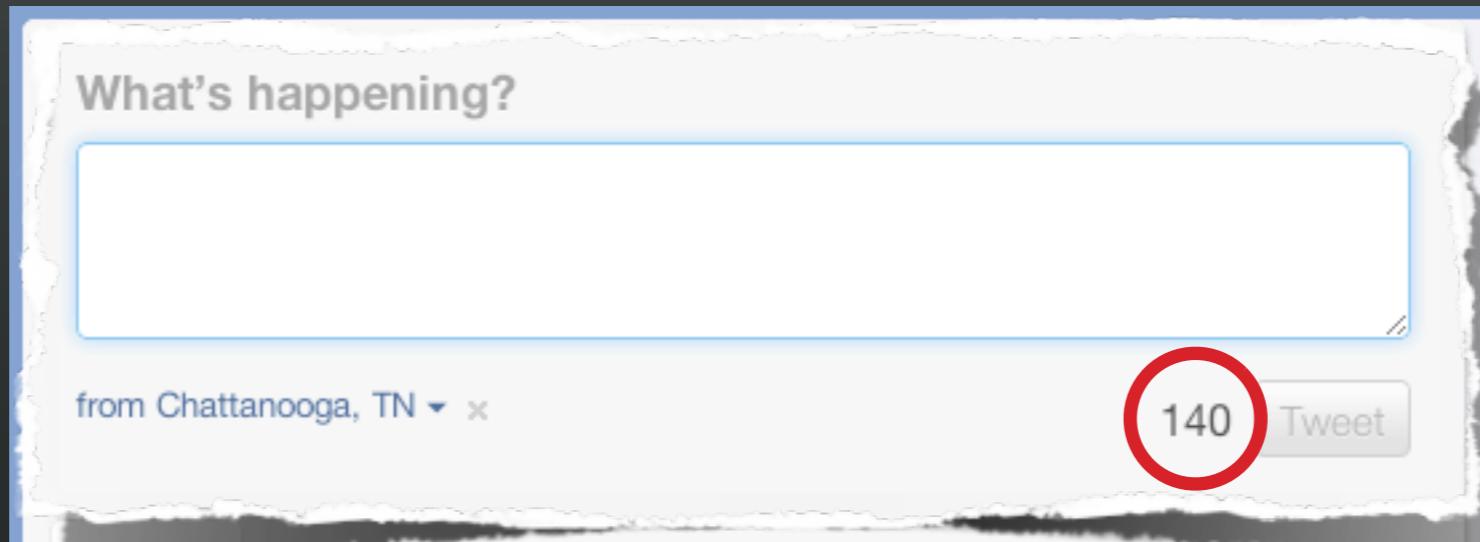


(on)

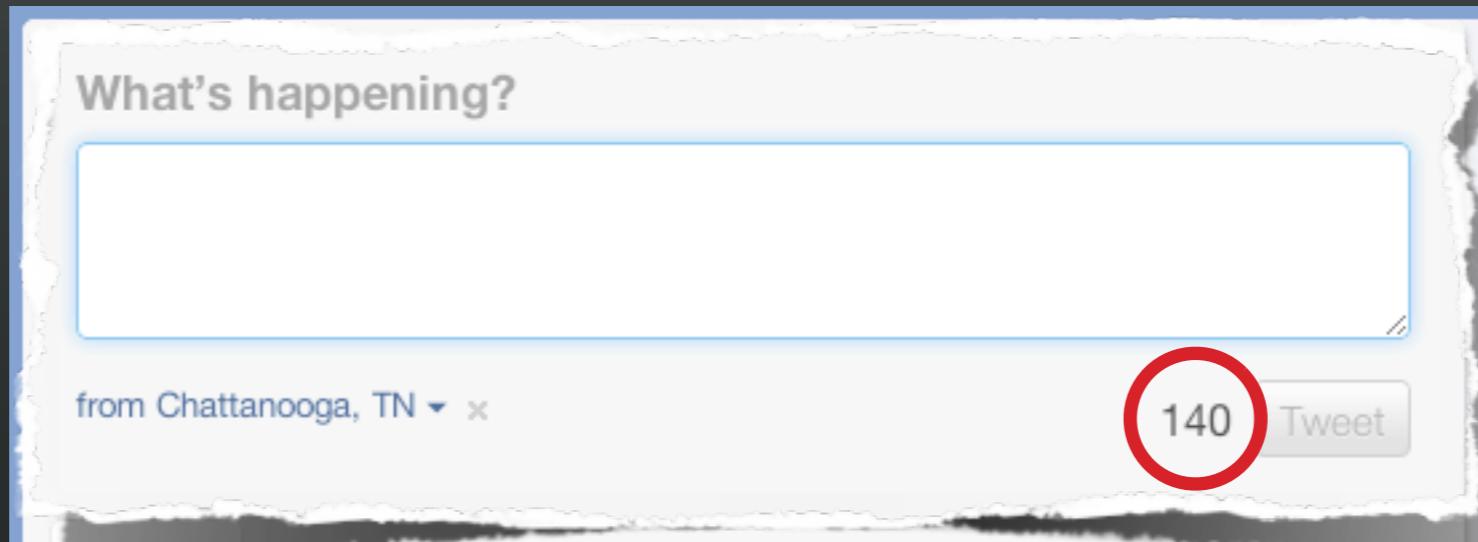
```
<span role="button" aria-pressed="false">  
    
</span>  
<span role="button" aria-pressed="true">  
    
</span>
```



# Hey! Over here!

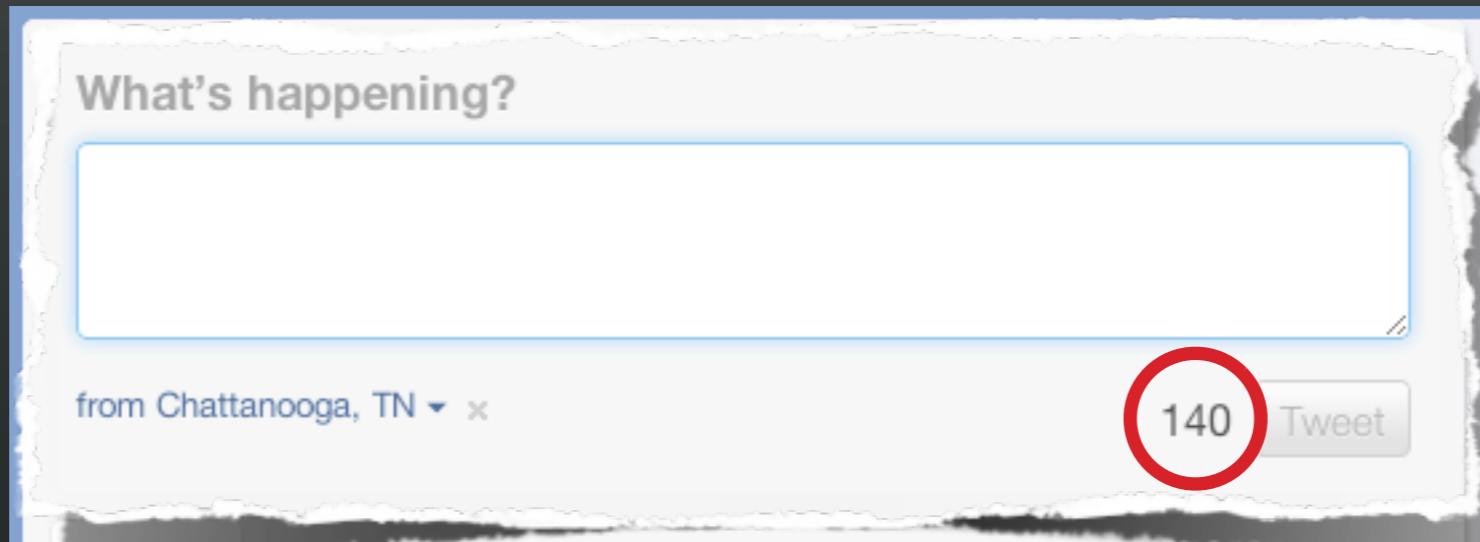


# Hey! Over here!



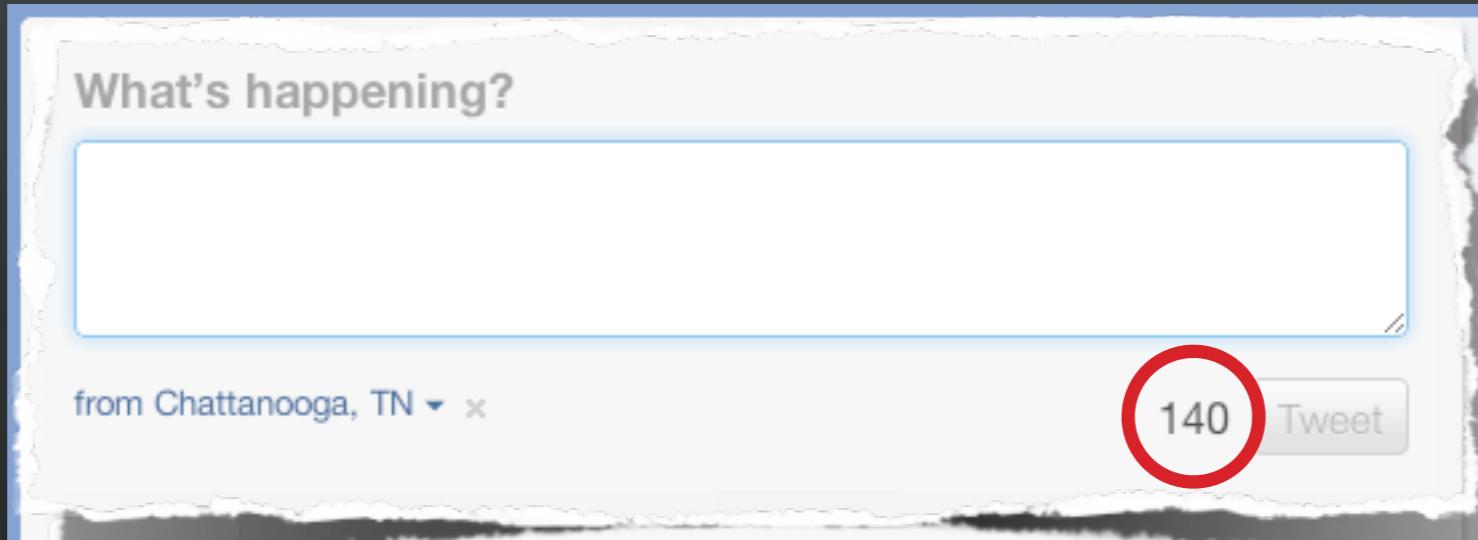
```
<input class="tweet-counter" value="140" disabled="disabled">
```

# Hey! Over here!



```
<span id="chars_left_notice" class="numeric">
  <strong id="status-field-char-counter"
    class="char-counter">140</strong>
</span>
```

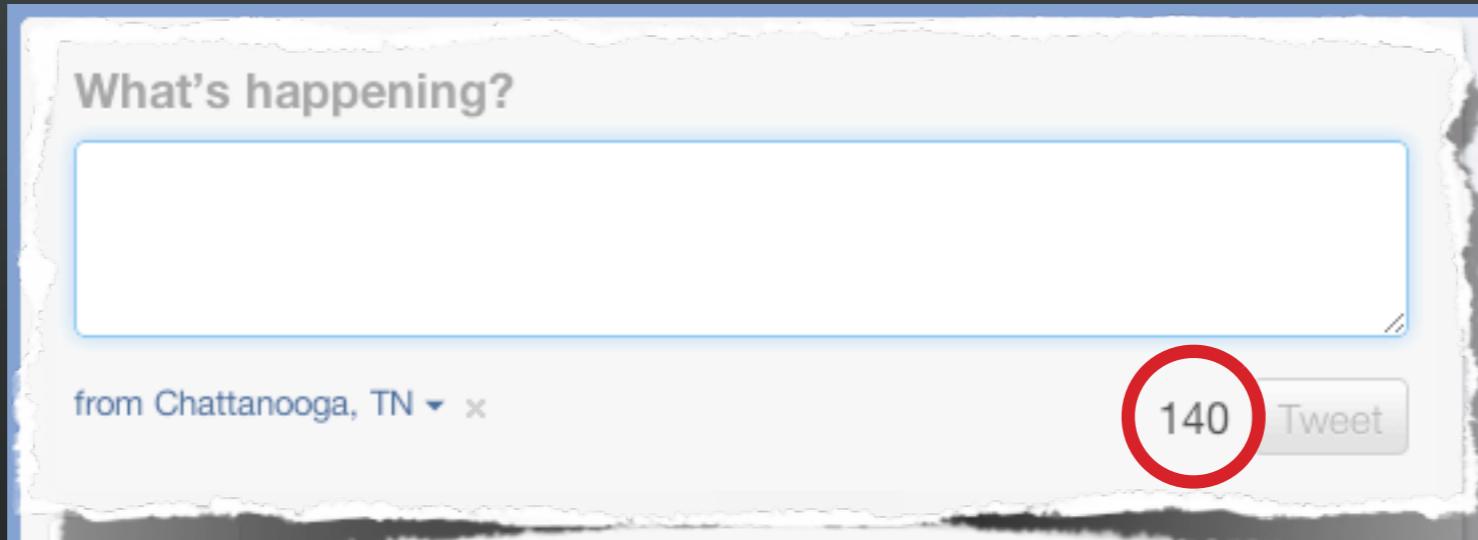
# Hey! Over here!



```
<span class="tweet-counter">140<br><b class="hidden"> characters remaining</b></span>
```

```
.hidden {<br> position: absolute;<br> left: -999em;<br>}
```

# Hey! Over here!

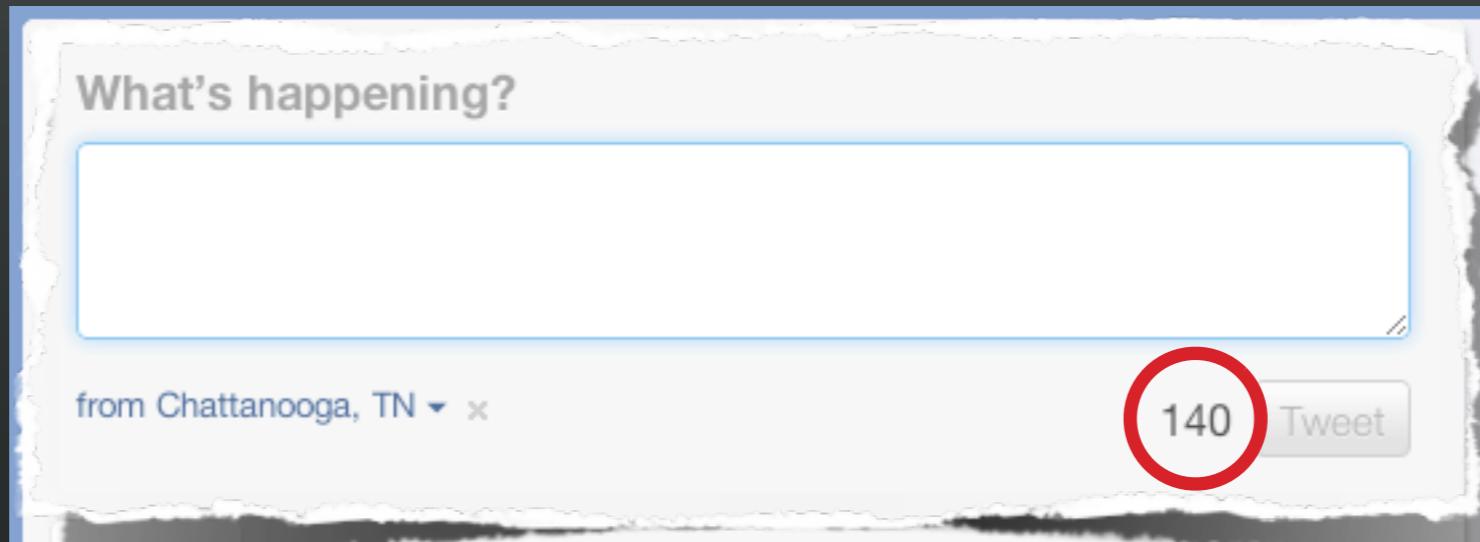


```
<span class="tweet-counter">maximum of 140 characters</span>
```



```
<span class="tweet-counter">140
<b class="hidden"> characters remaining</b></span>
```

# Hey! Over here!



```
<span aria-live="polite" aria-atomic="true"  
      class="tweet-counter">140<b class="hidden">  
      characters remaining</b></span>
```

# Hey! Over here!

The image shows a screenshot of the Twitter homepage. At the top, there's a dark header with the Twitter logo, a search bar, and navigation links for Home, Profile, Messages, and What's happening?. Below the header is a light blue sidebar on the right containing sections for Your feed, Follow, and Favorites, each with a small thumbnail image. The main content area has a white background. It features a large input field for posting tweets with the placeholder "What's happening?". Below this is a smaller input field for adding a location. To the right of the location field is a "140" character counter and a "Tweet" button. Underneath these fields is a navigation bar with tabs for Timeline, @Mentions, Retweets, Searches, and Lists. A tweet from user "beep" (@Ethan Marcotte) is displayed. The tweet shows a profile picture of Ethan Marcotte, the handle "@beep", the name "Ethan Marcotte", and the text "@ppk Yeah, I hear you. I like Keynote, but I'm a bit tired of the Inspector's dogged, um, single-paneledness. (Also, I make up words.)" followed by a timestamp "51 seconds ago". There's also a reply icon next to the tweet text.



# Expansion

# Opinionator

Exclusive Online Commentary From The Times

October 25, 2010, 8:11 PM

## Filling the Gap Between Farm and Fair Trade

By DAVID BORNSTEIN



*Fixes looks at solutions to social problems and why they work.*

TAGS:

COFFEE, DEVELOPMENT,  
FAIR TRADE, FINANCE,  
LENDING

We've all seen the ads for fair trade coffee with the beautiful photos of villagers hand picking coffee cherries in exotic regions around the globe. Fair trade is one of those ideas that's always in the air, but we don't often consider what it means. What does it really take to connect rural producers in the developing world with consumers in wealthy countries — so that everybody benefits?

Willy Foote is an American banker who has spent the past decade answering this question. In the early 1990s, Foote worked for Lehman Brothers doing corporate finance in Latin America, where he fell in love with the culture and learned to play dozens of revolutionary songs on guitar. In 1996, he left Lehman to pursue a business journalism fellowship in Mexico, and he and his wife spent two years traveling around the country in an old pickup truck, interviewing villagers. What he found was that the missing link between small producers in the developing world and middle-class consumers who like to buy their morning coffee at Starbucks is a special kind of banker. That's why, in 1999, Foote founded [Root Capital](#), a not-for-profit organization that helps environmentally sustainable grassroots organizations in Africa, Asia and Latin America gain access to capital, skills and consumer markets.

While the global market for natural goods is booming, millions of small producers who dream of accessing it are shut out.

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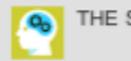
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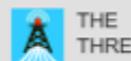
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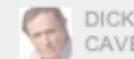
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time

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9+



4+



6+



5+



11.1+

<time>October 25, 2010 8:11 PM</time>

# Expansion

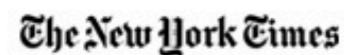


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October 25, 2010 8:11 PM</time>
```

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pubdate="pubdate">October 25, 2010 8:11 PM</time>
```



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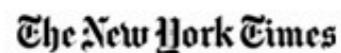
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[HTML5](#) Get Access to Student Software & Tools at No Cost from Microsoft.  
[Dreamspark.com/Microsoft](#)

[Stop using Flash](#) Offshore web ad production using the latest HTML5 standards  
[www.expresskcs.com](#)

**Web Upgrade HTML 5 May Weaken Privacy**  
The new language, **HTML5**, could give marketers access to many more details about users' online activities.

**Tech Talk Podcast: Privacy and HTML5**  
Tanzina Vega on **HTML 5** privacy issues; watching TV on your phone; the tech term "video codec;" and news.  
Bits

**How Do You Test a Battery? - Readers' Comments**  
Vimeo has a feature where you can easily toggle between Flash and **HTML5** versions of the same videos. Since the objective is to test Flash ...  
[Community.nytimes.com/comments/pogue Blog](#)

**Microsoft's App Phone Has Problems and Promise**  
Like the iPhone, the Web browser doesn't play Flash videos on the Web — but it also won't play the

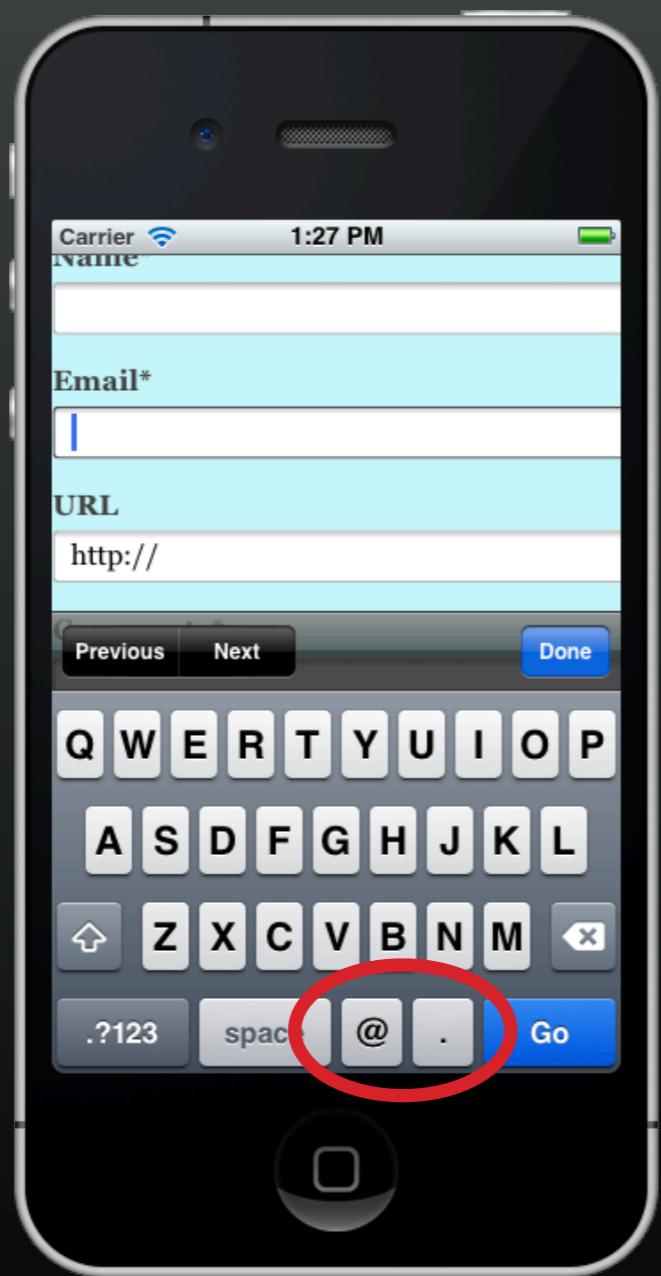
mark

# Expansion

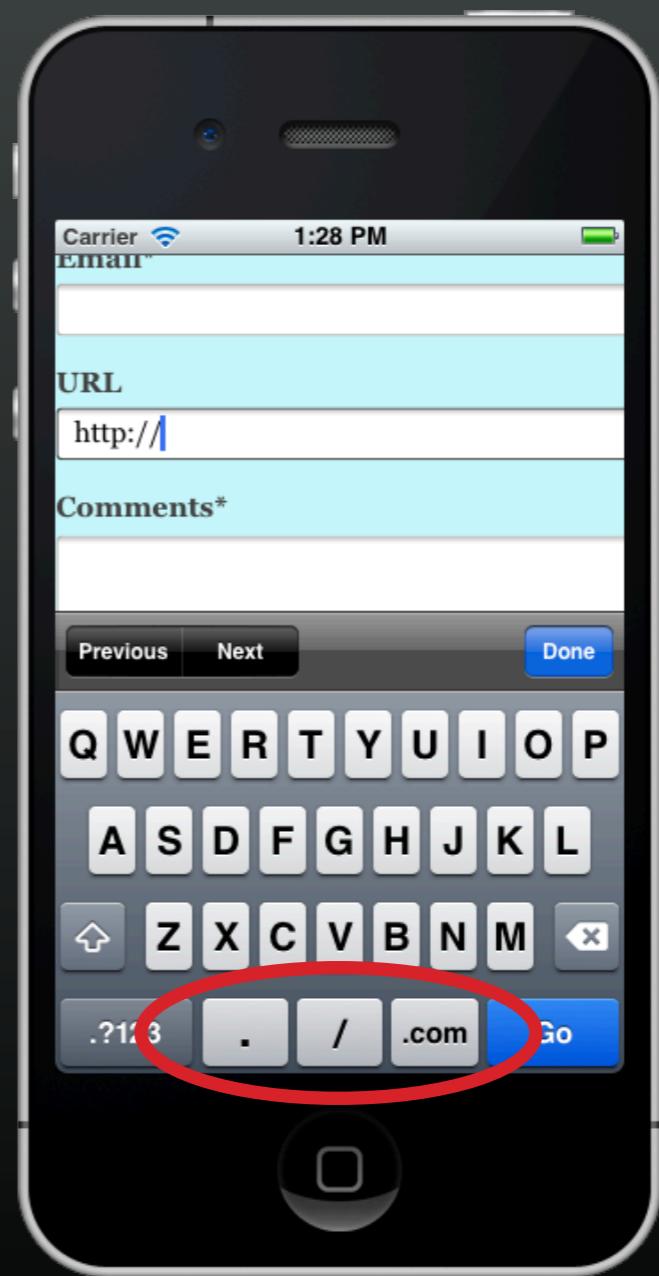


```
<ol id="search-results">
<li>
  <h3><a href="...">Web Upgrade <mark>HTML5</mark>
    May Weaken Privacy</a></h3>
  <p>The new language, <mark>HTML5</mark>, could give
    marketers access to many more details about users'
    online activities.</p>
</li>
</ol>
```

# Expansion



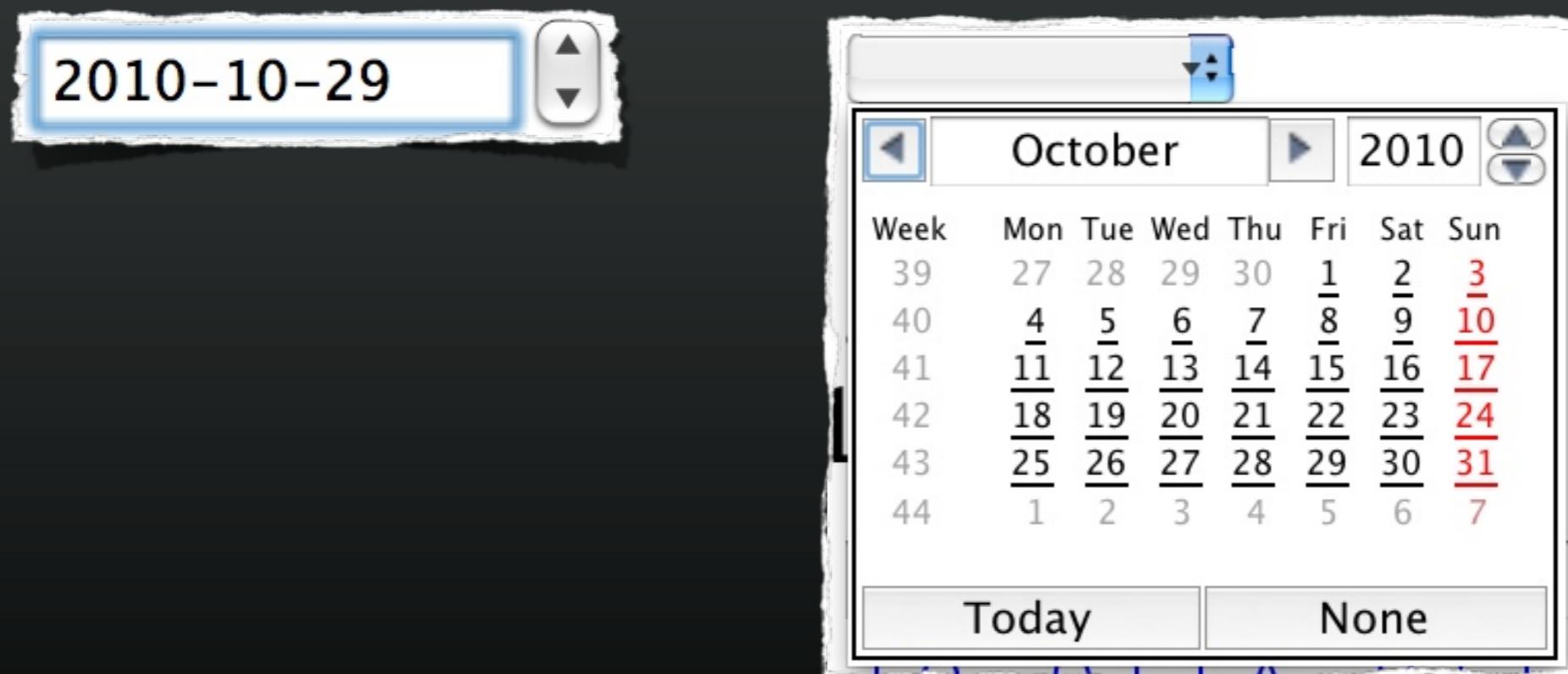
```
<input type="email" .../>
```



```
<input type="url" .../>
```

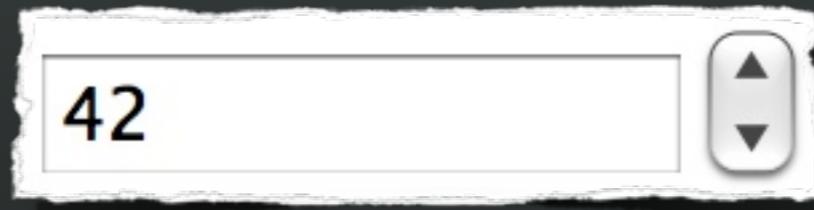
# Expansion

```
<input type="date" name="dob"/>
```

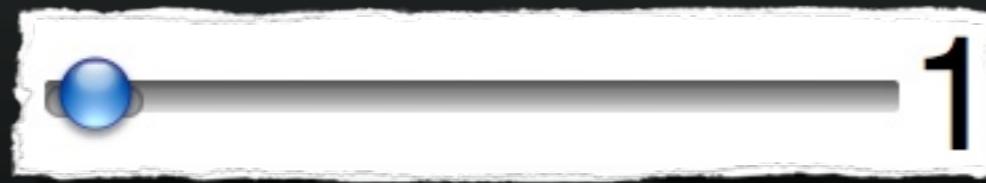


# Expansion

```
<input type="number" name="foo"/>
```



```
<input type="range" min="1" max="11" name="foo"/>
```



# Expansion

```
<input type="text"  
      pattern="\d{6}\w{3}"  
      placeholder="6 digits followed by 3 letters"  
      .../>
```

# Expansion

```
<input type="text" list="countries" name="country"/>
<datalist id="countries">
  <option>Afghanistan</option>
  <option>Åland Islands</option>
  <!-- ... -->
</datalist>
```

# Expansion

```
<audio src="my.oga" controls="controls"></audio>
```

# Expansion

```
<audio controls="controls">
  <source src="my.mp3"/>
  <source src="my.oga"/>
  <!-- fallback -->
</audio>
```

# Expansion

```
<audio controls="controls" autobuffer="autobuffer"  
    preload="auto">  
    <source src="my.mp3"/>  
    <source src="my.oga"/>  
    <!-- fallback -->  
</audio>
```

# Expansion

```
<audio controls="controls" autobuffer="autobuffer"  
    preload="auto">  
    <source src="my.mp3"/>  
    <source src="my.oga"/>  
    <ul>  
        <li><a href="my.mp3">Download MP3</a></li>  
        <li><a href="my.oga">Download Ogg</a></li>  
    </ul>  
</audio>
```

# Expansion

```
<audio controls="controls" autobuffer="autobuffer"
    preload="auto">
    <source src="my.mp3"/>
    <source src="my.oga"/>
    <object ...>
        <!-- flash player goes here -->
        <ul>
            <li><a href="my.mp3">Download MP3</a></li>
            <li><a href="my.oga">Download Ogg</a></li>
        </ul>
    </object>
</audio>
```

# Expansion

```
<video src="my.ogv" controls="controls"></video>
```

# Expansion

```
<video controls="controls" width="640" height="480">
  <source src="my.m4v"/>
  <source src="my.webm"/>
  <source src="my.ogv"/>
  <!-- fallback -->
</video>
```

# Expansion

```
<video controls="controls" width="640" height="480"  
      poster="my.png">  
  <source src="my.m4v"/>  
  <source src="my.webm"/>  
  <source src="my.ogv"/>  
  <!-- fallback -->  
</video>
```

# No MIME, no service

```
AddType video/ogg .ogg  
AddType video/mp4 .mp4  
AddType video/webm .webm
```

# Expansion

```
<video width="600" height="400" poster="/r/2-5.png"
       controls="controls" preload="none">
  <source src="/r/2-5.m4v" type="video/mp4"/>
  <source src="/r/2-5.webm" type="video/webm"/>
  <source src="/r/2-5.ogv" type="video/ogg"/>
  
  <ul>
    <li><a href="/r/2-5.m4v">Download as video/mp4</a></li>
    <li><a href="/r/2-5.webm">Download as video/webm</a></li>
    <li><a href="/r/2-5.ogv">Download as video/ogg</a></li>
  </ul>
</video>
```

# HTML5: Smart Markup for Smarter Websites

by Aaron Gustafson

More of the same:

<http://adaptivewebdesign.info>

<http://easy-designs.net>

<http://blog.easy-designs.net>

<http://aaron-gustafson.com>

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