goo.gl/65f2Pq

Web Fonts
State of the Union

ATypI 2015 - São Paulo

David Lemon

Adobe Typekit

John Giannopoulos

fonts.com

David Kuettel

Google Fonts

Overview

Adoption update

Web Fonts in Action

Technology

Opportunities ahead

Adobe Typekit   fonts.com   ℱ Google Fonts

What is a web font?

e.g., globo.com is using **web fonts** for the text on the page

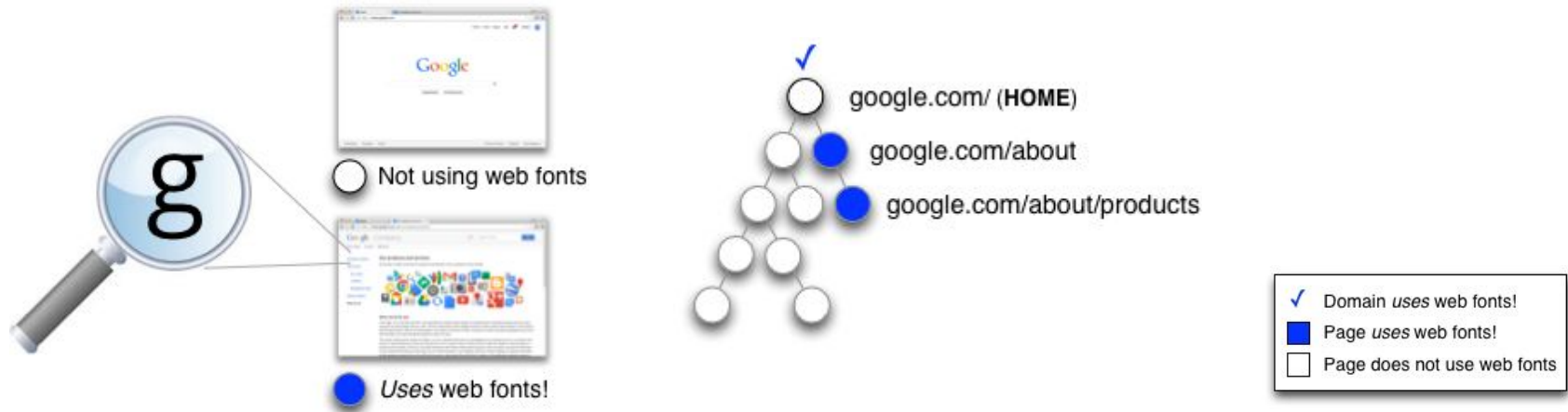Chrome : Inspect Element : Network : Fonts (web fonts)

Web Font adoption update

From 1% adoption to...

Methodology large-scale analysis

Load page in a browser and determine *if **web fonts** were used*

✓ Domain *uses* web fonts!
■ Page *uses* web fonts!
□ Page does not use web fonts

And then repeat...

http archive

Google Fonts

Alexa Top 1000
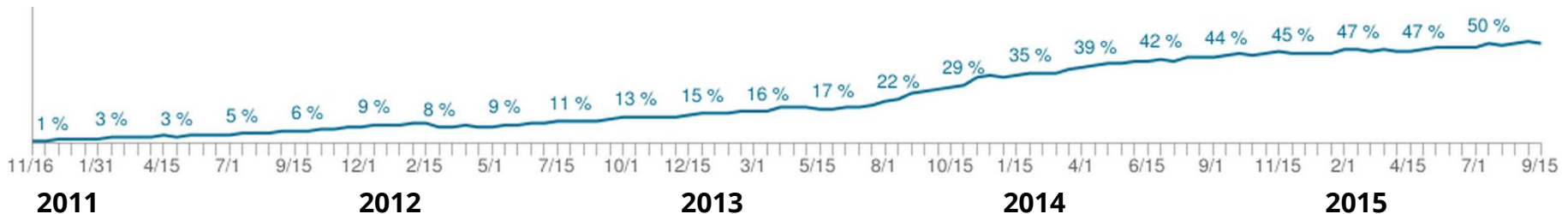
The Web [10B+ pages] *10,000X!*

Web Font Adoption   Alexa Top 1000

50%

+7% since 2014

Percent of the **Alexa Top 1000** domains that are using web fonts on **home page**.

1 % 3 % 3 % 5 % 6 % 9 % 8 % 9 % 11 % 13 % 15 % 16 % 17 % 22 % 29 % 35 % 39 % 42 % 44 % 45 % 47 % 47 % 50 %

11/16 1/31 4/15 7/1 9/15 12/1 2/15 5/1 7/15 10/1 12/1 3/1 5/15 8/1 10/15 1/15 4/1 6/15 9/1 11/15 2/1 4/15 7/1 9/15

2011   **2012**   **2013**   **2014**   **2015**

http archive

Deep Analysis vs. Home Pages

79% Alexa Top 100

72% Alexa Top 1K

78% Alexa Top 500K
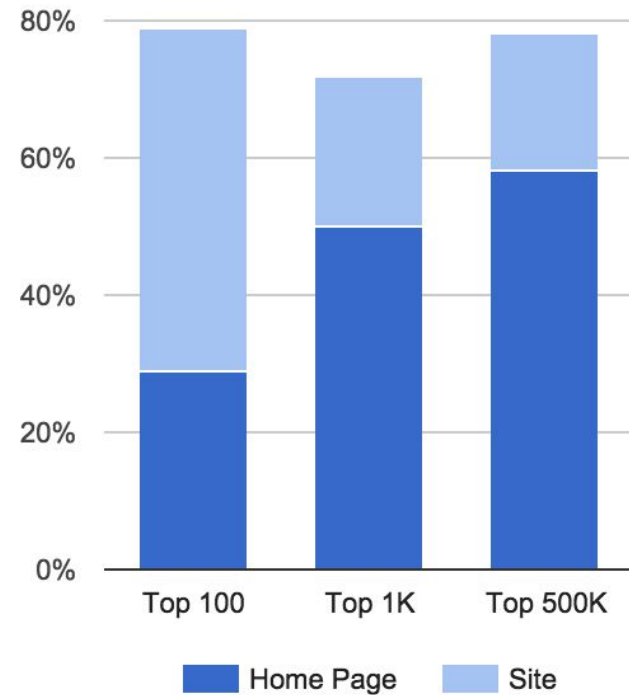
Percent of the top **Alexa** domains that are using web fonts on **one or more pages**.

Web Font Adoption Deep Analysis

Alexa domains using web fonts
Average number of pages per site with web fonts

Alexa Rank	2013	2014	2015
Top 100	210,648	2,188,672	21,835,951
Top 1K	206,946	457,999	2,717,762
Top 10K	65,403	115,104	355,100
Top 100K	19,912	26,107	45,151
Top 1M	3,549	4,513	6,048

1000% for Alexa 100
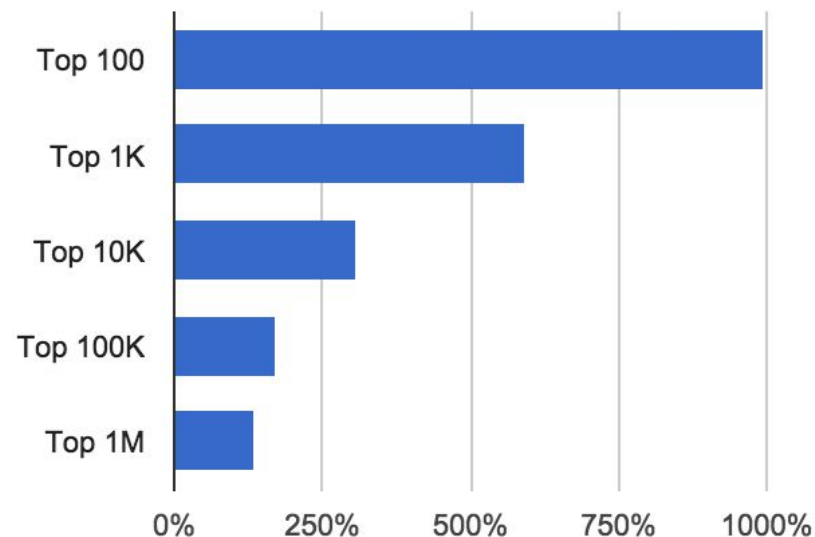
Significant increase in use within **domains**

Source: Google Fonts large-scale web font analysis (2015)

Web Font Adoption

5 Billion+

2.5X since 2014

Number of **pages** across **the web** using web fonts

Google Fonts

Web Font Adoption

75 Million+

+15M since 2014

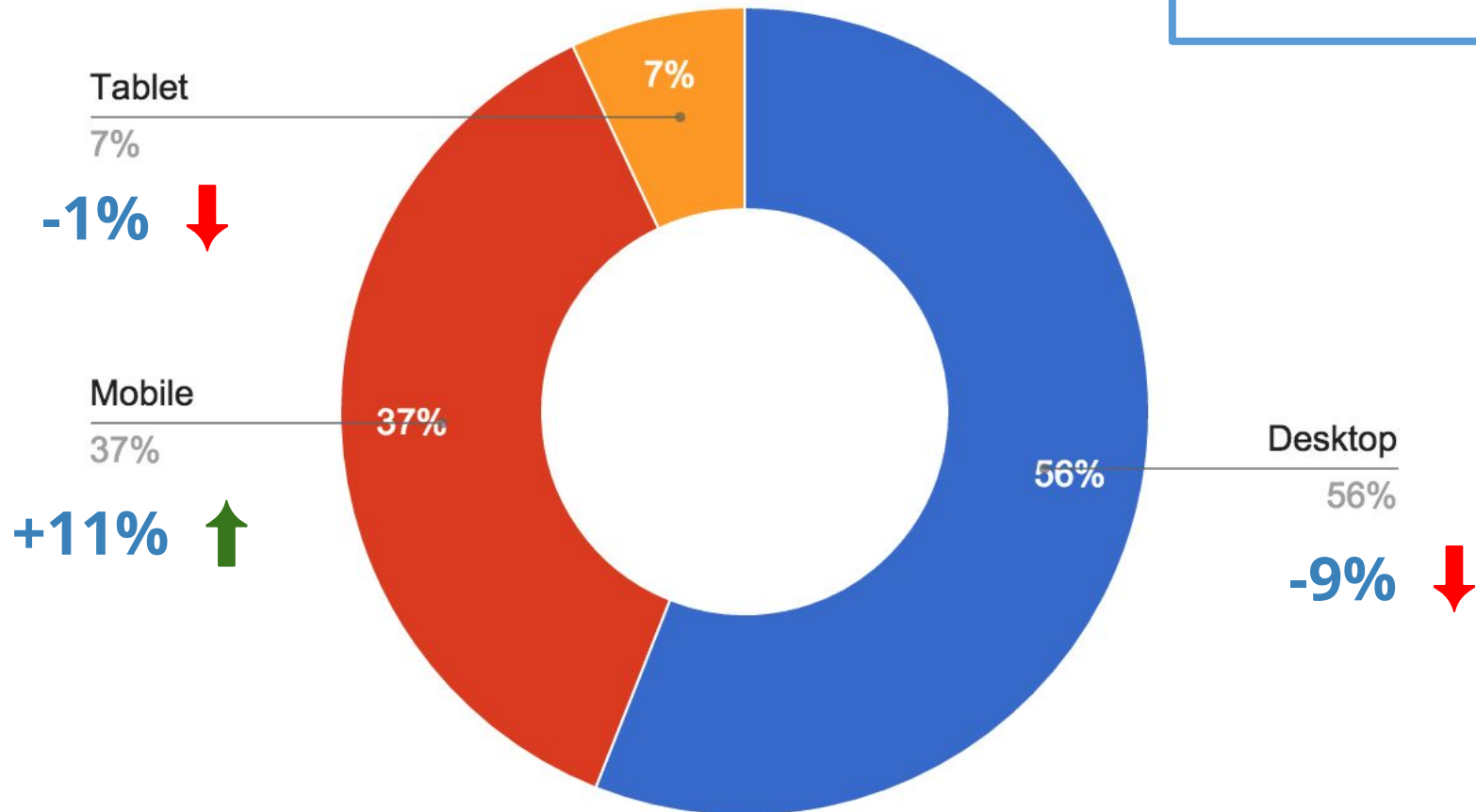Number of **domains** across **the web** using web fonts on **one or more pages**

Source: Google Fonts large-scale web font analysis (2015)
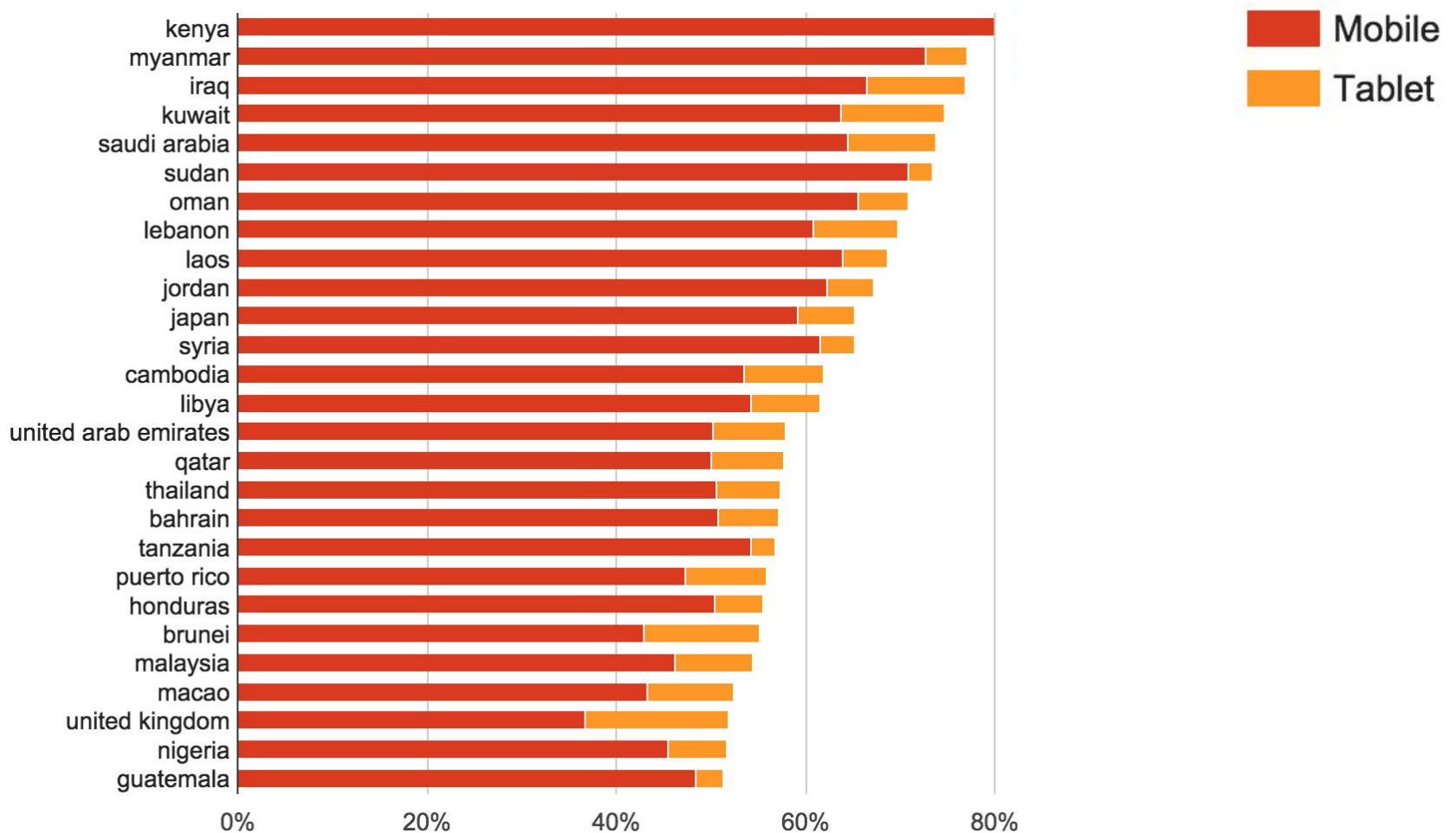
Google Fonts

Web Font views by device

Desktop vs. Mobile vs. Tablet

Δ since 2014

Tablet
7%

-1% ⬇

Mobile
37%

37%

+11% ⬆

7%

56%

Desktop
56%

-9% ⬇

Views of Google Fonts by device (October 6th, 2015)

𝓕 Google Fonts

Top Mobile + Tablet usage by Country

Font views on Mobile + Tablet as percent of total

Legend: Mobile, Tablet

Countries (top to bottom): kenya, myanmar, iraq, kuwait, saudi arabia, sudan, oman, lebanon, laos, jordan, japan, syria, cambodia, libya, united arab emirates, qatar, thailand, bahrain, tanzania, puerto rico, honduras, brunei, malaysia, macao, united kingdom, nigeria, guatemala

X-axis: 0%, 20%, 40%, 60%, 80%

(Countries with >1M font views, October 6th, 2015)

Google Fonts

Web Font views by Script

Top character sets

- latin
- latin-ext
- cyrillic
- cyrillic-ext
- vietnamese
- greek
- greek-ext

8.9%

80.2%
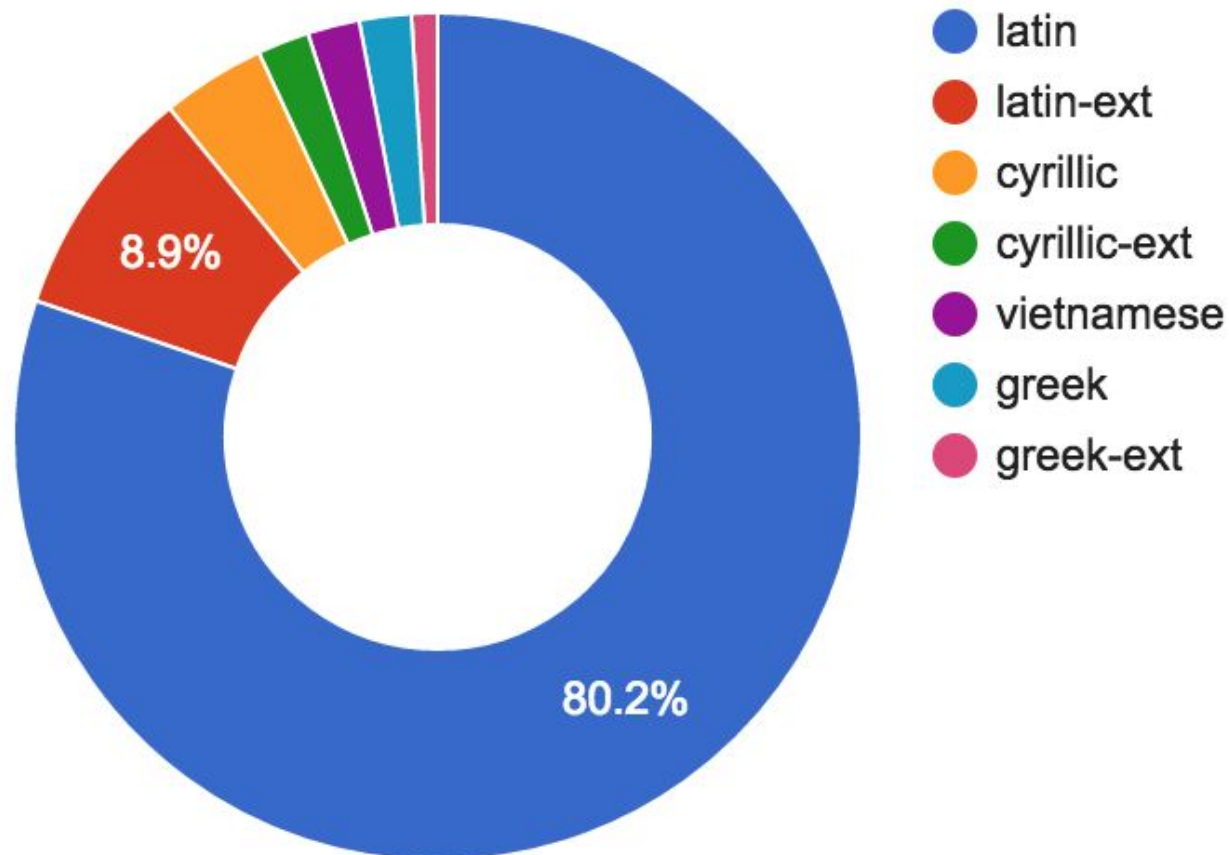
Views of Google Fonts by Script (October 6th 2015)

Google Fonts

Focus on Brazil

and Latin America

Google Fonts in Brazil + Latin America

Brazil

#2 Country for Google Fonts API requests

500M font views/day from **Brazil**

83M font views/day from **São Paulo** (#1 in Brazil)

1M pizzas consumed per day in **São Paulo** ([wiki])

Londrina Solid **576M** total font views by Marcelo Magalhães

Latin America

Montserrat **72B** total font views by Julieta Ulanovsky

Lobster **40B** total font views by Pablo Impallari

Bitter **30B** total font views by Huerta Tipográfica

(October 12th 2015)

Google Fonts

Interesting adoption stats

Most viewed video on YouTube

Gangnam Style on YouTube

2,426,371,632 total video views

You Tube

Videos vs. Web Fonts

October 6th, 2015

Gangnam Style by PSY on YouTube

2,426,371,632

total video views

Open Sans by Steve Matteson on Google Fonts
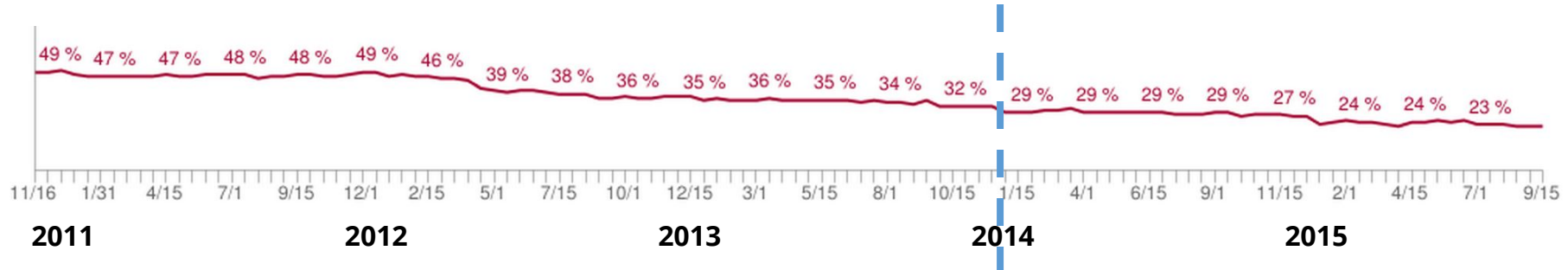
1,403,376,005,517

total font views
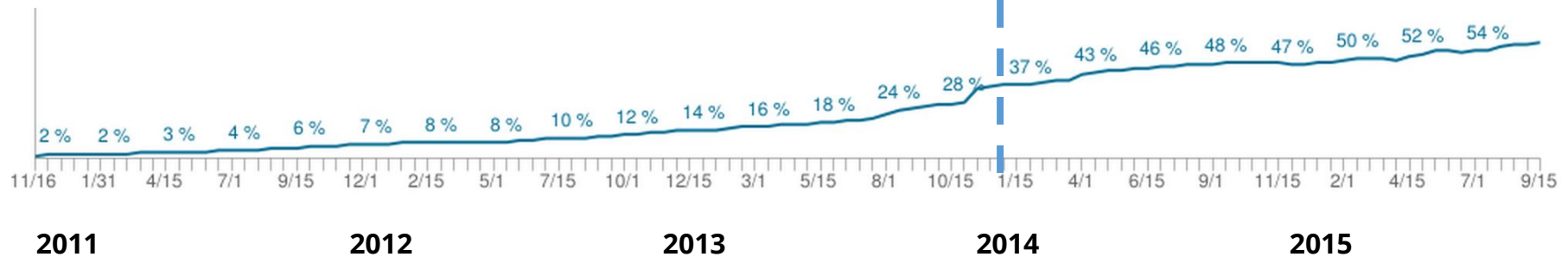
*Now serving **2.8B** Open Sans views per day!*

Technology Trends Alexa Top 500K

Flash 49% to 22% ⬇

Crossed over in 2014

49 %	47 %	47 %	48 %	48 %	49 %	46 %	
						39 %	38 %	36 %	35 %	36 %	35 %	34 %	32 %

29 % 29 % 29 % 29 % 27 % 24 % 24 % 23 %

11/16 1/31 4/15 7/1 9/15 12/1 2/15 5/1 7/15 10/1 12/15 3/1 5/15 8/1 10/15 1/15 4/1 6/15 9/1 11/15 2/1 4/15 7/1 9/15

2011 **2012** **2013** **2014** **2015**

Web Fonts 1% to 58% ⬆

37 % 43 % 46 % 48 % 47 % 50 % 52 % 54 %

2 % 2 % 3 % 4 % 6 % 7 % 8 % 8 % 10 % 12 % 14 % 16 % 18 % 24 % 28 %

11/16 1/31 4/15 7/1 9/15 12/1 2/15 5/1 7/15 10/1 12/15 3/1 5/15 8/1 10/15 1/15 4/1 6/15 9/1 11/15 2/1 4/15 7/1 9/15

2011 **2012** **2013** **2014** **2015**

Source: httparchive.org/trends.php?s=Top1000 (September 15th, 2015)

http archive

Web Fonts in *Action!*

Industry moving from FLASH to HTML5

- Google Chrome update - Sept. 2015
  - http://chrome.blogspot.com.br/2015/06/better-battery-life-for-your-laptop.html
- Mozilla & Facebook
  - http://www.theverge.com/2015/7/14/8957177/mozilla-blocks-flash-as-facebook-security-chief-calls-for-its-death
- Interactive Advertising Bureau (IAB) "New" Display Creative Guidelines
  - http://www.iab.net/displayguidelines
- Yahoo! "New" Display Ad Specifications
  - https://adspecs.yahoo.com/pages/html5guidelines/
- Amazon
  - http://venturebeat.com/2015/08/20/amazon-com-will-stop-accepting-flash-ads-on-september-1/

Why **HTML5** ?

Philippe Le Hegaret

- Pervasive "Open Web" technology
- Usage & reach
- Powerful and modular
- Multi-application use
- Major browser/platform support

What does this all mean?

- Perfect *"HTML5"* storm brewing

- Discovering new web font *"use cases"* beyond the WWW

- HTML5 workflow is still fraught with friction

# Challenges that need to be addressed

- Traditional
  - File size / Latency / minimizing HTTP requests
  - End user education

- Some new… especially in digital advertising
  - Cross-screen, responsive, dynamic content optimization engines… personalized ads
  - Web fonts miss-understood outside the WWW
    - 4th Party @font-face calls
    - Page View Tracking pixels
    - What about Ad Blockers?
    - URL domain restrictions will not work in digital advertising

HTML5 Rich Media Authoring Tools

- Offer *"in-app"* web font support
  - Website Builders - WIX, Squarespace, Adobe Muse
  - Digital Ads - Celtra, Flite, ResponsiveAds.com, Adcade
  - HTML5 Animation Tools - Adobe Edge, Tumult Hype3
  - eMail Marketing - Constant Contact
  - Browser-based graphic design tools - Sketch, Canva

- Broader market "hand coding" HTML5 content
  - Convert desktop fonts to web font formats
  - Use lots of "free" or "open source" tools
  - Mixed results
  - Users don't understand / respect font licensing

Web fonts in action - WIX HTML5 Editor
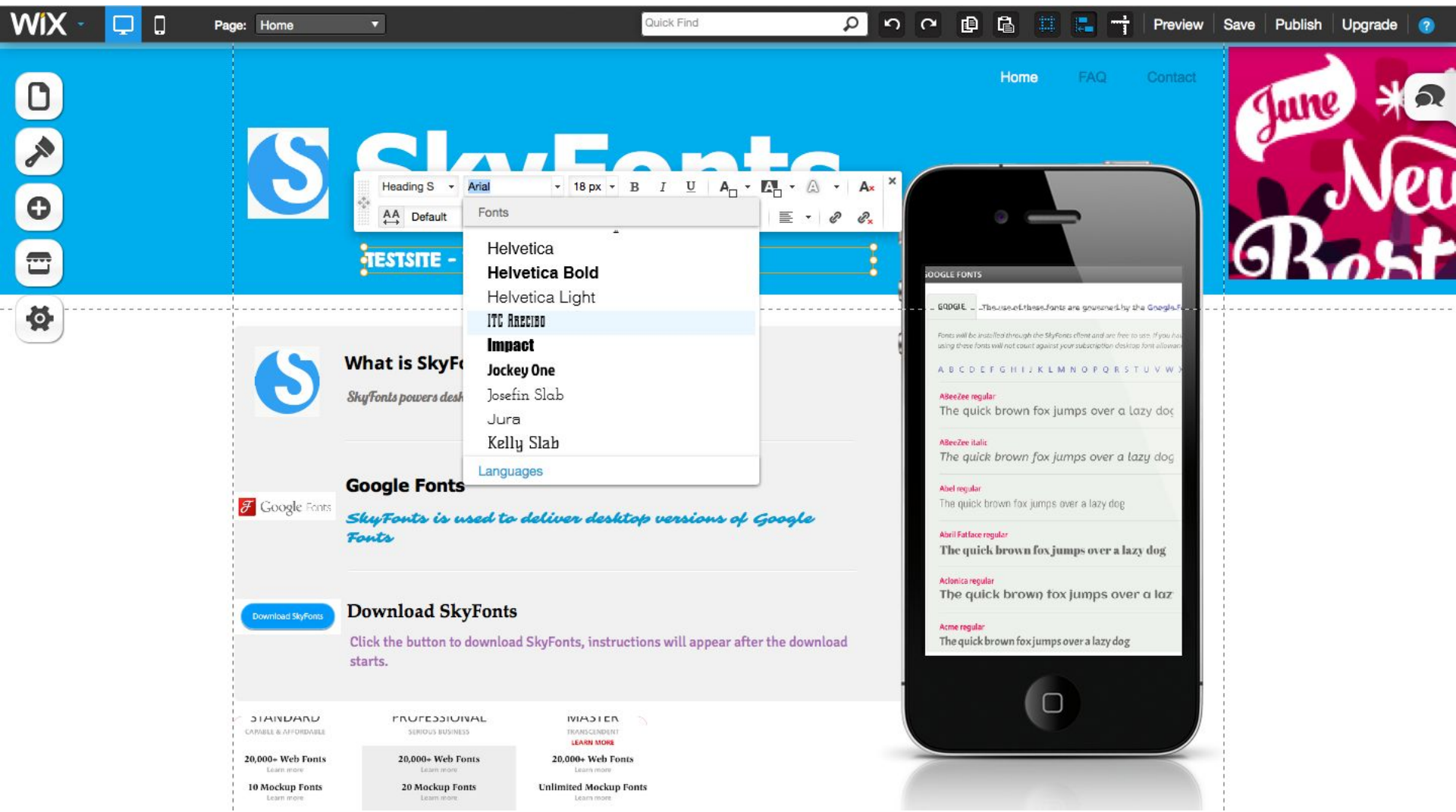
Web fonts in action - Flite Ad Design Studio
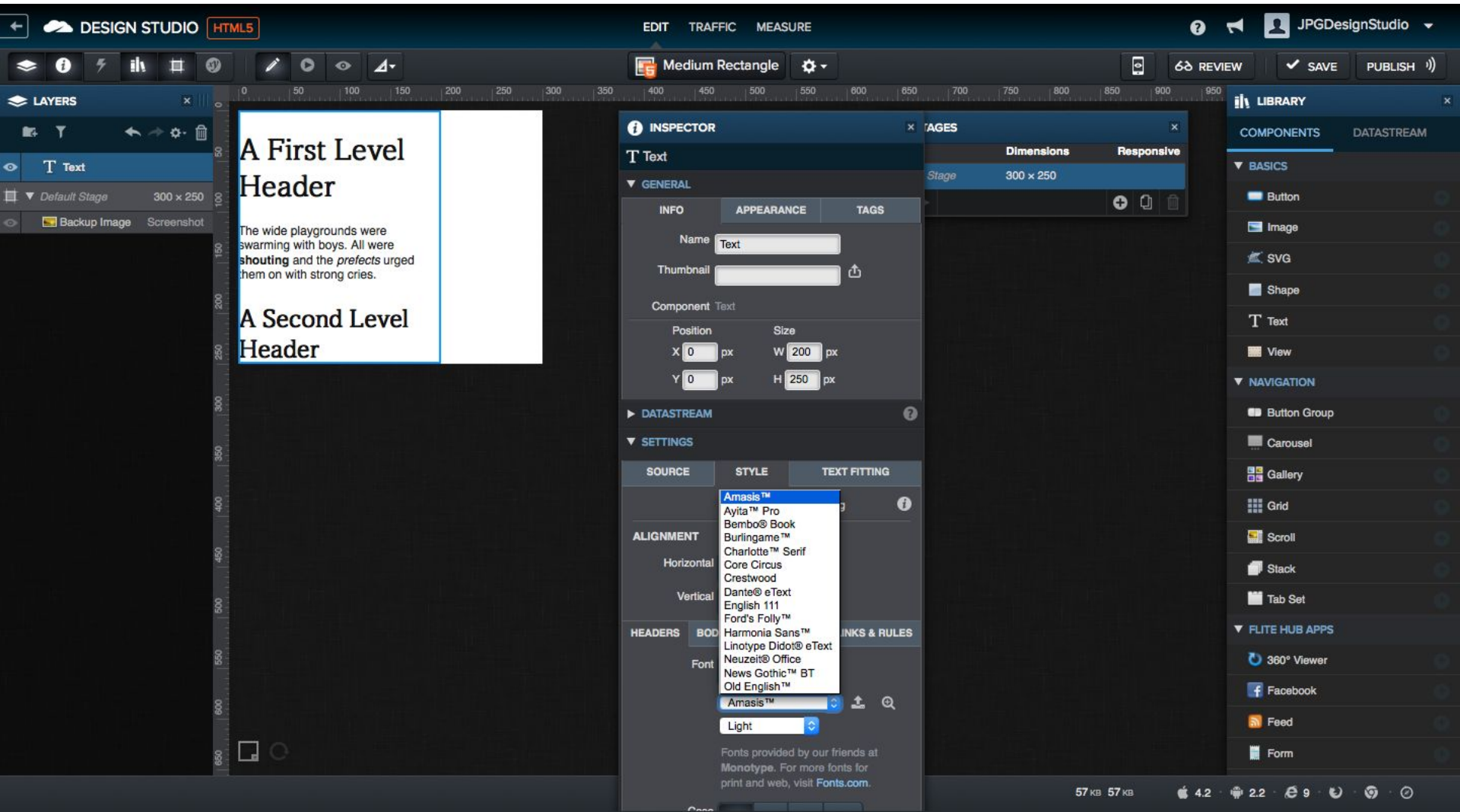
HTML5 Ad Example

- Flite Studio Ad
- Leverage static web font subsetting
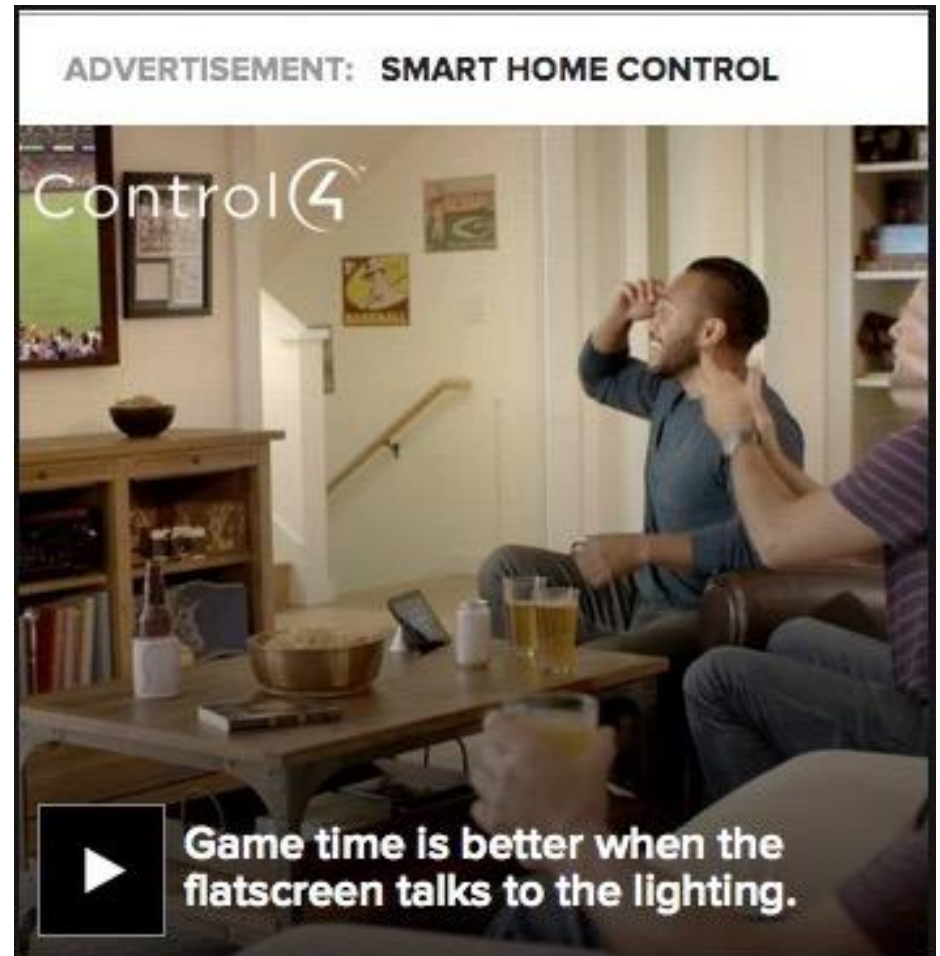
Responsive Ad Unit Authoring

https://youtu.be/DP-9KJIKI-I
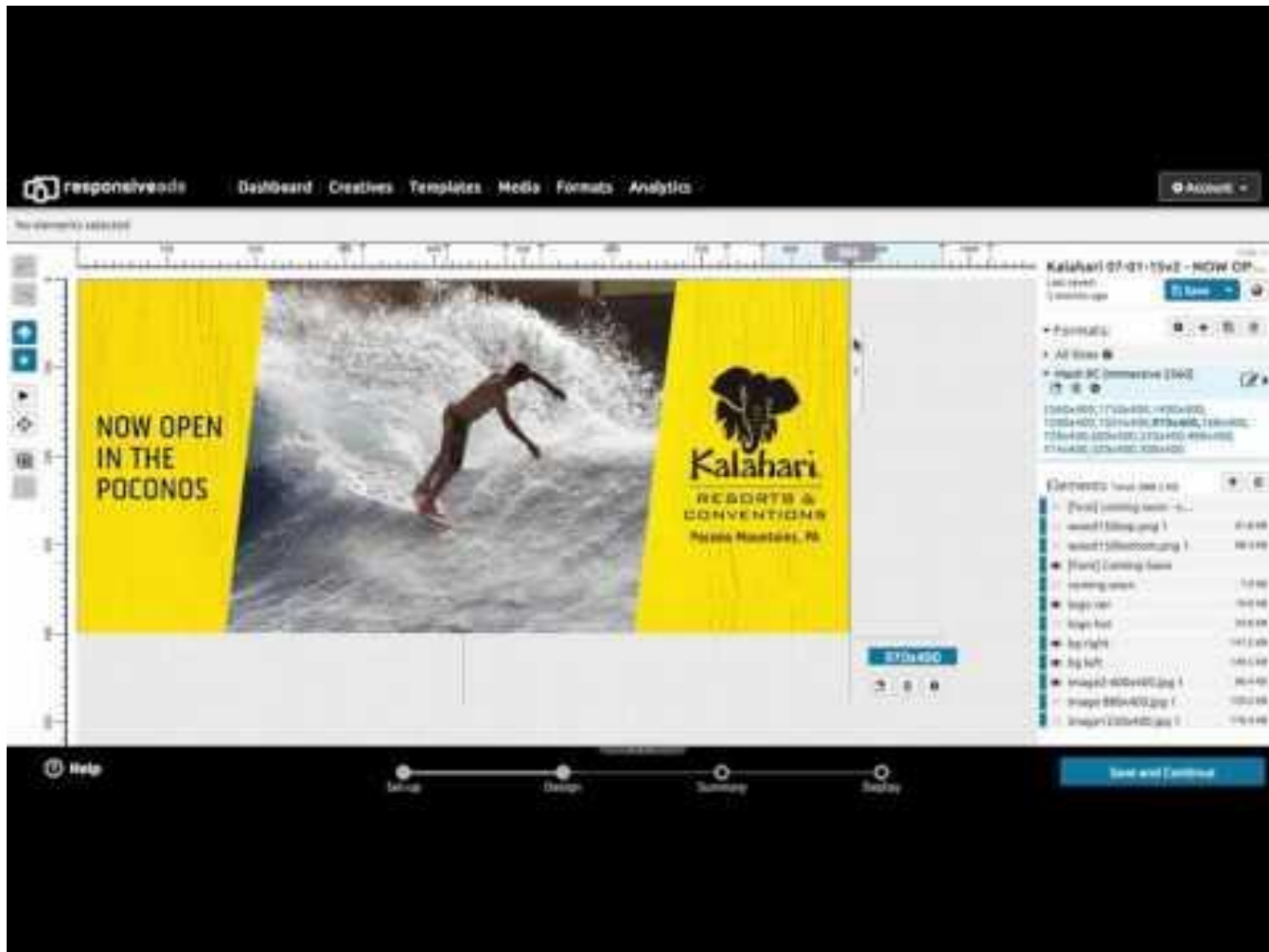
Web fonts in action - Tumult Hype3

Web fonts in action - eMail editors
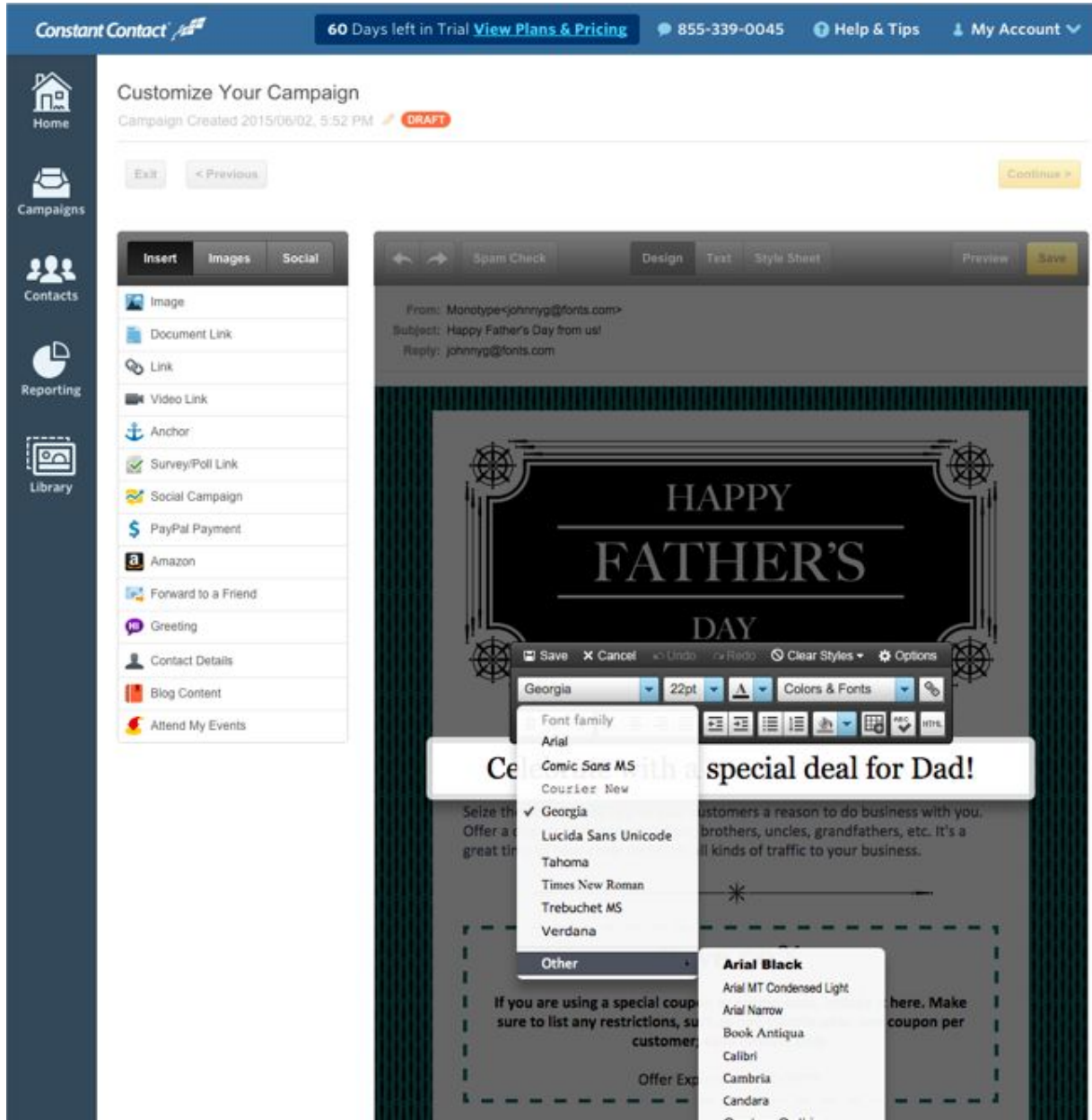
The tide is rising for everyone!

- Addressable markets are growing
- More use cases means more fonts are required
- Most of the discussions have been around USA / Europe
- APAC cares very much about web font use
  - Font file sizes are a major concern and an opportunity
  - Optimization techniques like Subsetting
- Digital ad impressions could be 100x those on the web
- We've been on a multi-year journey together
- Today is a good snapshot that things are looking up
- But... we are not quite done yet!!
  - Latency, 4th Party Calls being blocked, education

Improvements in Performance

Speed is a key aspect of user experience

Faster = better

Ways to reduce file size

Smarter downloading

Make more use of browser's cache

Reducing file sizes

Brotli compression in WOFF2

● Zopfli for (prebuilt) WOFF files
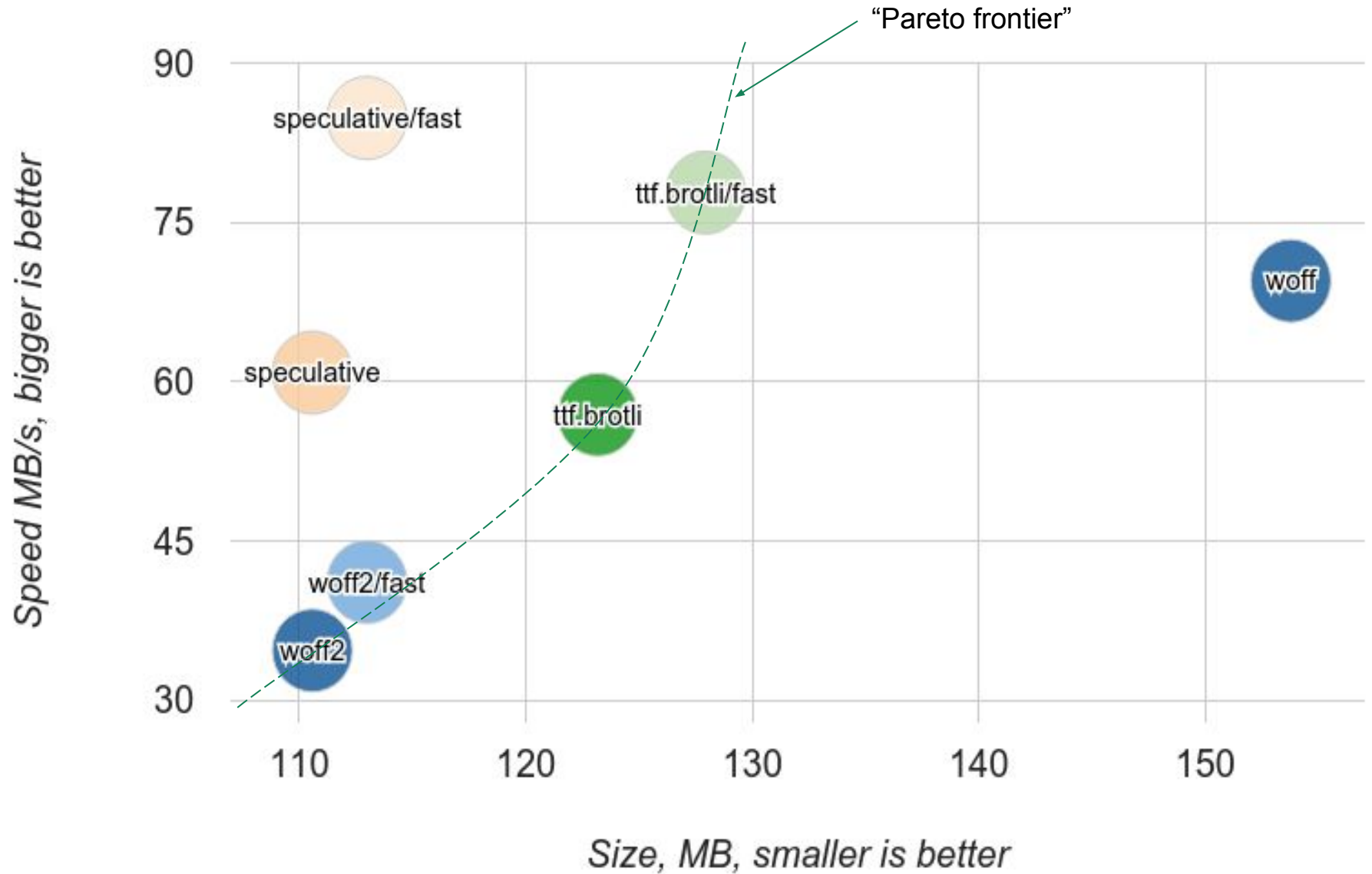
Removing TrueType hints when not used

● or serving CFF

Subsetting

● East Asian fonts
● Other fonts

Unicode-range feature in CSS font-face

WOFF2 smaller & even faster

Tools for smarter downloading

CSS font loading

● more precise control

Resource hints

● identify key resources up front

HTTP/2

● parallel downloading
● server-controlled push for some resources

Take advantage of browser's cache

Cross-site font caching

● not for all serving models

Stale-while-revalidate

Beyond subsetting

demo

Opportunities Ahead...

Opportunities Ahead

Now that (Latin) web fonts are established, need better browser support for OpenType layout

Address "Next Billion Users"
- Asian fonts better
- Need more work on non-Latin, RTL, complex scripts

Need simpler, more flexible licensing, business models
- End users want Freedom, Flexibility and Choice
- If web fonts are simple, people will use them instead of own solutions

Untapped uses (email, HTML5 ads) also need infrastructure

Adoption will continue explode as technology improves user experience

Adobe Typekit   fonts.com   Google Fonts

Summary

Key Takeaways

Rate of adoption in the past five years has been tremendous. In mainstream use now!

Inspiring examples of the new web typography

Global adoption has started

Future is very bright for entire industry

Adobe Typekit   fonts.com   Google Fonts

Thank you!

Reference

Large-scale web font usage analysis

Getting started guide: goo.gl/5HeqYf

httparchive.org (Alexa Top 100, 1K)

http://httparchive.org/trends.php?s=Top1000

Alexa Top 1M

http://www.alexa.com/topsites

State of Web Type (OpenType feature report)

http://stateofwebtype.com

 Adobe Typekit

fonts.com

 Google Fonts