



Application Programming Interface (API)

Brief Twitch API Demo



What is an API?

The API

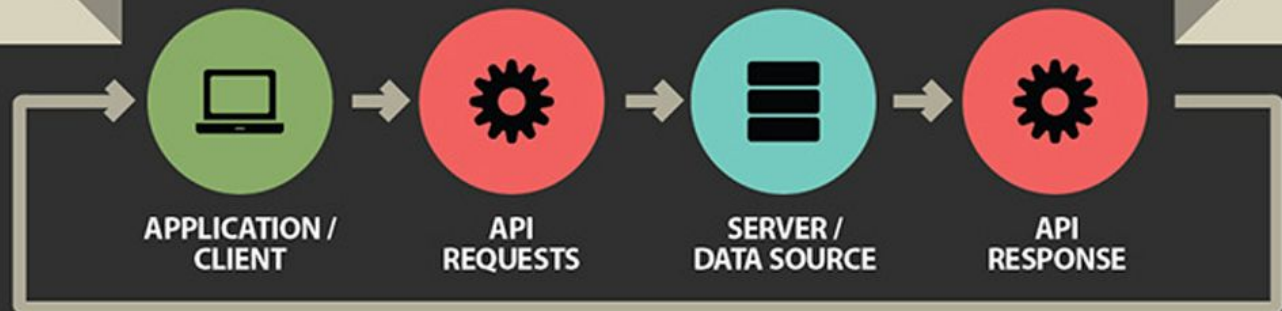
Application Programming Interface



API Definition

An application program interface that provides a developer with programmatic access to a proprietary software application. A software intermediary that makes it possible for application programs to interact with each other and share data.¹

How an API works



Types of API

69%²
REST

**Representational
State Transfer**

Rest is a simple way of sending and receiving data between client and server and it doesn't have very many standards defined. You can send and receive data as JSON, XML or even plain text. It's light weighted compared to SOAP.³

23%²
SOAP

**Simple Object
Access Protocol**

SOAP is a method of transferring messages, or small amounts of information, over the Internet. SOAP messages are formatted in XML and are typically sent using HTTP (hypertext transfer protocol).³

8%²
JavaScript / XML-RPC

**Most Popular
API Protocols**



API History

Web APIs first appeared in the wild with the introduction of Salesforce on February 7th, when the company officially launched its API at the IDG Demo 2000 conference.⁴



**Post
Get
Put
Delete**

API Example Usage

facebook for developers


ProductsDocsTools & SupportNewsVideos

Search


My Apps

Connect on a global scale.


Build, grow and monetize your apps with Internet.org




Facebook Login
Account Creation in two taps




Sharing on Facebook
Promote your app or website organically



Facebook Analytics for Apps
Understand how people use your app




Mobile Monetization
Monetize your mobile app or mobile website with ads



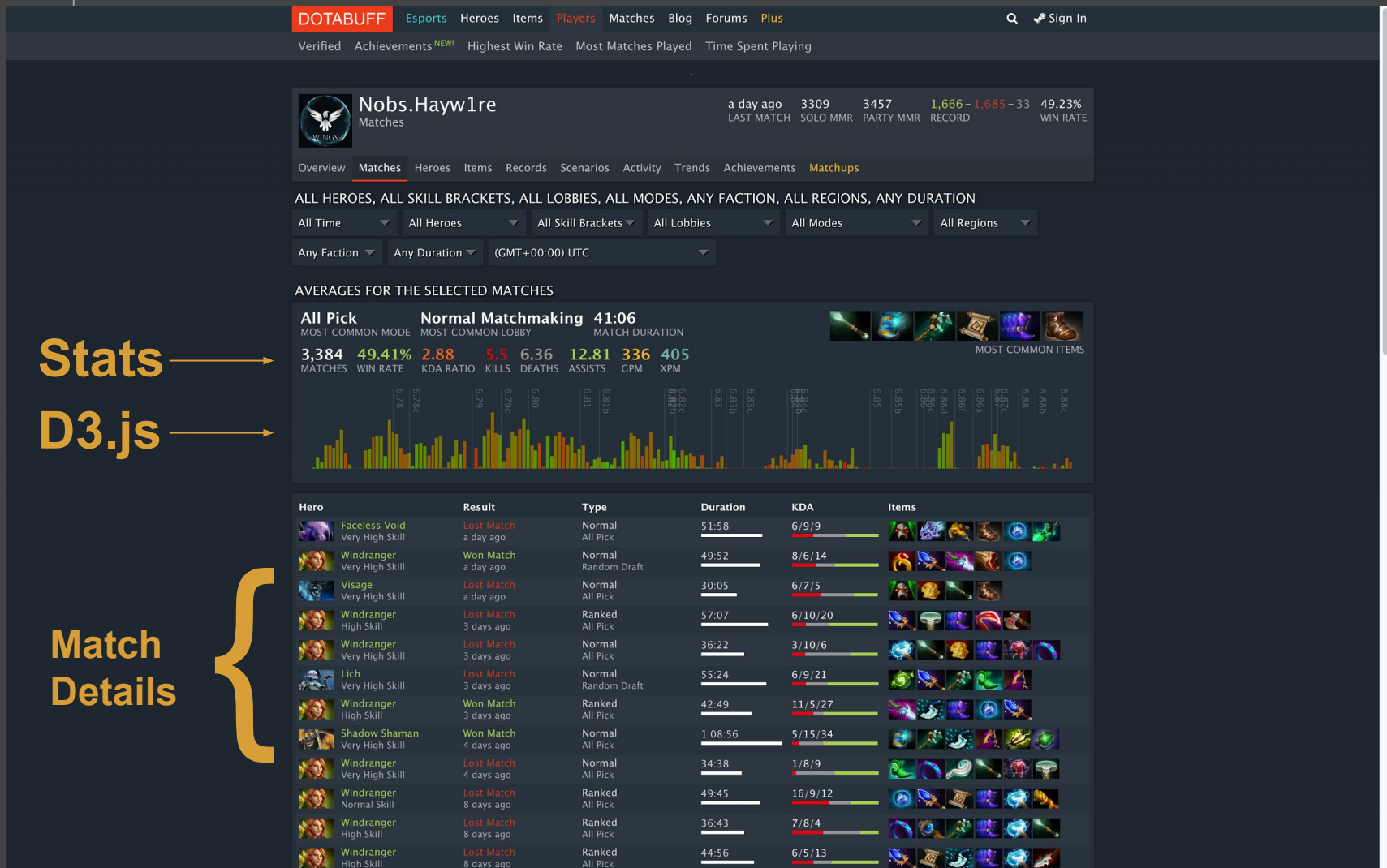
Messenger Platform
Build your bot to reach 1 billion people

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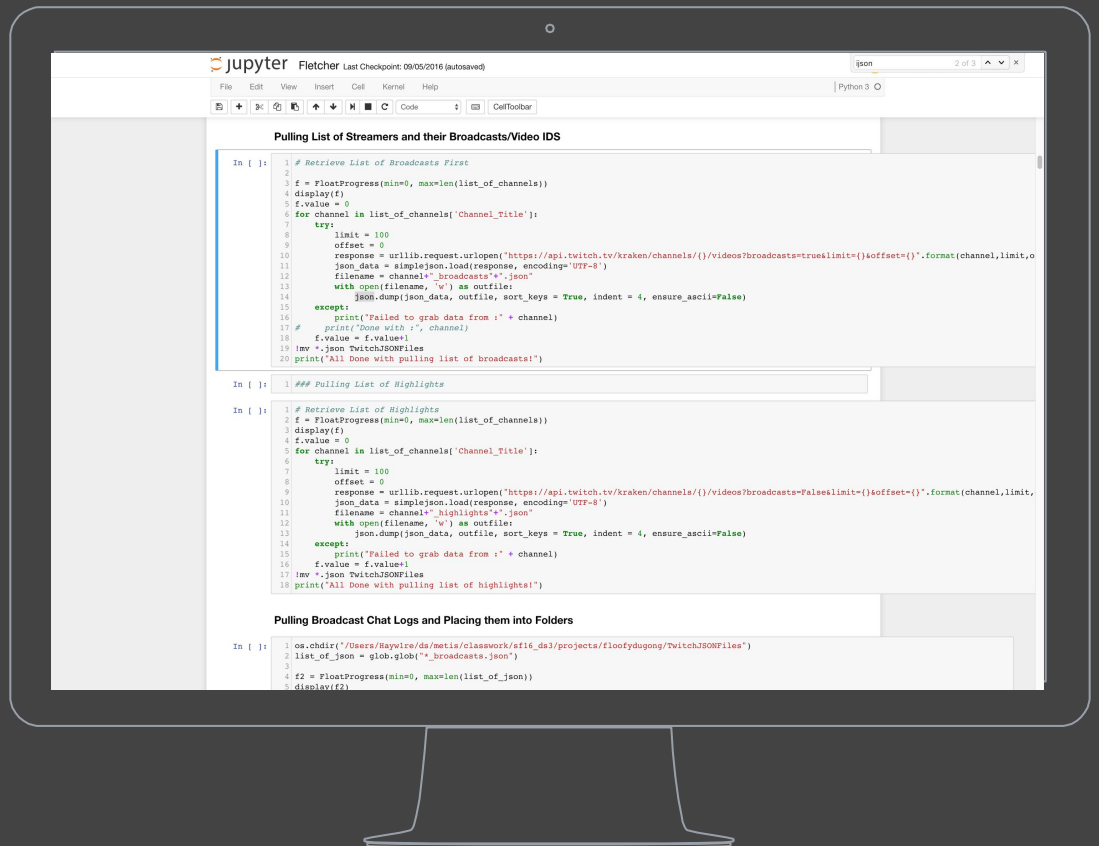


Product Example of API Usage

Monetization Method



Twitch API Demo



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