**Content like water**

**Problem**

* **People still have a fixed-context** **mentality** (desktop or otherwise)
* Content is **not sufficiently structured** to enable the **deep reuse** we will need
* **Tools** are holding us back but also **behaviour**

**Solution**

* **Structured Content first.**
  + Focus on core content, devoid of the presentation or container.
  + Often microcontent
  + Context-free at its source
* **Why? -** Makes content more **relevant,** **malleable** and **enhanceable**

**Markup strategy**

**Core/Essentials First**

* Semantically rich content (core)
  + Metadata/Attributes (core)
  + Core behaviour (e.g. hyperlinks)
  + Core tangential content (e.g. HTML5 video tag)
  + URI/reference/canonical link

**FLUID Layers of Contextual Enhancement**

* Relationships/associations layer
* Capabilities driven behavioural layer
* Presentation layer
* Contextual layer
  + Architectural
  + Narrative
* Social layer

**Delivered how?**

* API
* Easily accessible

**Challenges**

* Need **simple**, **concrete suggestions** to change behaviour (if it’s not concrete, complicated or “too much like work” it will fail)
* The fact that it’s **more expensive short term** will be a turn off
* Past initiatives (the microcontent/microformat meme) have failed due to complexity and lack **of tangible value** (giant make-work projects)

**How do we convince them?**

* Rapid change, multi-screen and a need for interoperability will characterize the future. (insert group 3’s statement)
* **A bit more thought/preparation up-front** will **save** **money,** **time/headaches** in the **future** and **provide you with more control**.
* **Make it easy and fun for content creators!** 
  + **Connecting the dots** becomes **more attractive** than **not** connecting the dots.
  + Tangibly **show value**. Empower.
  + Encourage creators to **invest up front.**
    - Creation/consumption: (Google+, Twitter hashtag, kid’s games on cereal boxes)

Metadata is the new art direction -> influence, immediate, personal, value to others (monetary, creative, control)