



HTML & CSS

design and build websites



CAPÍTULO 1

ESTRUTURA

ESTRUTURA EM PÁGINAS

TÍTULO

12 September 2011

33

new Rio Caraeff

Vevo revolutionary

Universal's former mobile chief is leading the music industry's fight to shake up online video. He reveals his frustration with MTV, and says why no one need own music if his site succeeds. Interview by **Mark Sweeney**

If Rio Caraeff succeeds, perhaps only diehard fans will need to own music. His online music video site, part-owned by the two largest record companies, also hopes to have the same impact as MTV and to be an answer to YouTube. Chuck those goals in with that of making the industry less dependent on the purchase of recordings, and for Caraeff there is clearly plenty to do.

Caraeff is the youthful chief executive of Vevo - launched in late 2009 with the backing of three of the four major groups, Sony Music, Universal Music and EMI - who is taking the venture international with a rollout starting in the UK and continental Europe. "Sex, music and sports are the only entertainment categories on the planet that people love that can build audiences at the scale of billions of people," he says. "I'm in the business of connecting billions of people to music," is his modestly stated aim.

With global CD sales plummeting by \$1.5bn last year, Caraeff's mission is clear. "We wouldn't have created Vevo if we didn't need it," he says. "The industry felt it was necessary. If MTV was doing a great job paying royalties, if YouTube [was], there would have been no need. We have invested tens of millions to be responsible for our own destiny. We can't sit back and say 'I hope Apple or whoever figures this out'."

Vevo's relationship with Google, the owner of the world's largest video-sharing platform YouTube, is clearly critical. Michael Grade called the company a "partner" and Sir Martin Sorrell described it as

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Rio Caraeff

Top revolutionary

As former mobile chief is leading the music industry's fight to shake up online video. He reveals his break with MTV, and says why no one need own music if his site succeeds. Interview by **Mark Sweeney**

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TEXTO

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Vevo's relationship with Google, the owner of the world's largest video-sharing platform YouTube, is clearly critical. Michael Grade called the company a "parasite" and Sir Martin Sorrell described it as a "frenemy". Despite the combative relationship the music industry has historically had with players in the digital space, Caraeff prefers to characterize Vevo's dealings with YouTube as "symbiotic" - although "declaration of independence" would be more appropriate.

"We said 'let's figure out how to work with them,'" he explains. "There are no duplicate copies [of music videos] on YouTube, there were thousands before, the official versions are only available from us. They don't threaten us. YouTube is a place where people can upload any video in the world, we're not trying to compete." Caraeff points out that 50% of Vevo's traffic comes from YouTube search, and 30% comes from recommendations of videos that users might like to watch that appear on the side of the YouTube web pages when a user is viewing clips.

Free access

Vevo's business model is all about providing music videos that fans can access free, funded by advertising - or to put it another way - give consumers an alternative to owning songs. "I believe the future



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Vevo's relationship with Google, the owner of the world's largest video-sharing platform YouTube, is clearly critical. Caraeff called the company a "partner". Martin Sorrell described it as "a key player". Given the combative relationship the industry has historically had with Google in the digital space, Caraeff's attitude is characteristic. Vevo's relationship with Google is "symbiotic" - it needs Google's scale of independence to succeed.

"It's not about how to work with Google," he says. "There are no rules. [Music videos] were only available on YouTube before, and now they're only available on Vevo. YouTube users can upload any video they like, but we're not trying to compete with them." Caraeff points out that 50% of all video views from YouTube searches come from recommendations of other users, so it makes sense that users might like to watch that content on the side of the YouTube website when a user is viewing clips.

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Video vexations ... Rio Caraeff says 'if MTV was doing a

We are about access: it is the only scalable model for the music industry; the question is, how do you do that and make money?

Rio Caraeff: Vevo revolutionary
The former Universal mobile chief reveals his frustration with MTV, and explains why no one need own music if his site succeeds.

Mark Sweney
guardian.co.uk, Sunday 11 September Article history

SUBTÍULO

ESTRUTURA EM PÁGINAS

Versões digitais geralmente possuem estrutura similar



ESTRUTURA NO WORD

A screenshot of a Microsoft Word document titled "structure.doc". The document contains the following text:

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.

The left side of the screen shows the font toolbar with various font styles and sizes listed, including "Heading 1" (16 pt), "Heading 2" (14 pt), "Heading 3" (13 pt), and "Normal" (12 pt). A large black callout bubble on the right side contains the text:
**Título e subtítulo
refletem a hierarquia
da informação**

ESTRUTURA NO WORD

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A large black callout bubble is overlaid on the right side of the screen, containing the text:

**Título principal e
informações
importantes
aparecem primeiro**

The Word ribbon is visible at the top, showing various font and style options. The status bar at the bottom shows page 1, section 1, and other document details.

ESTRUTURA NO WORD

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The Word ribbon is visible at the top, showing the "Normal" style selected. The left margin of the document has a decorative pattern of deer and birds.

As informações são
expandidas e podem
usar subtítulos

HTML: ESTRUTURA DA PÁGINA

```
<html> —————  
| <body> —————  
|   <h1>Este é o Título Principal</h1>  
|—————
```

```
  <p>Este texto pode ser uma introdução  
  para resto da página.</p>  
—————
```

```
  <h2>Este é um Subtítulo</h2>  
—————
```

```
  <p>Muitos artigos longos têm subtítulos  
  para ajudá-lo a seguir a estrutura.</p>  
—————
```

```
  <h2>Outro Subtítulo</h2>  
—————
```

```
  <p>E aqui um outro parágrafo.</p>  
—————
```

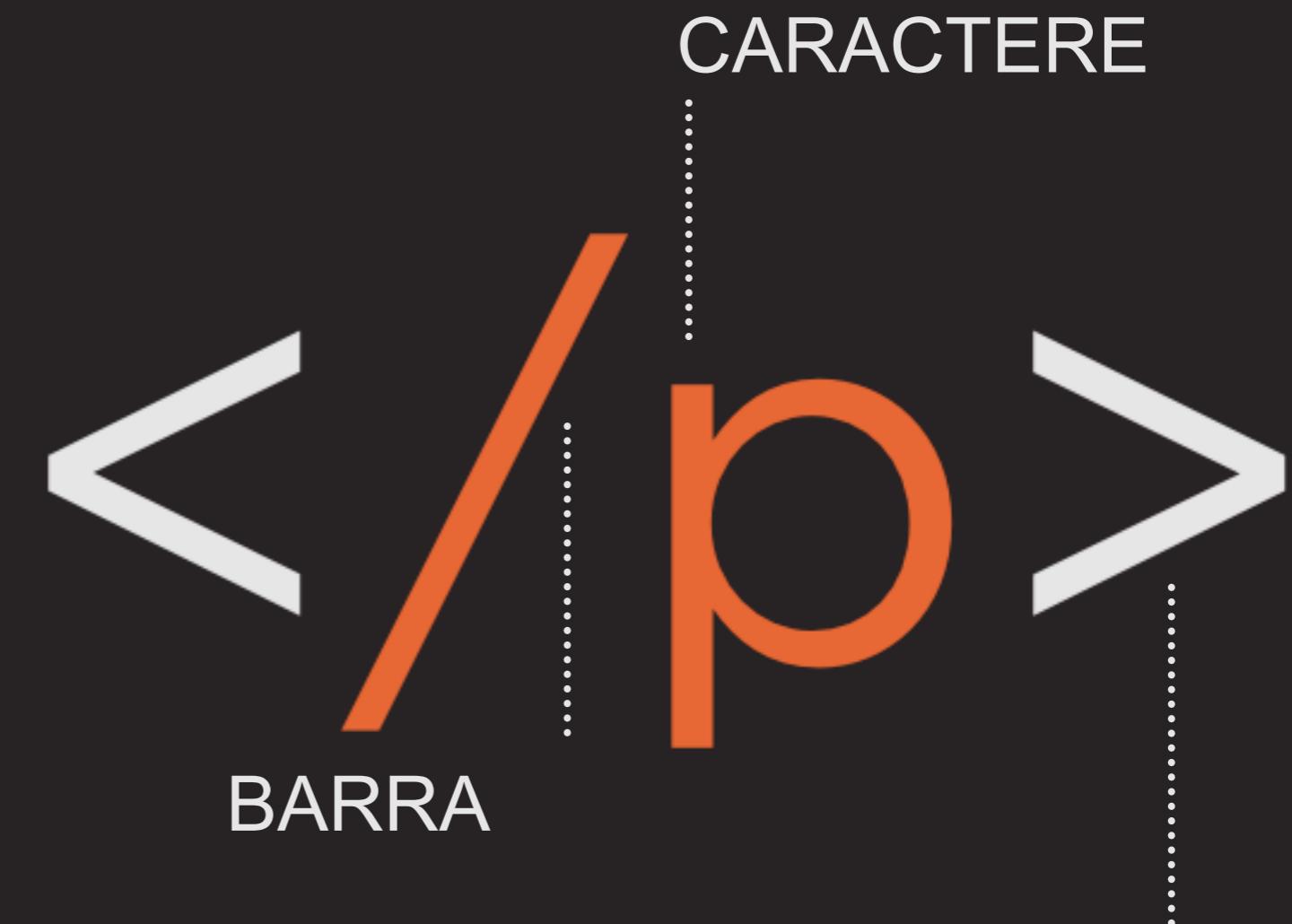
```
  </body> —————  
</html> —————
```

ENTENDENDO AS TAGS

CARACTERE


SINAL DE MENOR

ABERTURA DA TAG

CARACTERE


SINAL DE MAIOR

FECHAMENTO DA TAG

OS ATRIBUTOS NOS CONTAM MAIS SOBRE OS ELEMENTOS

NOME DO
ATRIBUTO



```
<a lang="en-us">Paragraph in English</p>
```



VALOR DO
ATRIBUTO

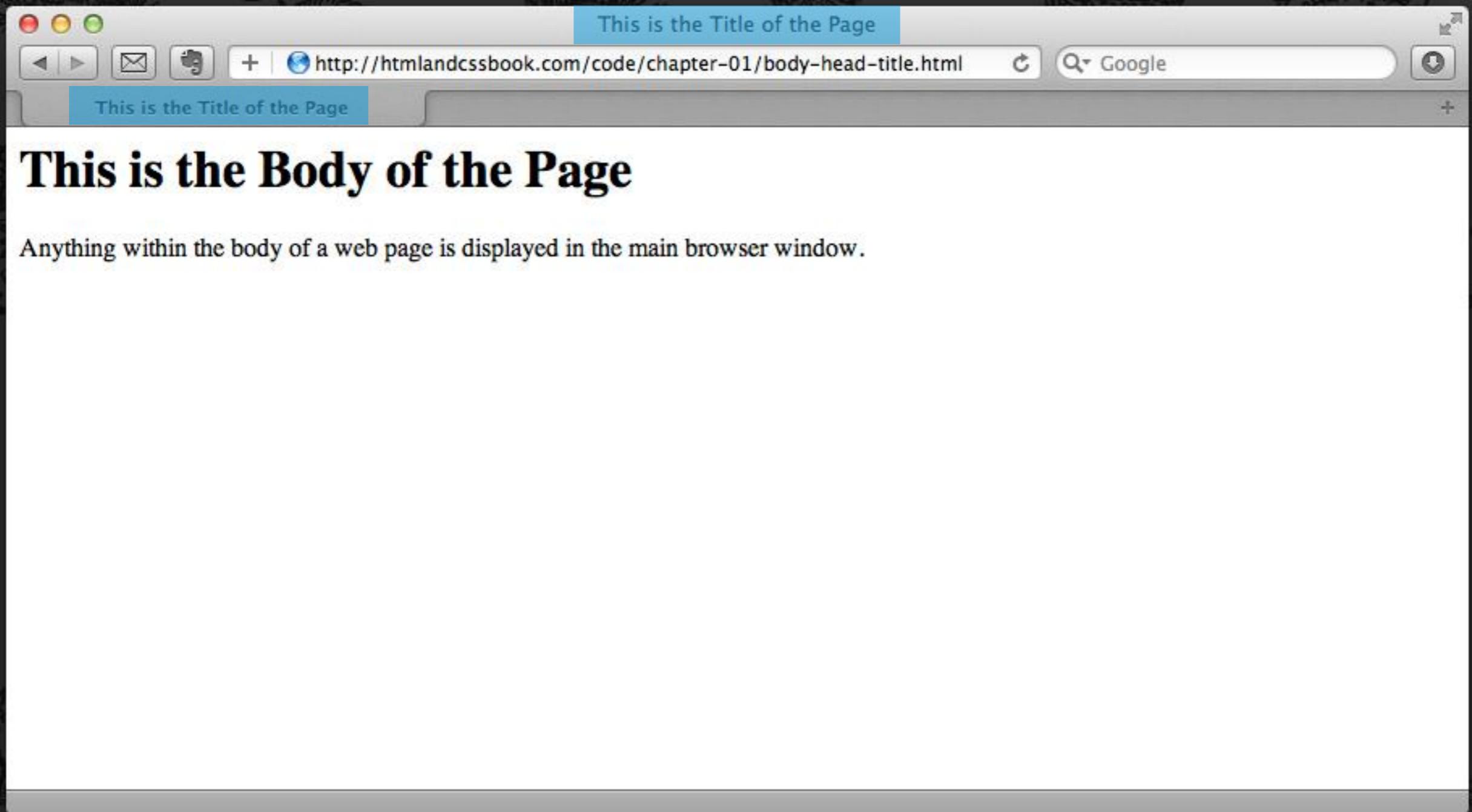
BODY, HEAD & TITLE

```
<html>
  <head>
    <title>Este é o Título da Página</title>
  </head>
  <body>
    <h1>Este é o Corpo da Página</h1>
    <p>Qualquer coisa dentro do corpo de uma
       página da web é exibida na janela
       principal do navegador.</p>
  </body>
</html>
```

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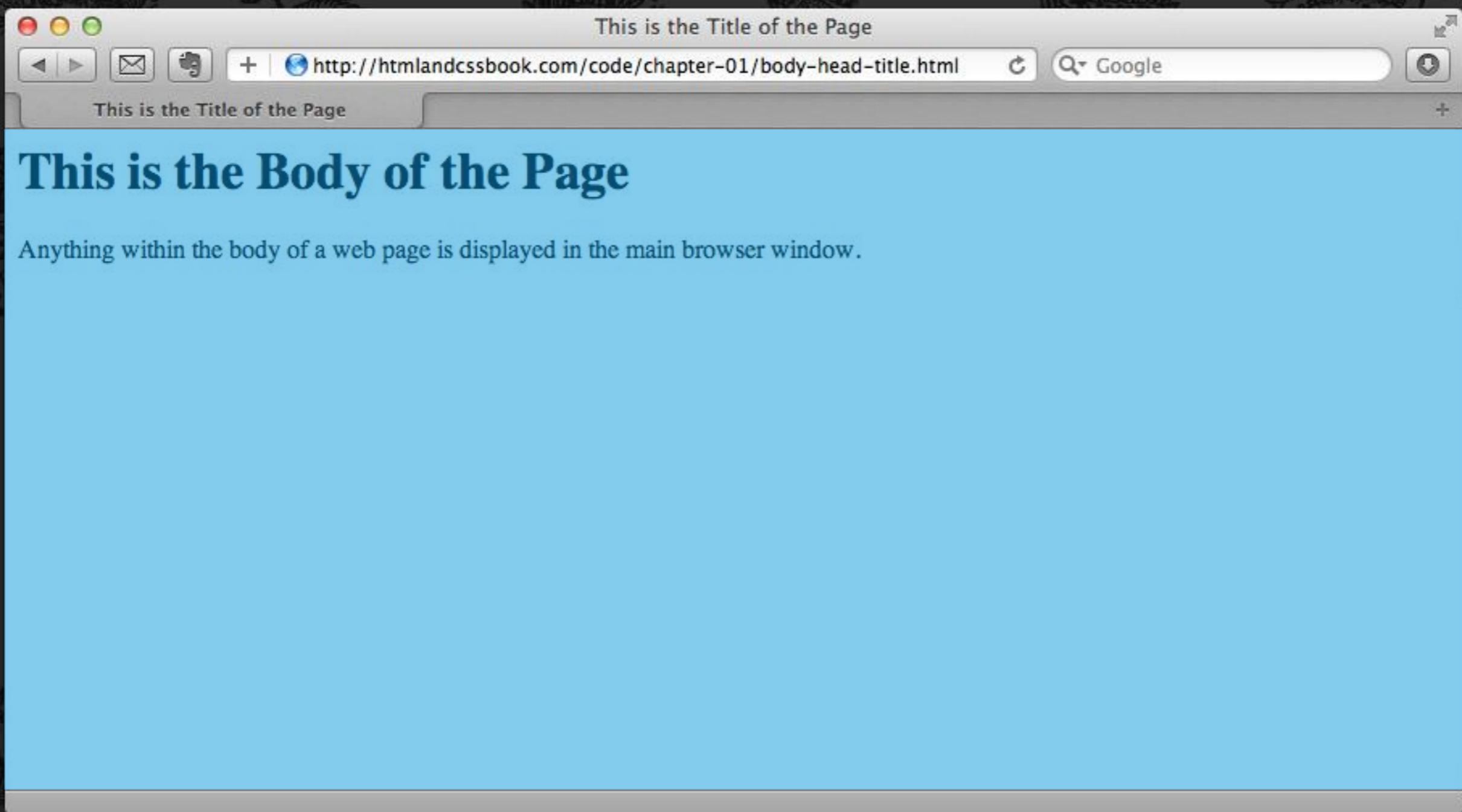
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</html>
```

BODY, HEAD & TITLE



SUMÁRIO

Páginas HTML são documentos de texto.

SUMÁRIO

HTML utiliza tags, que atuam como containers e informam sobre o conteúdo que está entre elas.

SUMÁRIO

Tags também são
referenciadas como elementos.

SUMÁRIO

Tags normalmente aparecem em pares. Tags de abertura denotam o início de um conteúdo; tags de fechamento denotam o final.

SUMÁRIO

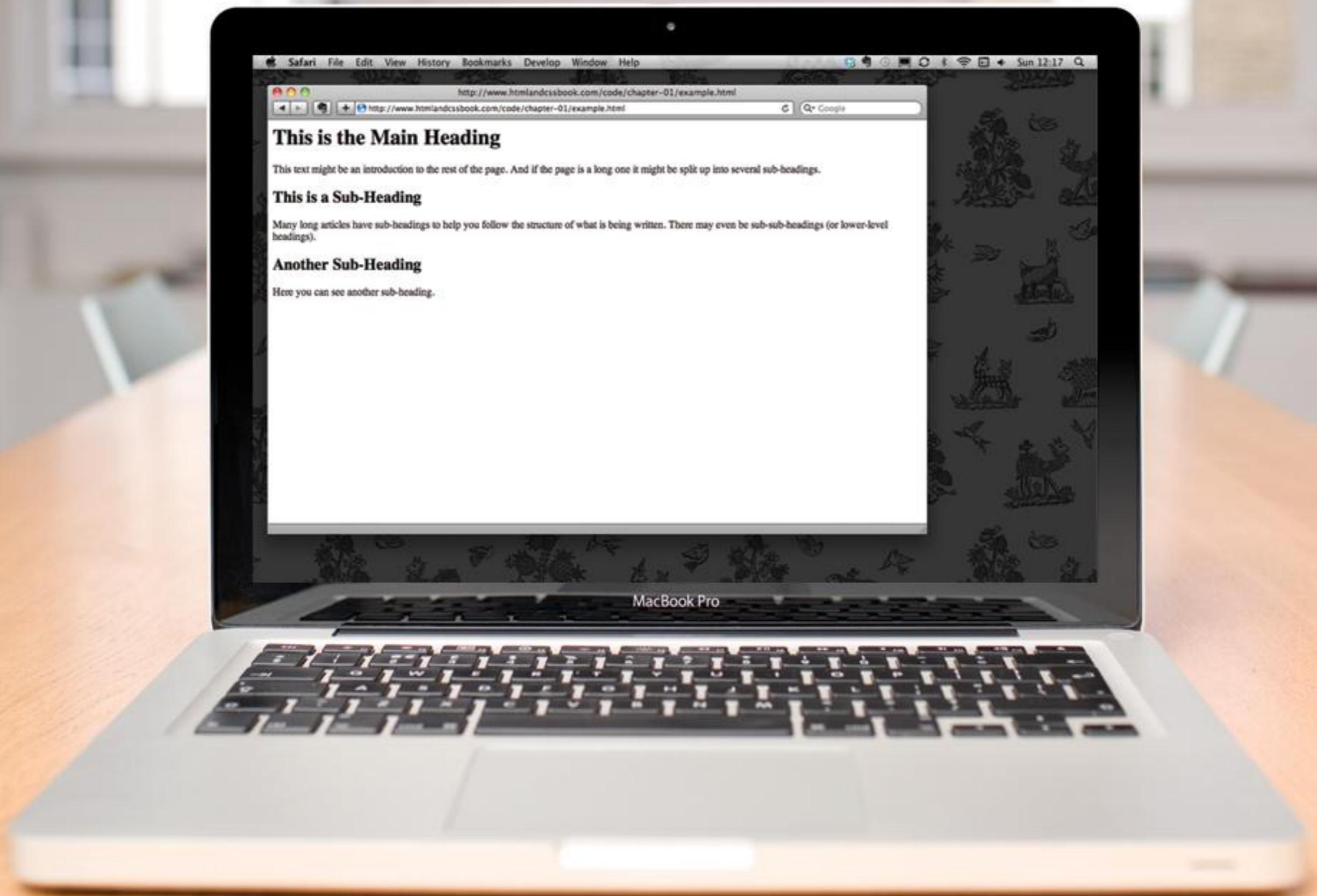
Tags de abertura podem conter atributos, que nos dizem mais sobre o conteúdo de um elemento.

SUMÁRIO

Atributos exigem um nome
e valor.

SUMÁRIO

Para aprender HTML é necessário conhecer quais tags você pode utilizar, o que elas fazem e onde elas podem ser usadas.



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