

# Intro to HTML

# HOW PAGES USE STRUCTURE

HEADLINE





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**Rio Caraeff**

TEXT

## to revolutionary

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

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'."

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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 "freemium". Despite the combative relationship the music industry has historically had with players in the digital space, Caraeff prefers to characterise 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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IMAGE



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Vevo's relationship with Google, the owner of the world's largest video-sharing site, YouTube, is clearly critical. Caraeff called the company a "partner in crime" and described it as "the most combative relationship in the digital space, in the music industry. It's a symbiotic relationship, but it's a relationship of independence."

Caraeff says how to work with YouTube. "There are no music videos on YouTube. There are only thousands of videos, and they are only available to a small group of people. YouTube can upload any video, but we're not trying to compete with YouTube search. We're trying to make recommendations of videos that people might like to watch that are on the side of the YouTube web page when a user is viewing clips."

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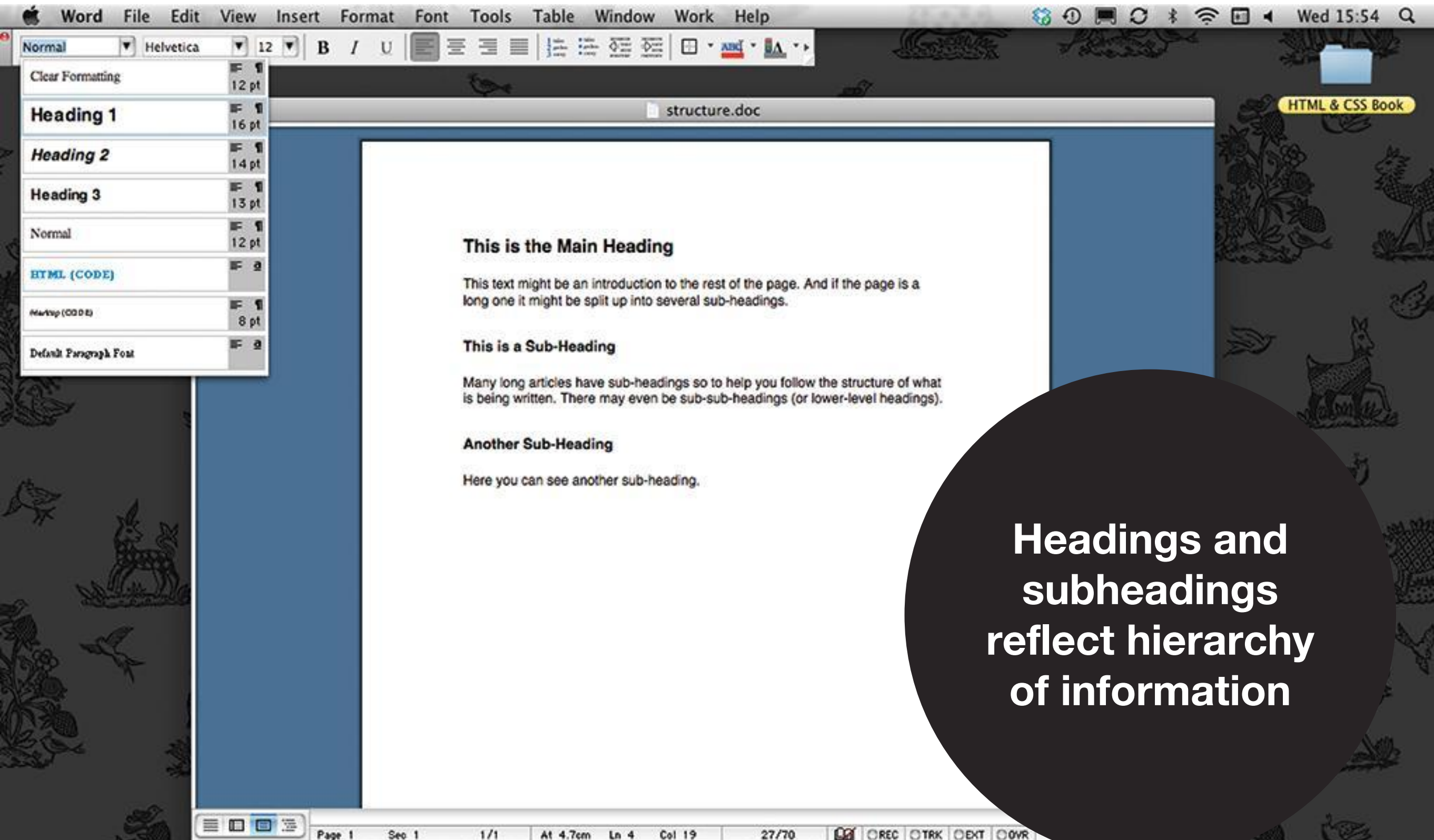
if it were [audienc TV cool and clay want to reveal low, I I was mus as s



SUBHEADING



# STRUCTURE IN WORD DOCS

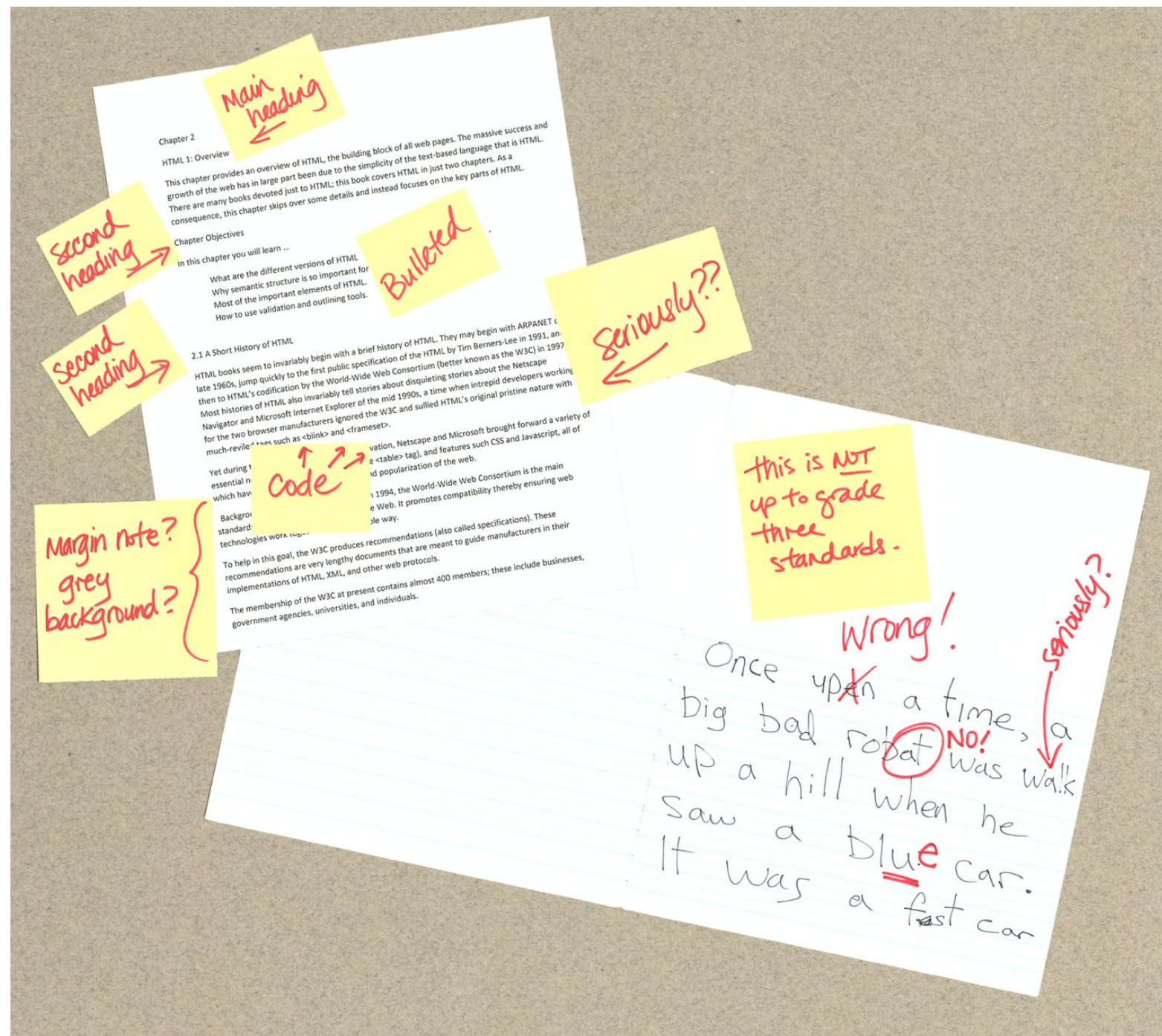


# HTML defines the structure of web pages

HTML is defined as a markup language.

- A markup language is simply a way of annotating a document in such a way to make the annotations distinct from the text being annotated.
- The term comes from the days of print, when editors would write instructions on manuscript pages that might be revision instructions to the author or copy editor.

# Sample ad hoc markup



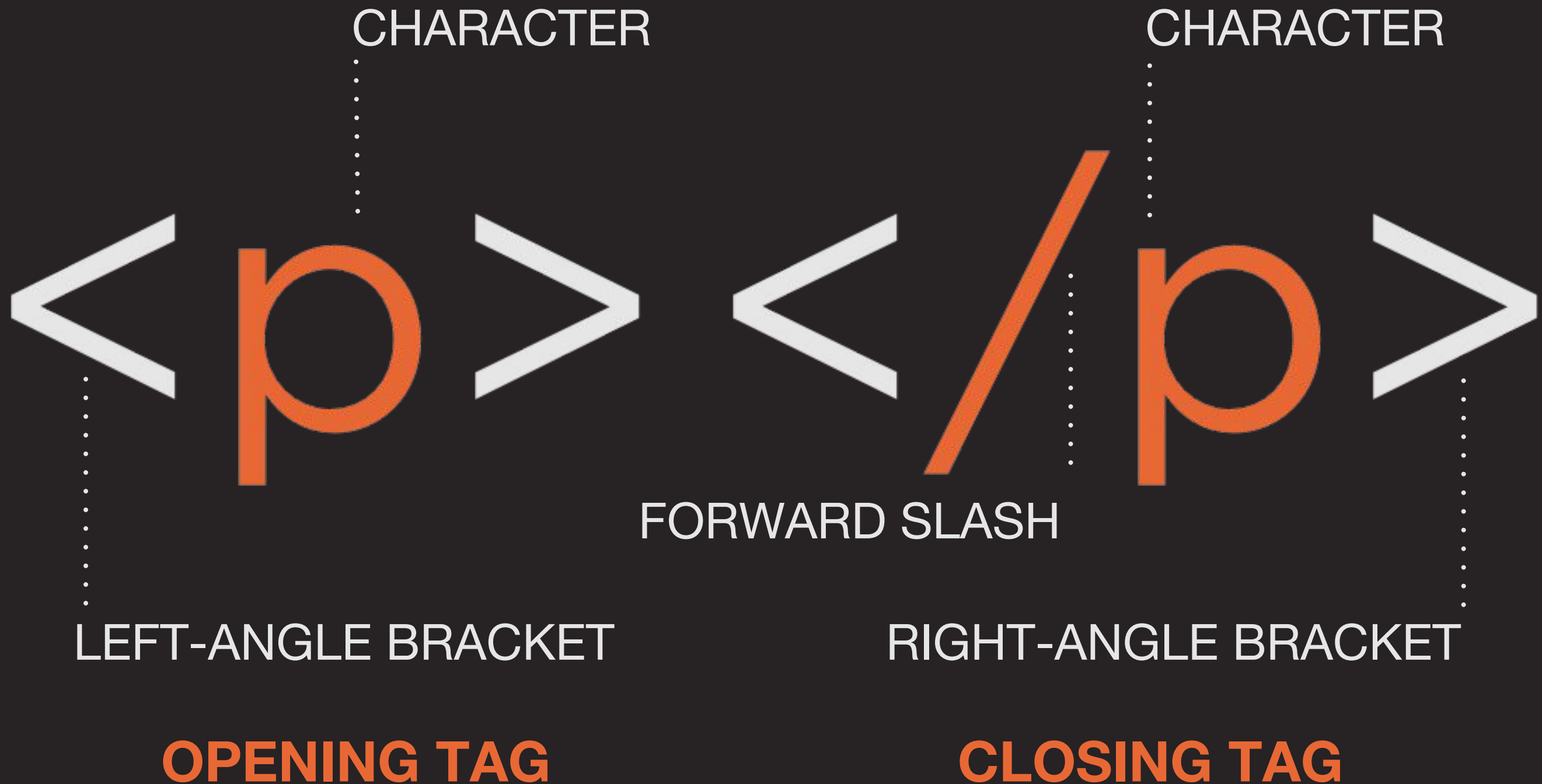


# Markup

At its simplest, **markup** is a way to indicate *information about the content*

- This “information about content” in HTML is implemented via **tags** (aka elements).
- The markup in the previous slide consists of the red text and the various circles and arrows on the one page, and the little yellow sticky notes on the other.
- HTML does the same thing but uses textual tags.

# HTML TAGS





# Elements and Attributes

**HTML documents** are composed of textual content and HTML elements.

An **HTML element** can contain text, other elements, or be empty. It is identified in the HTML document by tags.

HTML elements can also contain attributes. An **HTML attribute** is a name=value pair that provides more information about the HTML element.

# ATTRIBUTES TELL US MORE ABOUT ELEMENTS

ATTRIBUTE  
NAME



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



ATTRIBUTE  
VALUE



# Document Structure

HTML pages are divided into two sections: the **head** and the **body**, which correspond to the `<head>` and `<body>` elements.

3 The **head** contains descriptive elements *about the document*

4 The **body** contains content that *will be displayed* in the browser window.



# <!DOCTYPE>

(short for Document Type Definition)

Tells the browser what type of document it is about to process.

Notice that it does not indicate what version of HTML is contained within the document: it only specifies that it contains HTML.

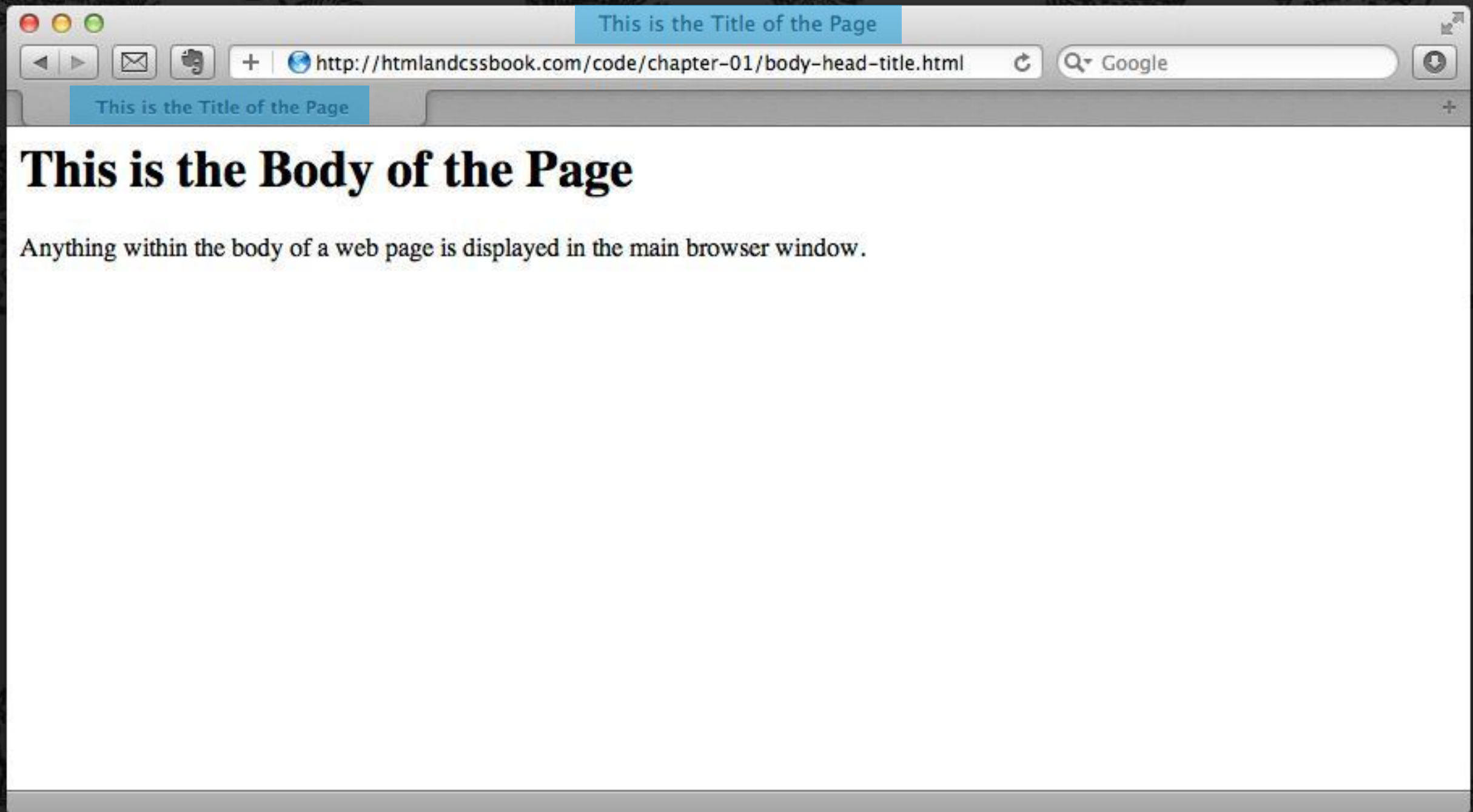




# BODY, HEAD & TITLE

```
<html>
  <head>
    <title>This is the Title of...</title>
  </head>
  <body>
    <h1>This is the Body of the Page</h1>
    <p>Anything within the body of a web
      page is displayed in the main
      browser window.</p>
  </body>
</html>
```

# BODY, HEAD & TITLE

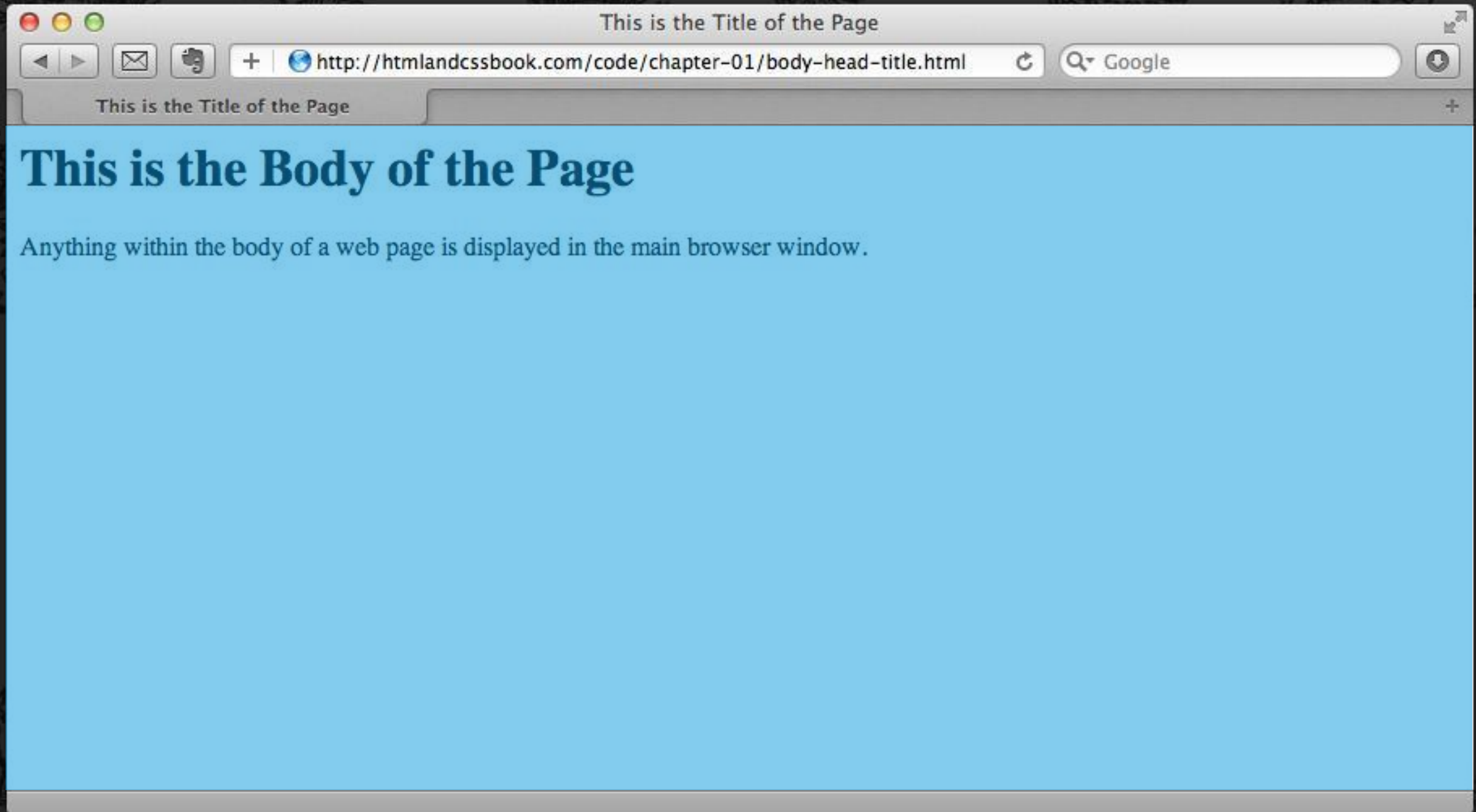




# BODY, HEAD & TITLE

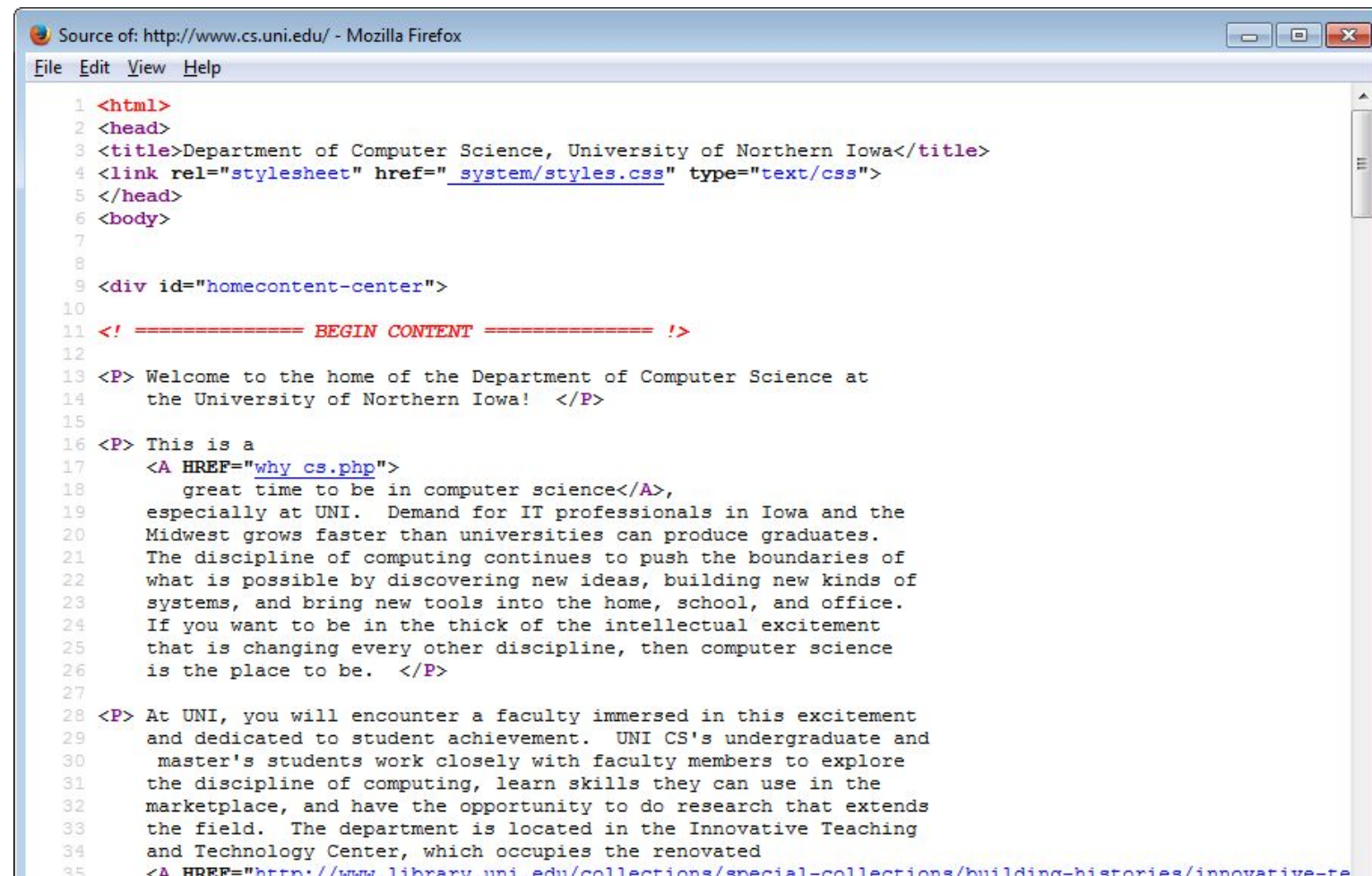
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# BODY, HEAD & TITLE



# Where to learn about HTML tags?

- Your textbook
- <http://www.w3schools.com/> (and click HTML)
- In your browser: right click > view page source



```
Source of: http://www.cs.uni.edu/ - Mozilla Firefox
File Edit View Help
1 <html>
2 <head>
3 <title>Department of Computer Science, University of Northern Iowa</title>
4 <link rel="stylesheet" href="system/styles.css" type="text/css">
5 </head>
6 <body>
7
8
9 <div id="homecontent-center">
10
11 <!-- BEGIN CONTENT -->
12
13 <P> Welcome to the home of the Department of Computer Science at
14   the University of Northern Iowa! </P>
15
16 <P> This is a
17   <A HREF="why_cs.php">
18     great time to be in computer science</A>,
19     especially at UNI. Demand for IT professionals in Iowa and the
20     Midwest grows faster than universities can produce graduates.
21     The discipline of computing continues to push the boundaries of
22     what is possible by discovering new ideas, building new kinds of
23     systems, and bring new tools into the home, school, and office.
24     If you want to be in the thick of the intellectual excitement
25     that is changing every other discipline, then computer science
26     is the place to be. </P>
27
28 <P> At UNI, you will encounter a faculty immersed in this excitement
29   and dedicated to student achievement. UNI CS's undergraduate and
30   master's students work closely with faculty members to explore
31   the discipline of computing, learn skills they can use in the
32   marketplace, and have the opportunity to do research that extends
33   the field. The department is located in the Innovative Teaching
34   and Technology Center, which occupies the renovated
35   <A HREF="http://www.library.uni.edu/collections/special-collections/building-histories/innovative-te
```