

# **Yahoo's open!**

---

**Offers for developers.**

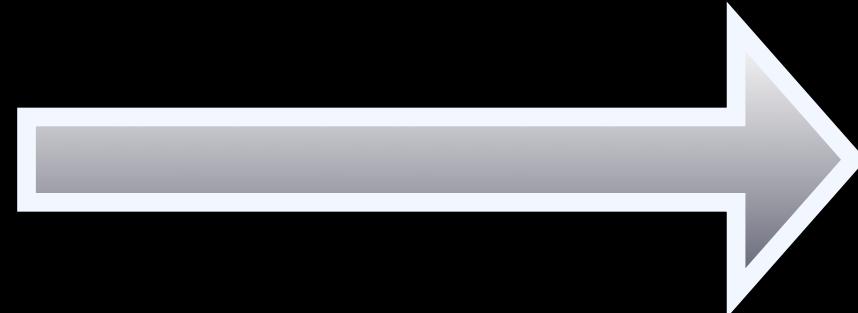
**Hi, I am Chris.**

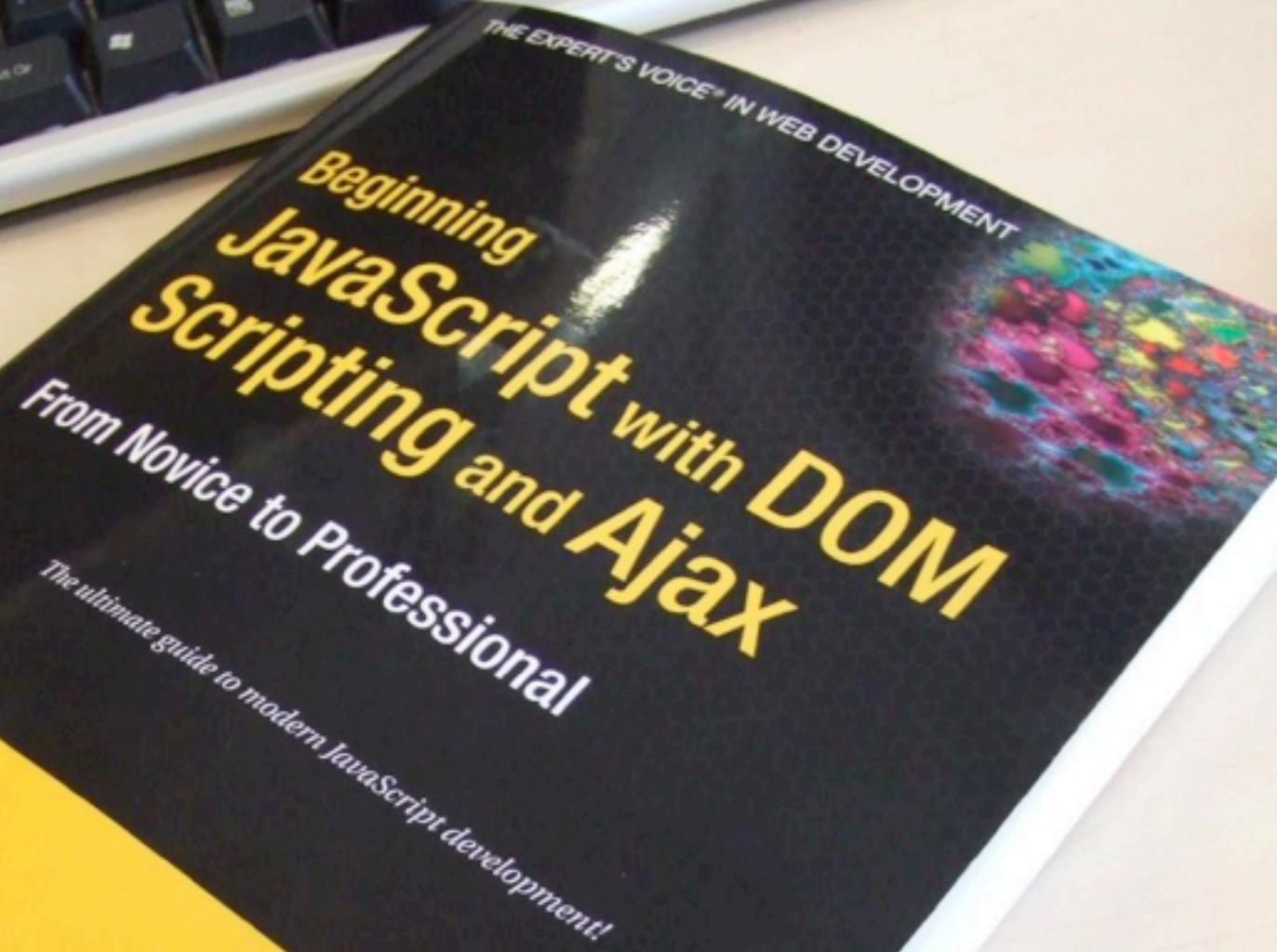
I'll be here for a few more  
hours, then I am back to  
London, England.

I will \*so\* miss the weather  
and the coffee.

You lucky, lucky people.

**When I am gone, go and  
speak to Volkan – out there.**





Anyways...

**Being a web developer is not  
easy.**

We spend most of our time  
not developing but fixing  
bugs.

If the bugs are straight forward, then that is not an issue.

**Most of the time, we fix issues  
though that are hard to track  
down, impossible to  
reproduce or just plain weird.**

The problem is that the web  
and browsers are not a  
mature development  
environment.

**Bug fixing is not an effective  
use of our time.**

**Which is why we do  
something to make our  
environment less random.**

I will show you a lot of  
resources now.

**However, the good news is  
that they all are available  
from one starting point:**

# YAHOO! DEVELOPER NETWORK

 Search[APIs & WEB SERVICES](#)[RESOURCES](#)[COMMUNITY](#)[SUPPORT](#)

## APIs & WEB SERVICES

Answers  
Authentication  
Internet Location Platform  
Local  
Mail  
Maps  
Search  
Search Marketing  
Search Monkey  
Shopping

Travel  
del.icio.us  
Fire Eagle™  
Flickr  
Hadoop  
MyBlogLog  
Pipes  
TagMaps  
Upcoming  
ZoneTag

## RSS FEEDS

Finance  
HotJobs  
Traffic  
Weather  
More RSS Feeds

## DEVELOPER KITS

Search  
Konfabulator  
r3

## YUI

YUI Home  
Widgets  
Utilities  
CSS

E 2.0



<http://developer.yahoo.com>

**Let's start with the APIs**

**YAHOO! DEVELOPER NETWORK**

APIs & WEB SERVICES | RESOURCES | COMMUNITY | SUPPORT

**APIs & WEB SERVICES**

- Answers
- Authentication
- Internet Location Platform
- Local
- Mail
- Maps
- Search
- Search Marketing
- Search Monkey
- Shopping

**RSS FEEDS**

- Travel
- del.icio.us
- Finance
- HotJobs
- Traffic
- Weather
- More RSS Feeds

**DEVELOPER KITS**

- YUI
- Search
- Konfabulator
- r3

**upcoming**

**YAHOO! MAIL**

**flickr**

**YAHOO! LOCAL Maps**

**MyBlogLog**

**fire eagle™ beta**

**del.icio.us social bookmarking**

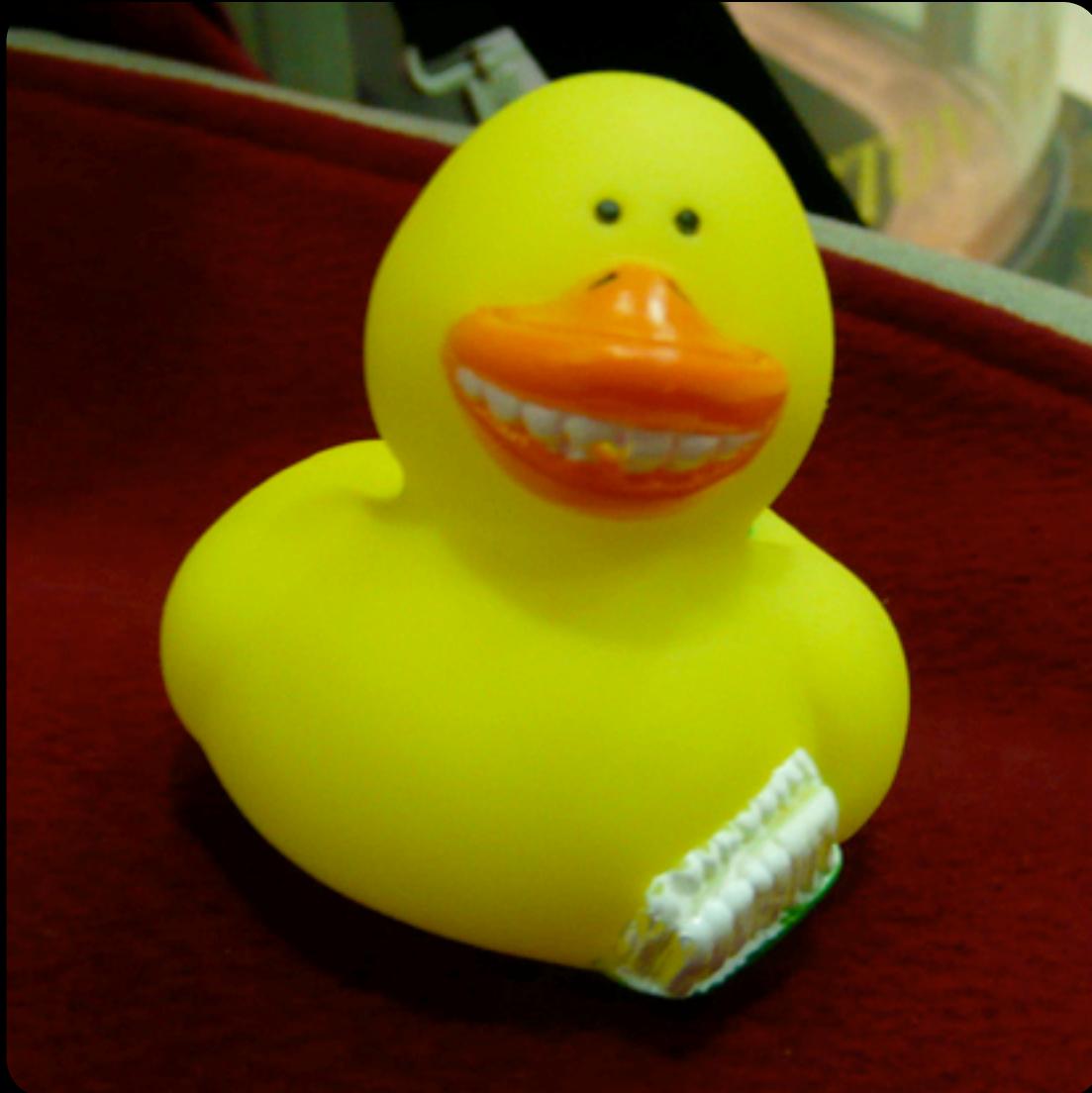
O'REILLY | YAHOO! PRESS

The coolest thing about our  
APIs?

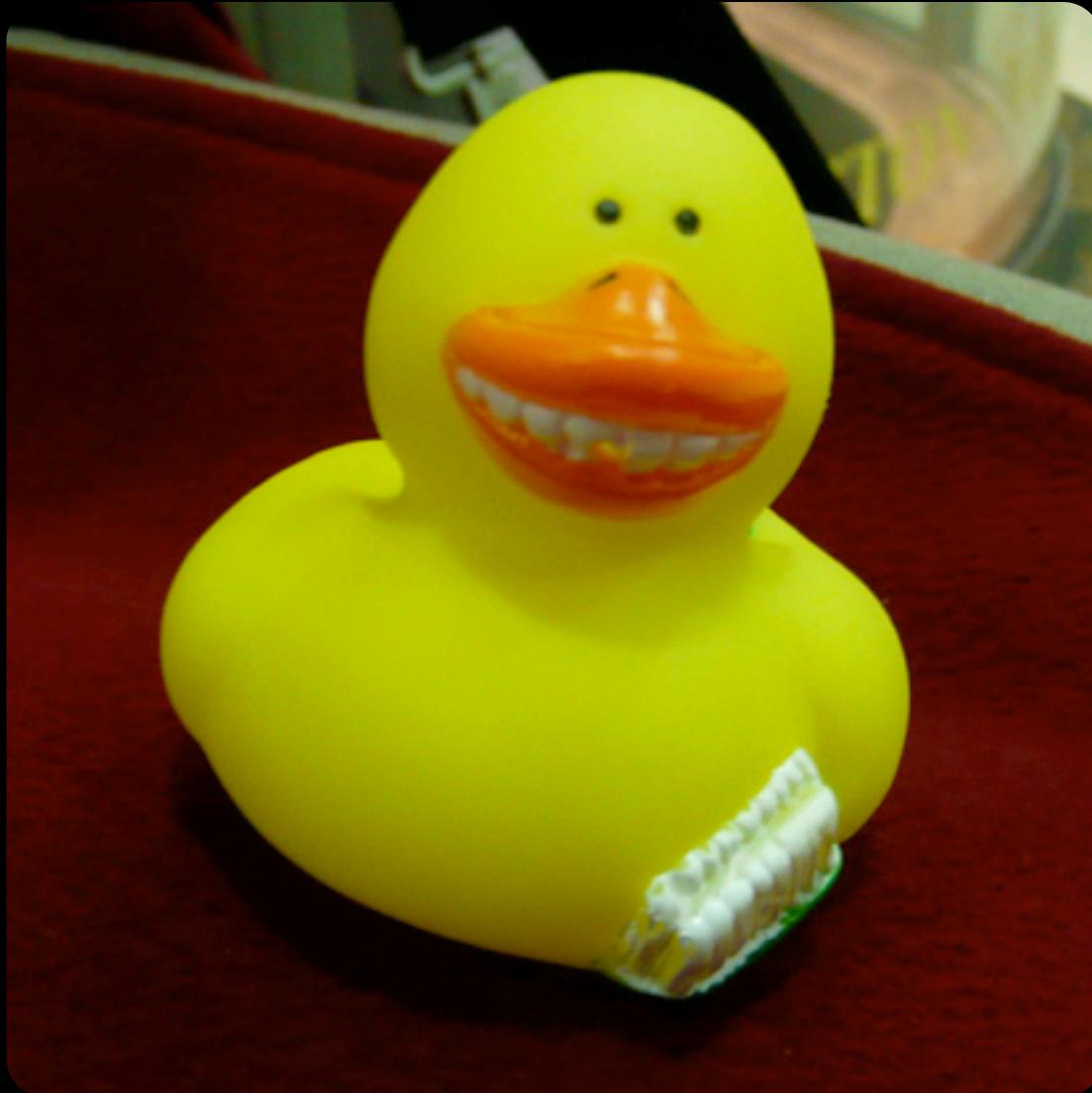
**Output formats that make  
sense:**

**JSON, serialized PHP, XML**

# Everybody Duck!



# There will be code



**Retrieving and displaying  
photos from Flickr.**

Latest Headlines [RSS](#) Yahoo! Backyard Yahoo! Devel / Engi... Y! Ticketing Y! Twiki Blog Juice Easy YouTube Easy YouTube Easy V... Laugh-Out-Loud Ca... Flight Tools Erdstrahlen aus dem... WordPress Theme H... praegnanz.de: Zugän... TinyCumb > Blog > L... [C...]

Forms Images Information Miscellaneous Outline Resize Tools View Source Options

**flickr** LOVES YOU

Signed in as [codepo8](#) [✉ \(59 new\)](#) Help Sign Out

Home You Organize Contacts Groups Explore Search

Search your photostream

Slideshow Share This

## Your photostream pro 6,857 items / 82,006 views

Collections Sets Tags Map Archives Favorites Popular Profile

**Don't hurt the Web**



After all it is Download Day so go and get Firefox 3

Anyone can see this photo ([edit](#))  
Uploaded on Jun 17, 2008 | [Delete](#)  
132 views / 5 comments

**Going all 50ies**



[click here to add a description](#)

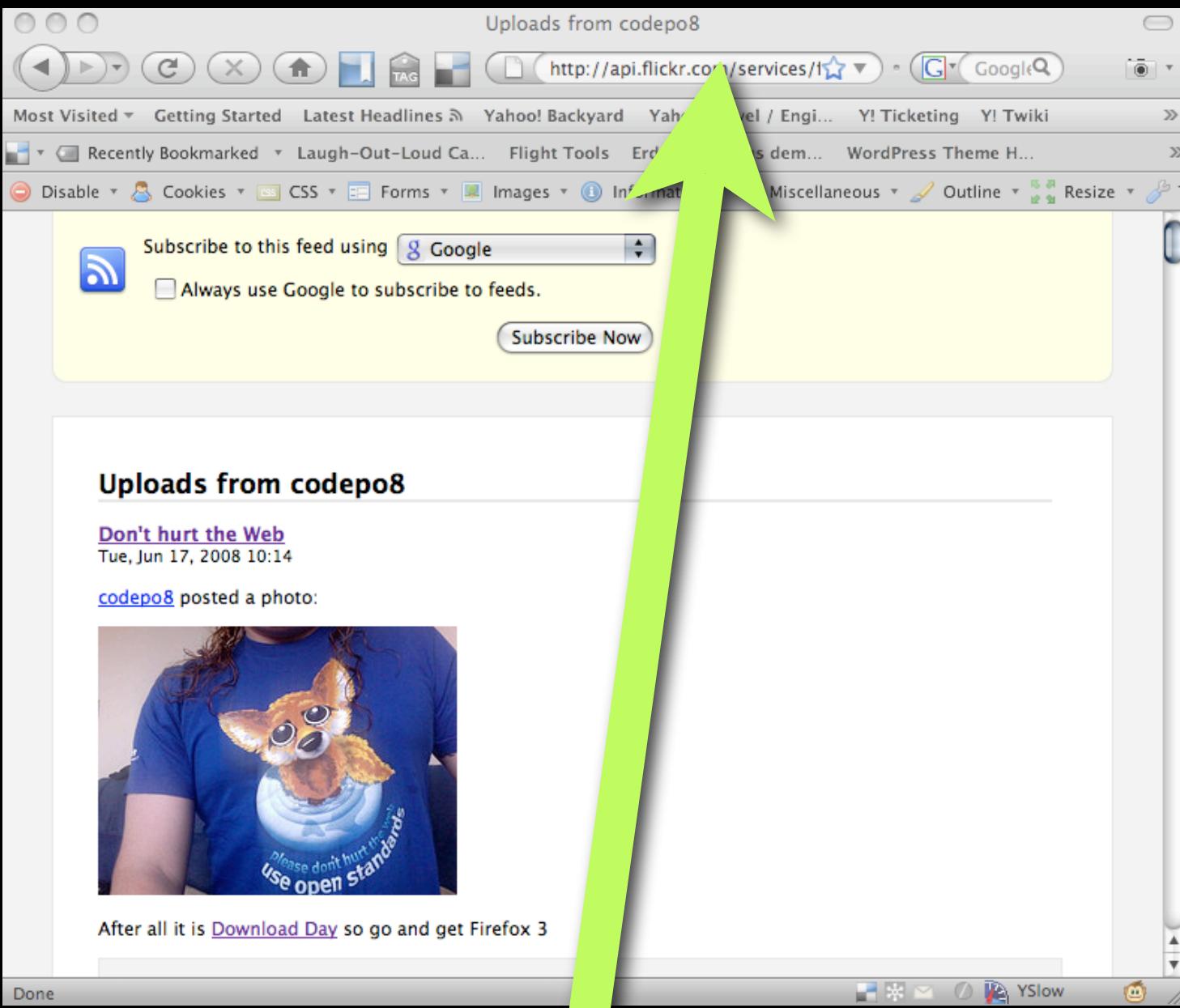
Anyone can see this photo ([edit](#))  
Uploaded on Jun 17, 2008 | [Delete](#)  
39 views / 3 comments

**london web week / atmedia / barcamp4**



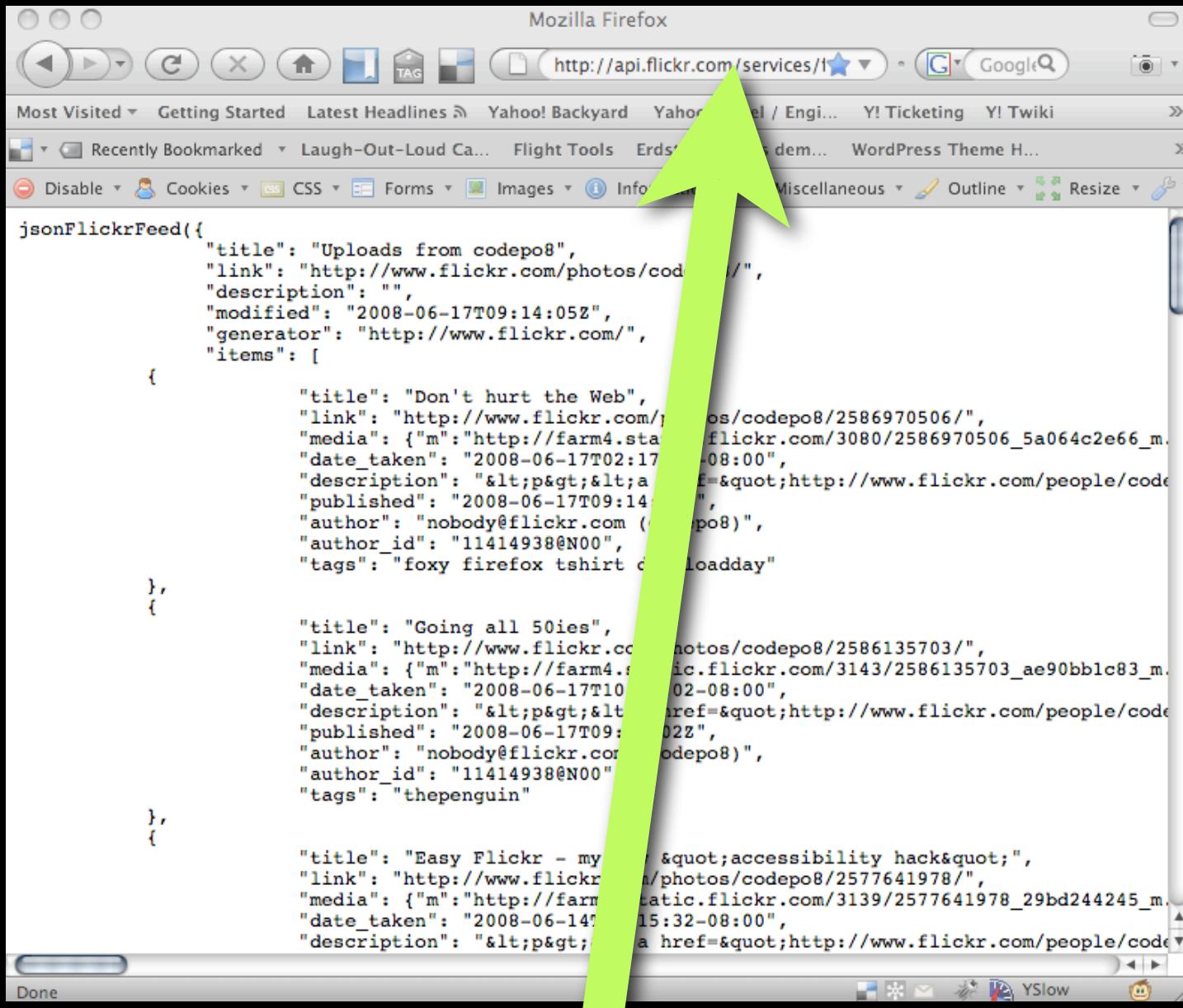
131 photos | [Edit](#)





**http://api.flickr.com/services/feeds/photos\_public.gne?**

**id=11414938@N00&format=atom**



**[http://api.flickr.com/services/feeds/photos\\_public.gne?](http://api.flickr.com/services/feeds/photos_public.gne?)**

**id=11414938@N00&format=json**

# format=json

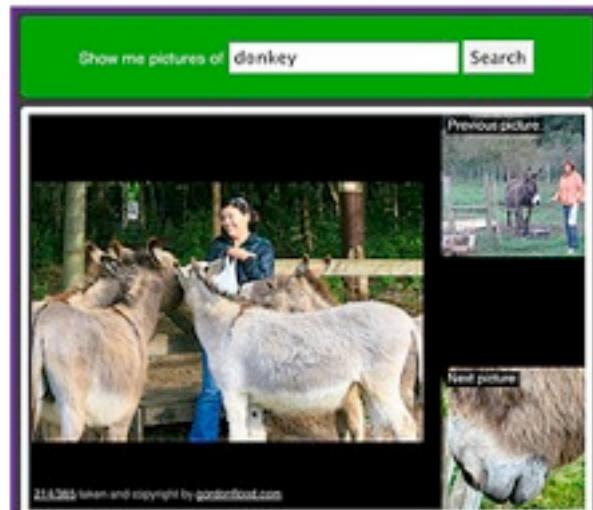
```
jsonFlickrFeed({  
    "title": "Uploads from codepo8",  
    "link": "http://www.flickr.com/  
photos/codepo8/",  
    "description": "",  
    "modified":  
    "2008-06-17T09:14:05Z",  
    "generator": "http://  
www.flickr.com/",  
    "items": [...]}
```

# format=json&jsoncallback=foo

```
foo({  
    "title": "Uploads from codepo8",  
    "link": "http://www.flickr.com/  
photos/codepo8/",  
    "description": "",  
    "modified":  
    "2008-06-17T09:14:05Z",  
    "generator": "http://  
www.flickr.com/",  
    "items": {[...]}
```

```
<div id="flickr"></div>
<script type="text/javascript">
function myflickr(data){
    var f = document.getElementById('flickr');
    out = '<ul>';
    for(var i=0;data.items[i];i++){
        var now = data.items[i];
        var item = '<li><a href="' + now.link + '">';
        item += '';
        item += '</a></li>';
        out += item;
    }
    out += '</ul>';
    f.innerHTML = out;
};
</script>
<script type="text/javascript" src="http://api.flickr.com/
services/feeds/photos_public.gne?id=11414938@N00&lang=en-
us&format=json&jsoncallback=myflickr">
</script>
```

# Uploads from codepo8



# What about server side?

```
<?php
$url = 'http://api.flickr.com/services/feeds/photos_public.gne?tags=' . $tag . '&format=php_serial';
$ch = curl_init();
curl_setopt($ch, CURLOPT_URL, $url);
curl_setopt($ch, CURLOPT_RETURNTRANSFER, 1);
$feed = curl_exec($ch);
curl_close($ch);
$data = unserialize($feed);
if(isset($data['items'])){
    $items = $data['items'];
}
?>
```

```
<?php
$url = 'http://api.flickr.com/services/feeds/photos_public.gne?tags=' . $tag . '&format=php_serial';
$ch = curl_init();
curl_setopt($ch, CURLOPT_URL, $url);
curl_setopt($ch, CURLOPT_RETURNTRANSFER, 1);
$feed = curl_exec($ch);
curl_close($ch);
$data = unserialize($feed);
if(isset($data['items'])){
    $items = $data['items'];
}
?>
```

Show me pictures of turkey

Search

Istanbul taken and copyright by DigitalHeMan



This product uses the [Flickr API](#) but is not endorsed or certified by [Flickr](#).

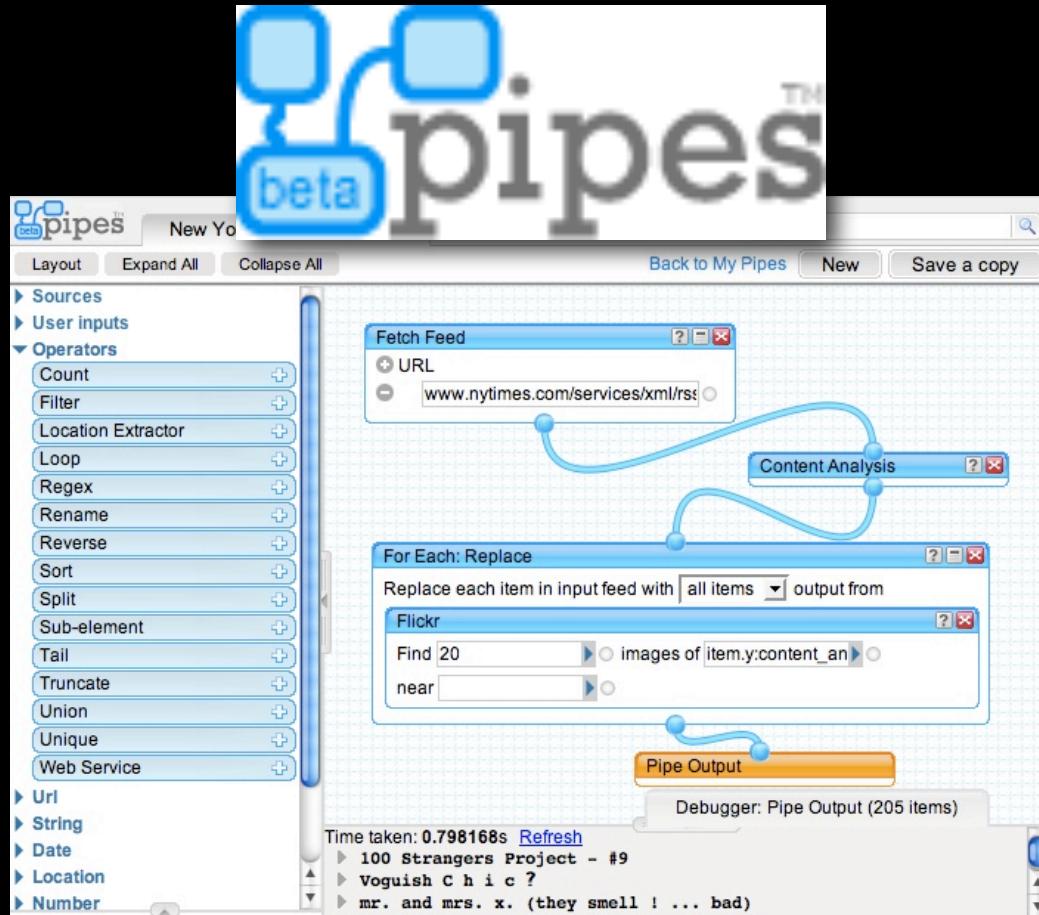
<http://icant.co.uk/easy-flickr/making-of/>

**These rules apply to almost  
every API we offer.**

You can cut down the  
information to the bare  
minimum you need.

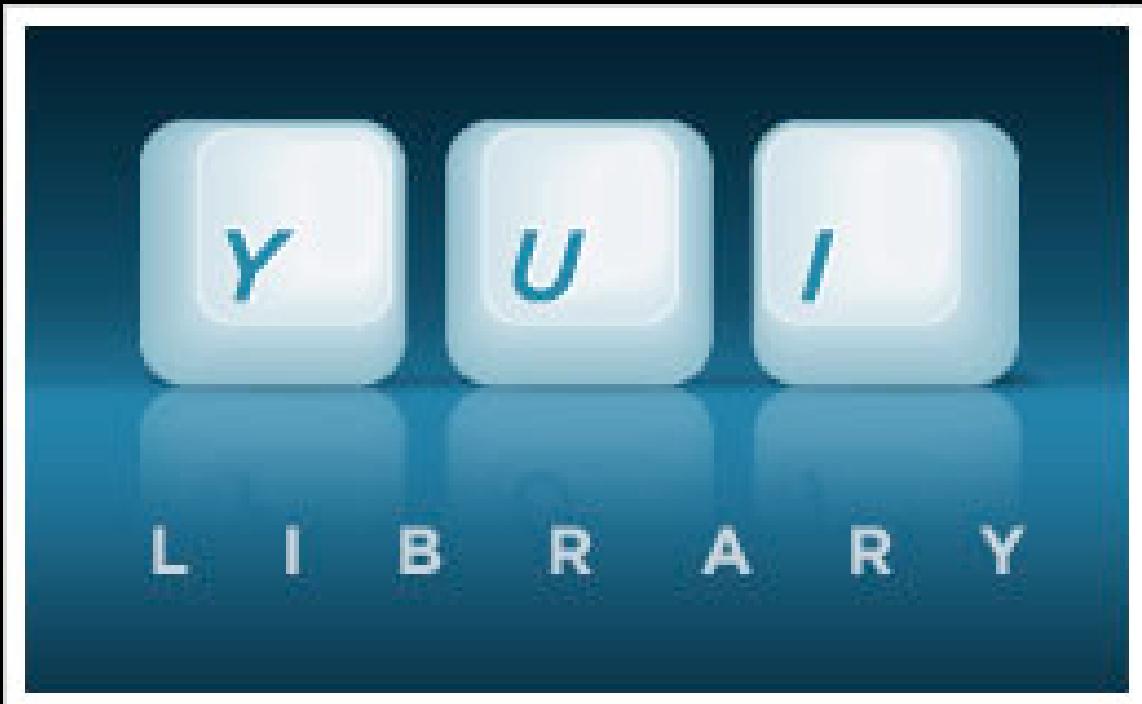
**But what if the APIs don't  
offer the right format or you  
need to mix the data with  
other services?**

- ★ Any input, any processing, any output
- ★ Infinite ways to combine and recombine data feeds
- ★ Output RSS, JSON, Serialized PHP or XML
- ★ Clone and edit
- ★ Visual Pipes Editor



**So much for the data...**

... the display is the real  
challenge though.



Y    U    I

L I B R A R Y

**The Yahoo User Interface  
library is what we use to  
build.**

**It is there to fix issues we  
know and encountered in a  
central location.**

**Find issue**

**Fix issue**

**Tell YUI about it**

**Fix goes in YUI**

**No an issue any more.**

**We have a lot of users, a lot of sites and an amazing amount of issues come out of that.**

We already fixed a lot.

# **YUI is...**

**A pattern library  
(what solution is there to  
solve a user need)**

# **YUI is...**

**A JavaScript library  
(Make all browsers work like  
the good ones)**

# **YUI is...**

**A CSS framework  
(Create layouts that work  
across browsers)**

# **YUI is...**

**A development methodology.  
(Unobtrusive Scripting,  
Progressive Enhancement)**

# **YUI is...**

**A development tools suite:  
Logger, Profiler, Packer**

# **YUI is...**

**Fully documented (JavaDoc)  
and with lots and lots of  
examples.**

# **YUI is...**

**Free and open source  
(forkable, no open repository  
- yet)**

# **YUI is...**

**Hosted by us and delivered as  
close to your users as possible  
(if you want to)**

# YUI is...

Making your life a \*lot\*  
easier.

## YUI: CSS Grid Builder

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas sit amet metus. Nunc quam elit, posuere nec, auctor in, rhoncus quis, dui. Aliquam erat volutpat. Ut dignissim, massa sit amet dignissim cursus, quam lacus feugiat.

### Navigation Pane

#### Toolbox

Body Size:

750px

Body Columns:

Sidebar right 180px

Split Content:

Row:

1 Column (100)

Row:

✗ 3 Column (33/33/33)

Row:

✗ 1 Column (100)

Add Another Row

Set Header Content

Set Footer Content

Show Code

Reset

About

Return to Docs

### CSSGridBuilder Code

```
view plain | print | ?  
1 <!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01//EN"  
2 "http://www.w3.org/TR/html4/strict.dtd">  
3 <html>  
4 <head>  
5   <title>YUI Base Page</title>  
6   <link rel="stylesheet" href="http://yui.yahooapis.com/2.5.1/build/reset-fonts-grids/"/>  
7 </head>  
8 <body>  
9 <div id="doc" class="yui-t4">  
10  <div id="hd"><h1>YUI: CSS Grid Builder</h1></div>  
11  <div id="bd">  
12    <div id="yui-main">  
13      <div class="yui-b"><div class="yui-g">  
14        <!-- YOUR DATA GOES HERE -->  
15      </div>  
16      <div class="yui-gb">  
17        <div class="yui-u first">  
18          <!-- YOUR DATA GOES HERE -->  
19            </div>  
20          <div class="yui-u">  
21            <!-- YOUR DATA GOES HERE -->  
22              </div>  
23            <div class="yui-u">
```

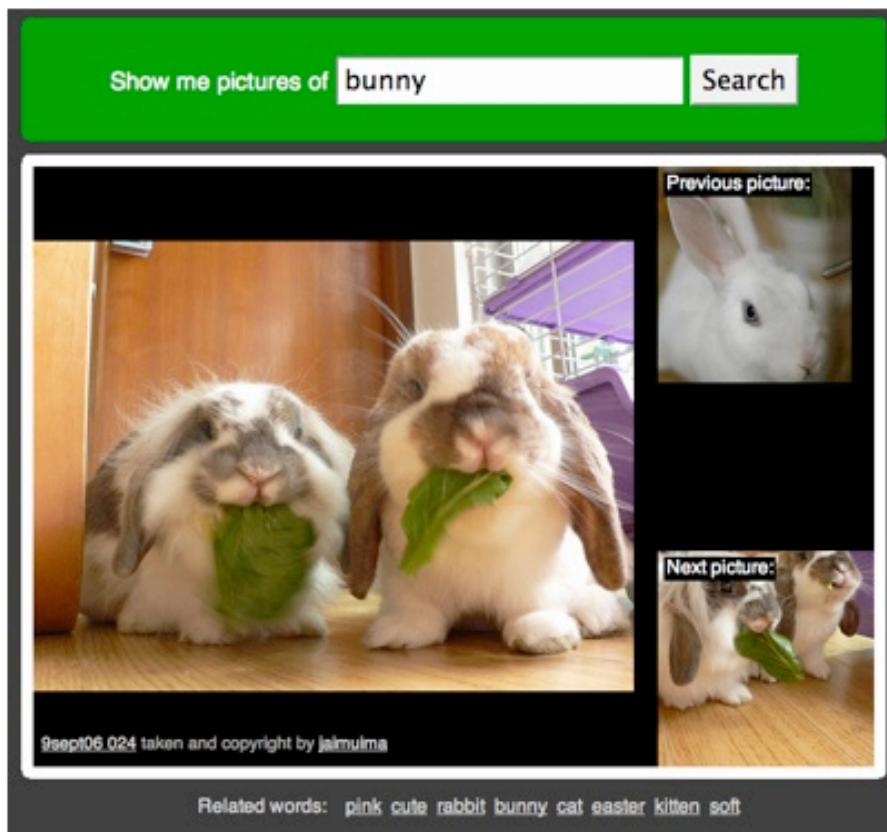
Include Lorem Ipsum text



San Franc

## Building Easy Flickr - Step by Step

As several people asked how I did [the easier Flickr interface](#), I wrote up some step-by-step instructions, analyzing the issues and then taking the API to work around them.



Check out [How to create an alternative Flickr interface – step by step](#).

This is one example where providing a good API can empower developers to remove barriers you might not be aware of for you. I hope to be able to show you more of those in the future.

## WAIT TILL I COME!

Chris Heilmann – Accessibility, Web Development and Pragmatism – can talk, will travel

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# Serving YUI Files from Yahoo! Servers

by Eric Miraglia; Last Updated: March 12, 2008

[Configure](#) | [History](#) | [Terms of Use](#) | [Filepaths](#) | [Aggregate \(Rollup\) Files](#)

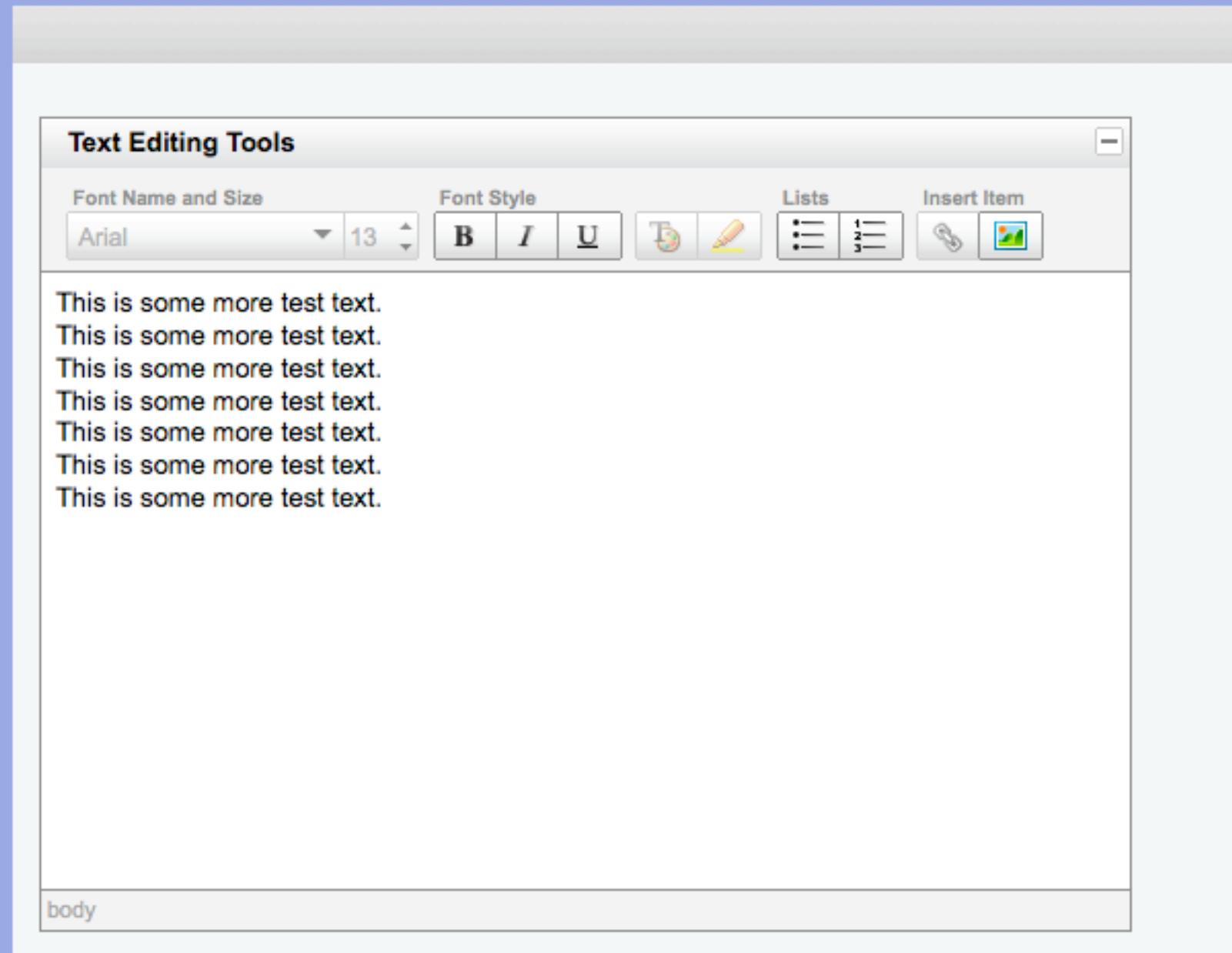
## YUI Dependency Configurator:

Choose the YUI components you want to use on your page; beneath the button toolbars, the text area will update with the sorted dependency list required to power your desired components. By default, we'll use aggregate (rollup) files where possible and serve the files from [yui.yahooapis.com](http://yui.yahooapis.com). You can disallow rollups and/or set your own base URL path if you choose.

The screenshot shows the YUI Dependency Configurator interface. At the top left is a 'Filter' section with buttons for '-min', '-debug', and 'raw'. To its right is an 'Options' section with 'Load Optional' and 'Allow Rollup' buttons, and a 'base:' input field. Below these are several component sections: 'YUI JavaScript Core' (Dom Collection, Event Utility, Yahoo Global Object), 'YUI CSS Packages' (Base CSS Package, Fonts CSS Package, Grids CSS Package, Reset CSS Package), 'YUI JavaScript Utilities' (Animation Utility, Connection Manager, Cookie Utility, DataSource Utility, Drag & Drop Utility, Element Utility, Get Utility, Browser History Manager, ImageLoader Utility, JSON Utility, Resize Utility, Selector Utility, YUI Loader Utility), 'YUI User Interface Widgets' (AutoComplete Control, Button Control, Calendar Control, Charts Control, Color Picker Control, Container Family, Container Core (Module, Overlay), DataTable Control, Rich Text Editor, ImageCropper Control, Layout Manager, Menu Control, Simple Editor, Slider Control, TabView Control, TreeView Control, Uploader), 'YUI Aggregate (Rollup) Files' (reset-fonts.css, reset-fonts-grids.css, utilities.js, yahoo-dom-event.js, yuiloader-dom-event.js), and 'YUI Developer Tools' (Logger Control, Profiler, ProfilerViewer Control, YUI Test Utility). Each section has a corresponding text area at the bottom containing the generated dependency code.

[view plain](#) | [print](#) | ?

```
<!-- js -->
<script type="text/javascript" src="http://yui.yahooapis.com/2.5.2/build/yahoo-dom-event/yahoo-dom-event.js"></script>
<script type="text/javascript" src="http://yui.yahooapis.com/2.5.2/build/animation/animation-min.js"></script>
<script type="text/javascript" src="http://yui.yahooapis.com/2.5.2/build/element/element-beta-min.js"></script>
```



# Logger Control: Using LogWriter

Using LogWriter.

## Example: Log messages into different categories

By default, unsourced log messages get assigned to a "global" bucket.

- [Log an "info" message.](#)
- [Log a "warn" message.](#)
- [Log an "error" message.](#)
- [Log a "time" message.](#)

## Example: Log messages into different categories and assign them to a source called myBucket

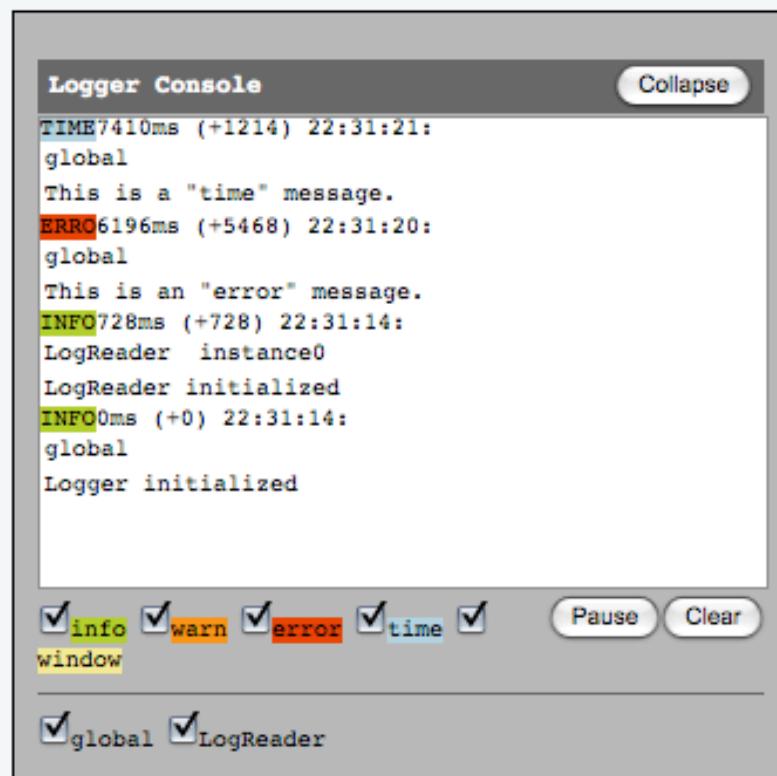
You can assign a source to a log message by passing it in as the third argument to `YAHOO.log()`.

- [Log an "info" message.](#)
- [Log a "warn" message.](#)
- [Log an "error" message.](#)
- [Log a "time" message.](#)

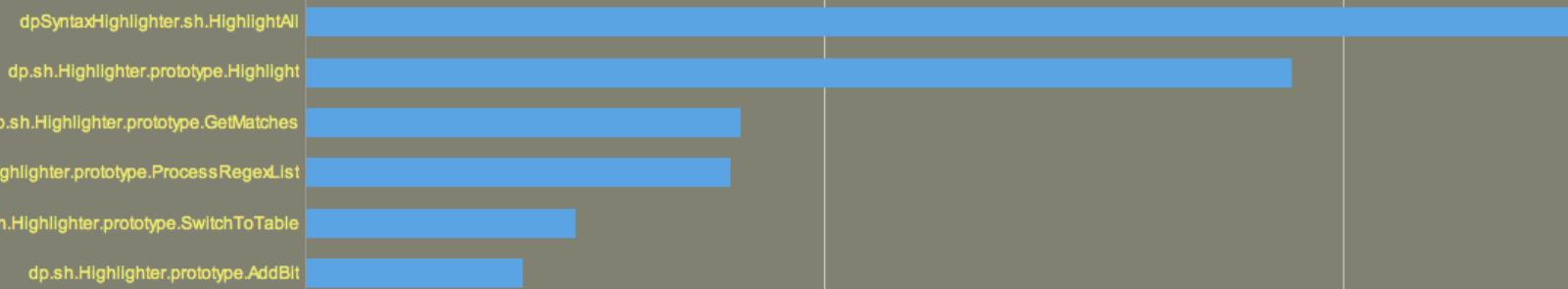
## Example: Create a LogWriter to write log messages from a class named MyClass

If you plan to assign many log messages to the same source (such as from a class), it may be easier to write log messages from a LogWriter instance.

- [Log an "info" message.](#)
- [Log a "warn" message.](#)
- [Log an "error" message.](#)
- [Log a "time" message.](#)



## YUI Profiler (beta)

[Refresh Data](#)[Hide Profiler Report](#) Total Time

0 ms                    50 ms                    100 ms                    150 ms

Function/Method	Calls	Average	Shortest	Longest	Total Time ▾	Percent
dpSyntaxHighlighter.sh.HighlightAll	1	123 ms	123 ms	123 ms	123 ms	34.17%
dp.sh.Highlighter.prototype.Highlight	4	23.75 ms	9 ms	32 ms	95 ms	26.39%
dp.sh.Highlighter.prototype.GetMatches	24	1.75 ms	0 ms	13 ms	42 ms	11.67%
dp.sh.Highlighter.prototype.ProcessRegexList	3	13.667 ms	7 ms	25 ms	41 ms	11.39%
dp.sh.Highlighter.prototype.SwitchToTable	4	6.5 ms	2 ms	12 ms	26 ms	7.22%
dp.sh.Highlighter.prototype.AddBit	204	0.103 ms	0 ms	1 ms	21 ms	5.83%
dpSyntaxHighlighter.sh.Match	125	0.048 ms	0 ms	1 ms	6 ms	1.67%
dp.sh.Highlighter.prototype.IsInside	125	0.024 ms	0 ms	1 ms	3 ms	0.83%
dp.sh.Highlighter.prototype.GetValuesCSS	1	1 ms	1 ms	1 ms	1 ms	0.28%

# Graded Browser Support

- [A-Grade Browser Support Chart](#)
  - [History and Rationale](#)
- 

## A-Grade Browser Support Chart

This chart lists browsers that receive A-Grade support as defined by [Graded Browser](#)

	Win 98	Win 2000	Win XP	Win Vista	Mac 10.4	Mac 10.5
IE 7.0			A-grade	A-grade		
IE 6.0	A-grade	A-grade	A-grade			
Firefox 2.†	A-grade	A-grade	A-grade	A-grade	A-grade	A-grade
Opera 9.†	A-grade	A-grade	A-grade		A-grade	A-grade
Safari 3.0†					A-grade	A-grade

**Tell us about your use of YUI!**

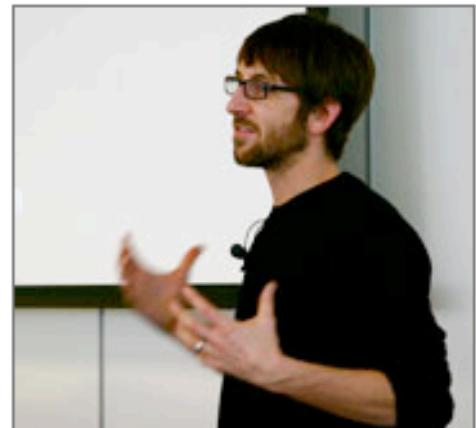
## Dav Glass — Rich Text Editing with YUI



36 minutes; source: [Yahoo! Video](#) (Flash) or [download.yahoo.com](#) (M4V, iPod/iPhone-compatible)

Senior YUI engineer Dav Glass introduces you to the YUI Rich Text Editor in this October 2007 tech talk.

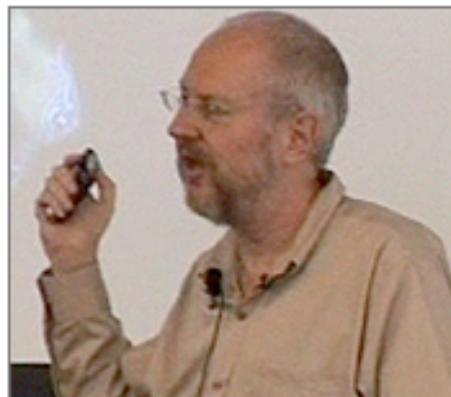
## Nate Koechley — The YUI CSS Foundation



42 minutes; source: [Yahoo! Video](#) (Flash) or [download.yahoo.com](#) (M4V, iPod/iPhone-compatible)

Senior YUI engineer Nate Koechley guides you through the YUI CSS foundation in this October 2007 tech talk.

## Julien Lecomte — "High Performance Ajax Applications"



## Douglas Crockford — "The State of Ajax"

38 minutes; source: [YUIBlog](#) (Flash) or [download.yahoo.com](#) (M4V, iPod/iPhone-compatible)

Yahoo! JavaScript Architect Douglas Crockford reprises his talk on "The State of Ajax", putting the popular technique through the critical lens of history and subjecting it to a review of how it stacks up against the current state-of-the-art in computer programming.

## Douglas Crockford — "The JavaScript Programming Language"



111 minutes; source: [Yahoo! Video](#)

Yahoo! JavaScript Architect Douglas Crockford provides a comprehensive introduction to the JavaScript Programming Language in this four-part video:

- [Part 1: 31 minutes](#) | [M4V download](#)
- [Part 2: 31 minutes](#) | [M4V download](#)
- [Part 3: 29 minutes](#) | [M4V download](#)
- [Part 4: 20 minutes](#) | [M4V download](#)

## Bill Scott — Designing the Rich Experience: Principles and Patterns for Rich Interaction Design on the Web



51 minutes; source: [Yahoo! Video](#) (Flash) or [download.yahoo.com](#) (M4V, iPod/iPhone-compatible)

Bill Scott served as a Yahoo Ajax Evangelist and engineering manager from 2005-7. In this nearly a dozen conferences around the world he taxonomizes the rich interaction patterns throughout the evolving web — a must-see for web developers and frontend engineers. ([Slides, in Apple Keynote format, can be downloaded here \[253MB\]](#).)

## Peter-Paul Koch (PPK) — Front-End Web Standards from the Perspective of Front-End Developers



29 minutes; source: [Yahoo! Video](#) (Flash) or [download.yahoo.com](#) (M4V, iPod/iPhone-compatible)

```
YAHOO.util.Motion = function(el, attributes, duration, method) {
    if (el) {
        this.initMotion(el, attributes, duration, method);
    }
}

YAHOO.util.Motion.prototype = new YAHOO.util.Anim();
YAHOO.util.Motion.prototype.initMotion = function(el, attributes, duration, method) {
    YAHOO.util.Anim.call(this, el, attributes, duration, method);
}
```

# YAHOO! USER INTERFACE BLOG

News and Articles about Designing and Developing with Yahoo! Libraries.



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## Video: Scott Davis on Using YUI with Grails

June 14, 2008 at 6:58 am by Eric Miraglia | In Development | No Comments

### Ajax development with the Yahoo! UI Library and Grails

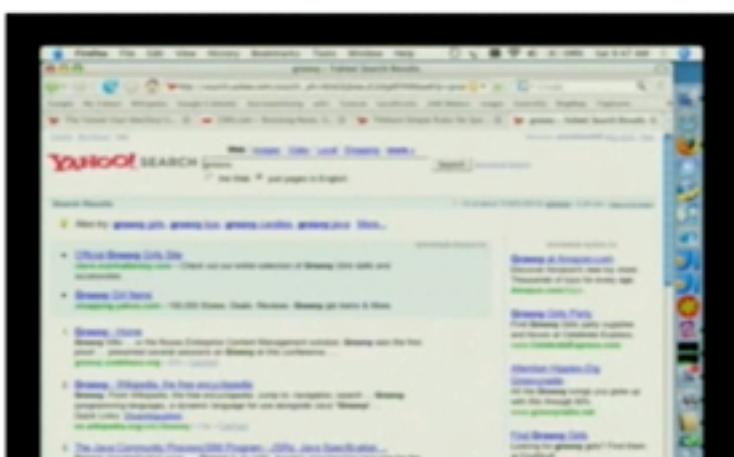
#### About Scott Davis



Scott Davis is an internationally recognized author and speaker. He is passionate about open source solutions and agile development. He has worked on a variety of Java platforms, from J2EE to J2SE to J2ME (sometimes all on the same project).

Scott's books include [Groovy Recipes: Greasing the Wheels of Java](#), [GIS for Web Developers: Adding Where to Your Web Applications](#), [The Google Maps API](#), and [JBoss At Work](#).

Scott is the Editor in Chief of [aboutGroovy.com](#), a news and information website that tracks the latest developments in Groovy and Grails. He also writes a regular column for IBM DeveloperWorks – [Mastering Grails](#).



Mastering Grails columnist (and author of books on topics ranging from Java to GIS) Scott Davis gave a fantastic talk on using [YUI with Grails](#) at the 2007 Rich Web Experience in San Jose. Thanks to Jay Zimmerman and his No Fluff Just Stuff conference team, [that talk is now available freely on video from the RWE website](#).

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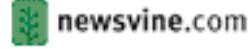
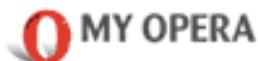
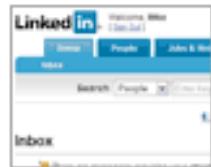
#### RECENT POSTS

[Video: Scott Davis on Using YUI with Grails](#)

## Yahoo! User Interface Library: Sites Powered by YUI

The YUI Library debuted at Yahoo in 2005 and was [open-sourced](#) under a [BSD licence](#) in February 2006. Since its release, YUI has been integrated into practically all of Yahoo!'s properties, including the [Yahoo! home page](#), [Yahoo! Mail](#), and [Flickr](#). On the [YUIBlog](#), we've profiled companies like [SugarCRM](#) and [PowerReviews](#) who have adopted YUI as their frontend platform. And all of that is just the tip of the iceberg. [Check out the "In the Wild" column on YUIBlog for many more examples of YUI being used across the web.](#)

### Commercial Sites:



**So we offer our code and  
content to you.**

In English, for the moment.

**we tried translating...**

**content = content.replace(/u/g,'ü');**

**...but then we realized it  
makes more sense to get  
folks like Volkan on the  
ground.**

... so yeah, talk to him.

**What about our systems?**

**Are they open?**



APPLICATION PLATFORM

SearchMonkey

Y Search

WEB SEARCH

## Application Dashboard



SearchMonkey

### Presentation Applications

Presentation Applications are small PHP apps that display enhanced search results using data services. You can use an existing data service or create a custom service below.

[Create a New Application](#) | [Start with a sample application](#) | [Import application](#)

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### Test LinkedIn Application

A test presentation application for LinkedIn. Displays hResume data directly from profile pages, using our previously-created test LinkedIn custom data service.

Created: April 15th, 2006, 11:04am

[Edit](#) [Delete](#) [Export](#)

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### Helpful Links

[Welcome Page](#)

[Application Gallery](#)

[Developer Guide](#)

[Submit Your Feedback](#)

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### Custom Data Services

Data Services provide structured information to display in Yahoo! Search results. You can create a custom data service by calling an API or by extracting structured data from web pages.

[Create a new data service](#) | [Start with a sample data service](#) | [Import data service](#)

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### Test Last.fm Data Service

A test data service for Last.fm's web services. Passes in the artist name and retrieves related artist names from Last.fm's "Similar Artists" web service.

Created: May 14th, 2006, 2:12pm

[Edit](#) [Delete](#) [Export](#)

**SearchMonkey opens Yahoo  
search result pages for  
developers.**

## [Higuma Japanese Restaurant - Redwood City, CA 94063](#)

Higuma Japanese Restaurant Redwood City, CA - Ruth B. says "Some of the ... Higuma is what I would bill as a Japanese style neighborhood **restaurant** sushi ...

[www.yelp.com/biz/higuma-japanese-restaurant-redwood-city](http://www.yelp.com/biz/higuma-japanese-restaurant-redwood-city) - 152k - [Cached](#)



## [Higuma Japanese Restaurant - Redwood City, CA 94063](#)



[Reviews](#)

[Photos](#)

[Send to a friend](#)

[Send to Phone](#)

Ratings: 

Address: 540 El Camino Real, Redwood City, CA

Phone: (650) 369-3240

Price Range: \$\$

 [www.yelp.com/biz/higuma-japanese-restaurant-redwood-city](http://www.yelp.com/biz/higuma-japanese-restaurant-redwood-city) - 202k - [Cached](#)

**There are two types of  
enhancements.**

# Enhanced results override the original display.

Acme Movies Dr. Seuss' Horton Hears a Who (2008) Movie Info

	<a href="#">Movie Details</a>	Critics Review:  (173)
	<a href="#">Showtimes &amp; Tickets</a>	MPAA Rating: G
	<a href="#">Trailers &amp; Clips</a>	Running Time: 1 hr. 28 min.
	<a href="#">Critics Reviews</a>	Release Date: March 14th, 2008 (wide)

 [movies.acme.com/movie/1809736283/info](http://movies.acme.com/movie/1809736283/info) - 248k - [Cached](#)

# Infobars add drop-down menus:

[Dr. Seuss' Horton Hears a Who - Acme Movies](#)  
Collection of critics' reviews for the 2008 movie Horton Hears a Who! that have been compiled to formulate a "fresh" or "acme" rating.  
 [movies.acme.com/movies/horton\\_hears\\_a\\_who](http://movies.acme.com/movies/horton_hears_a_who) - 86k - [Cached](#)

 [Reviews](#) ▾   [Cast & Crew](#) ▾   [Recommendations](#) ▾ 

**You write your monkeys in  
secure PHP**

**(no file or cookie nasties allowed)**

**And you can use any  
information we know about  
this URL.**

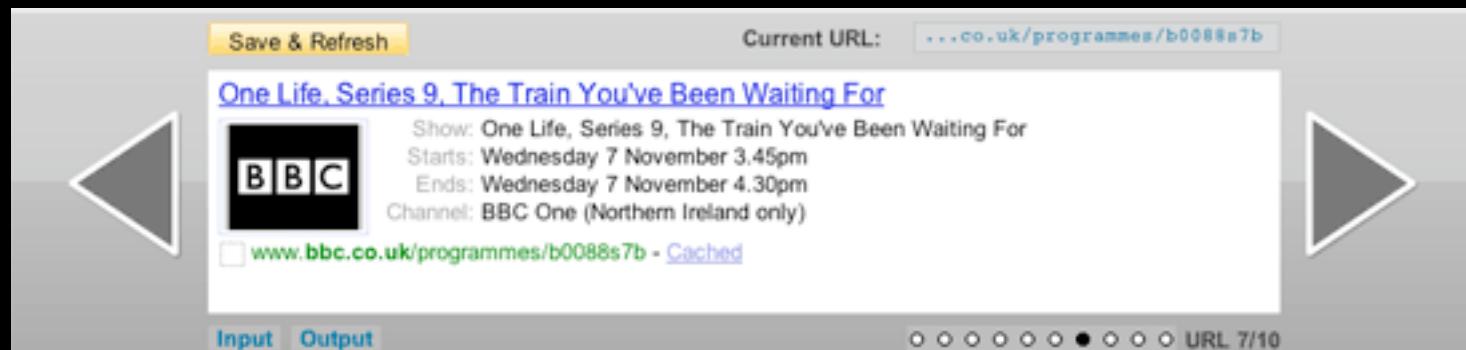
**And if there is not enough  
information...**

**Use XML-Based Atom Feeds,  
RDF markups, Microformats,  
OpenSearch data or build a  
Custom Data Service.**

**For example:**

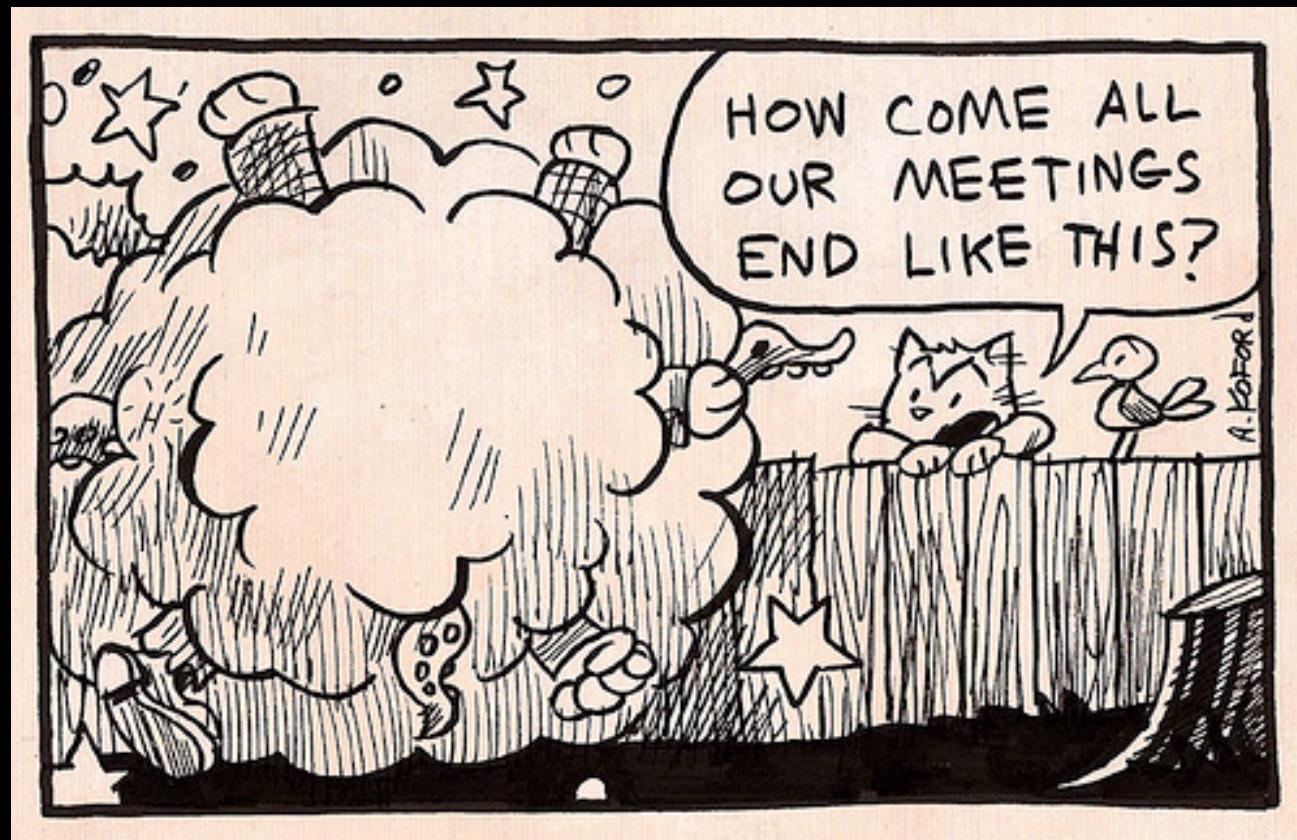
**Using microformats in the BBC site, we can display showtimes of programs already in the result page:**

[http://www.digital-web.com/articles/embedded\\_data\\_with\\_searchmonkey/](http://www.digital-web.com/articles/embedded_data_with_searchmonkey/)



# Questions?

Christian Heilmann | <http://wait-till-i.com> | twitter: codepo8



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Apelad (<http://www.flickr.com/photos/apelad/2048858745/>), Terence Yim and Digital Web