

Expanding Channels on the Web

Use the power of the Open Web Platform to meet the demands of a new 'media centric' generation.



INDUSTRY CHALLENGE

People today are hungry for new online experiences wherever they are. They want to be entertained, create, share, and play games with others on any device. You need to meet these expectations and drive value for your business.

Reduce costs and complexity with the Open Web Platform.

10,000 VIEWERS SURVEYED WATCH TV CONTENT ON...

TV-ONLY	DIGITAL-ONLY COMPUTERS SMARTPHONES	MULTI-SCREEN TELEVISION COMPUTERS SMARTPHONES
72%	11%	17%

61%
USE THE INTERNET WHILE WATCHING TV

10-25%
OF THESE VIEWERS VISIT THE WEB SITE OF THE SHOW THEY ARE CURRENTLY WATCHING

THE OPEN WEB PLATFORM



Helps reduce costs and complexity by replacing multiple proprietary approaches with a simplified global solution. Give your customers the rich media, greater connectivity, and device interoperability they deserve. And give your business a scalable platform for growth with exciting new products and services that separate you from your competition.

THE OPEN WEB PLATFORM IS TRANSFORMING INDUSTRY

Give your customers...

- > the multiscreen media experiences they crave on TV, tablets and mobile

Allowing you to...

- > innovate, market, and monetize new products and services
- > get to market faster
- > reduce development costs
- > establish a foundation for sustainable growth

OWP TECHNICAL HIGHLIGHTS FOR RICH MEDIA

- > Adaptive Streaming
- > Performance Management
- > Web Apps Packaging
- > eCommerce Capabilities
- > Content Protection
- > Security and Privacy
- > Testing
- > Accessible Design

“Innovators compete on capability, not compatibility.”

The Open Web Platform provides a fertile programming ground for rich, secure media—good for both commerce and consumers. W3C is the right forum to achieve that vision.”

*Sree Kotay,
SVP and Chief Software
Architect, Comcast Cable*

BE A PART OF THE CONVERSATION. JOIN W3C.

Help shape the Web and picture new ways your business can be transformed. Membership open to any size organization. Contact us for more information at w3.org/join.