



W3C
Conferência
web.br
2013

Todos os caminhos levam à web

18 E 19 DE NOVEMBRO

CONFERÊNCIA W3C WEB.BR - SÃO PAULO - 2013

[HTTP://CONFERENCIA.W3C.BR](http://conferencia.w3c.br)

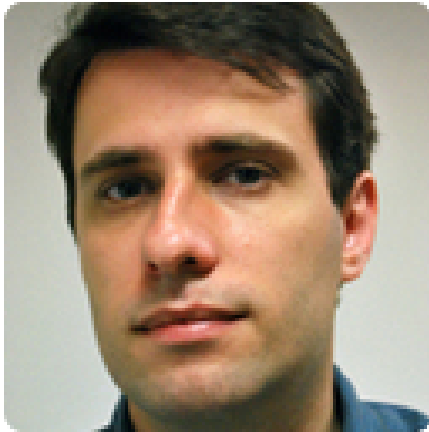
W3C Trends

Publicações Digitais na Web

As novas fronteiras da Open Web Platform

Conferência Web W3C Brasil 2013

Reinaldo Ferraz – W3C.br



Reinaldo Ferraz

@reinaldoferraz

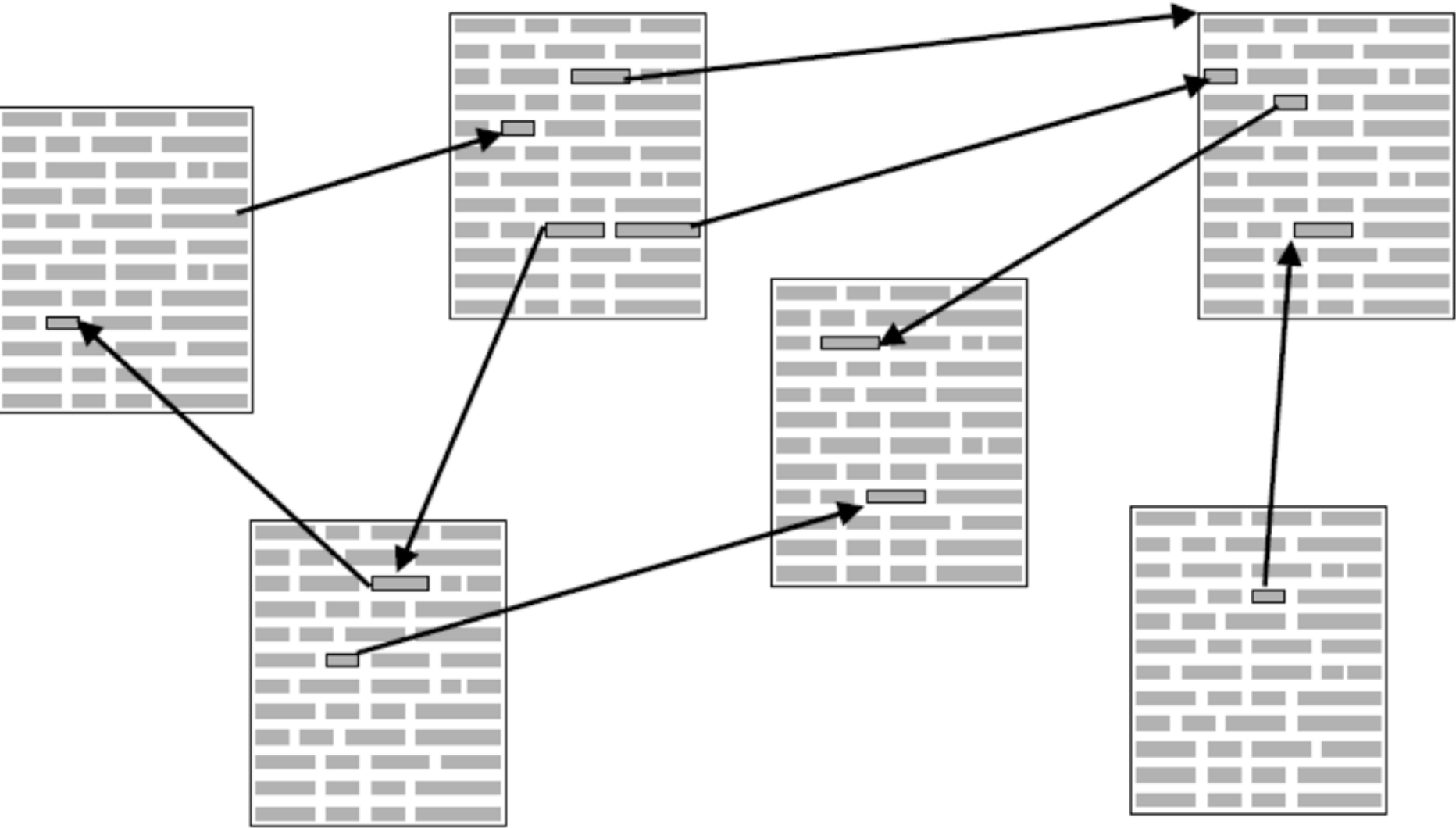
Apaixonado por acessibilidade, usabilidade, padrões web, HTML, CSS, Star Wars e café.

São Paulo



A Web incorporou novas formas de leitura

Leitura não linear



Novas formas publicidade

Professional Dog Training

Absolutek9.com Cage Free, Friendly, Dog Training Get a Free Consultation
Dog Training - Dog Boot Camp - Puppy Training - Schutzhund

Dog Training

DogTraining.SnugPetResort.com Special Dog Training Techniques! Any Dog, Any Problem, Fast Results

"#1 Dog Training Tips"

www.TheDogTrainingSecret.com Potty Train Any Dog in 6 Days. Plus Solutions To 19 Dog Problems!

Ads

San Diego Dog Trainer | "Dog Whisperer" John's Natural Dog ...

San Diego's most respected Natural Dog Trainer and Canine Behaviorist! John The Dog Trainer, serving San Diego County. Free Consults, Private In-Home, ...
www.johnknowsdogs.com/ - Cached - Similar

How To Train A Dog, dog training tips and techniques for home ...

Discover how to train a dog the right way yourself at home. Learn about clicker dog training, dog whispering, puppy house training and more dog training ...
Puppy Training - Dog Obedience - House Training
www.dog-obedience-training-review.com/ - Cached - Similar

Adams Dog Training and Dog Behavior

Adam reveals which dog training techniques, methods and dog training approaches are most effective for obedience training a dog.
www.dogproblems.com/ - Cached - Similar

San Diego Dog Training | Who's Walking Who? Professional Dog Training

Who's Walking Who? Dog Training serves San Diego and Riverside County with professional dog training.
www.whoswalkingwho.com/ - Cached - Similar



5811 Hampton Court, San Diego
(619) 269-3647
cityvoter.com (2)

Dog Training by Bark Busters

Bark Busters Home Dog Training is the world's largest dog training company. With the experience of training over 500000 dogs worldwide, Bark Busters ...
www.barkbusters.com/ - Cached - Similar



3539 Granada Avenue, San Diego - (858) 692-2453
"In the end my dogs have completely changed. You can see them regard me as ..." - yelp.com (12)

★★★★★ 9 reviews
Place page

★★★★★ 36 reviews
Place page

paid search ads



Ads

How to train a puppy

Free Training Tips Online. Learn How to Easily Train Your Dog Now!
www.warl.org

Karma Dog Training

Puppy Kindergarten & Socialization Pot Training, Chewing, Nipping
www.karmadogtrainingsandiego.com

Professional Dog Training

Expert Training For Healthy & Happy Dogs! Pre-Register Your Dog Now.
www.DogDayzOfCalifornia.com

Dog Training All Breeds

Boot Camp in Real Home. Private Lessons too! Free Evaluation.
www.CK9training.com
San Diego, CA

bad dog behavior

Learn about Aggressive Dog Behavior Find out how MAF is Helping Today!
www.MorrisAnimalFoundation.org/Dog

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casino Find

www.888.com

CASINO ON-NET Click

Address: <http://www.pokeronnet.com/index.html?SA=91606>

SideFind powered by 1ST

casino Find

www.888.com

CASINO ON-NET Click

Casino On Net - Vis to 2003
 Welcome Bonus
 Since 1996, over 8,000,000 people have experienced Casino On...
www.casinonnet.com

50 Best Online Casinos - Ranked by Quality
 Top 50 online casinos ranked by quality and payout rate...
www.888.com

Microsoft Internet Explorer

Click OK to download our free software while browsing the site

OK Cancel



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Final \$5,000



GAMES WHITE PAGES

Black Jack
 Roulette
 Slot Machine

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>: 4 8 15 16 23 42

BOEING



Internet em todos os lugares



Mobilidade



Redes sociais



Personalização



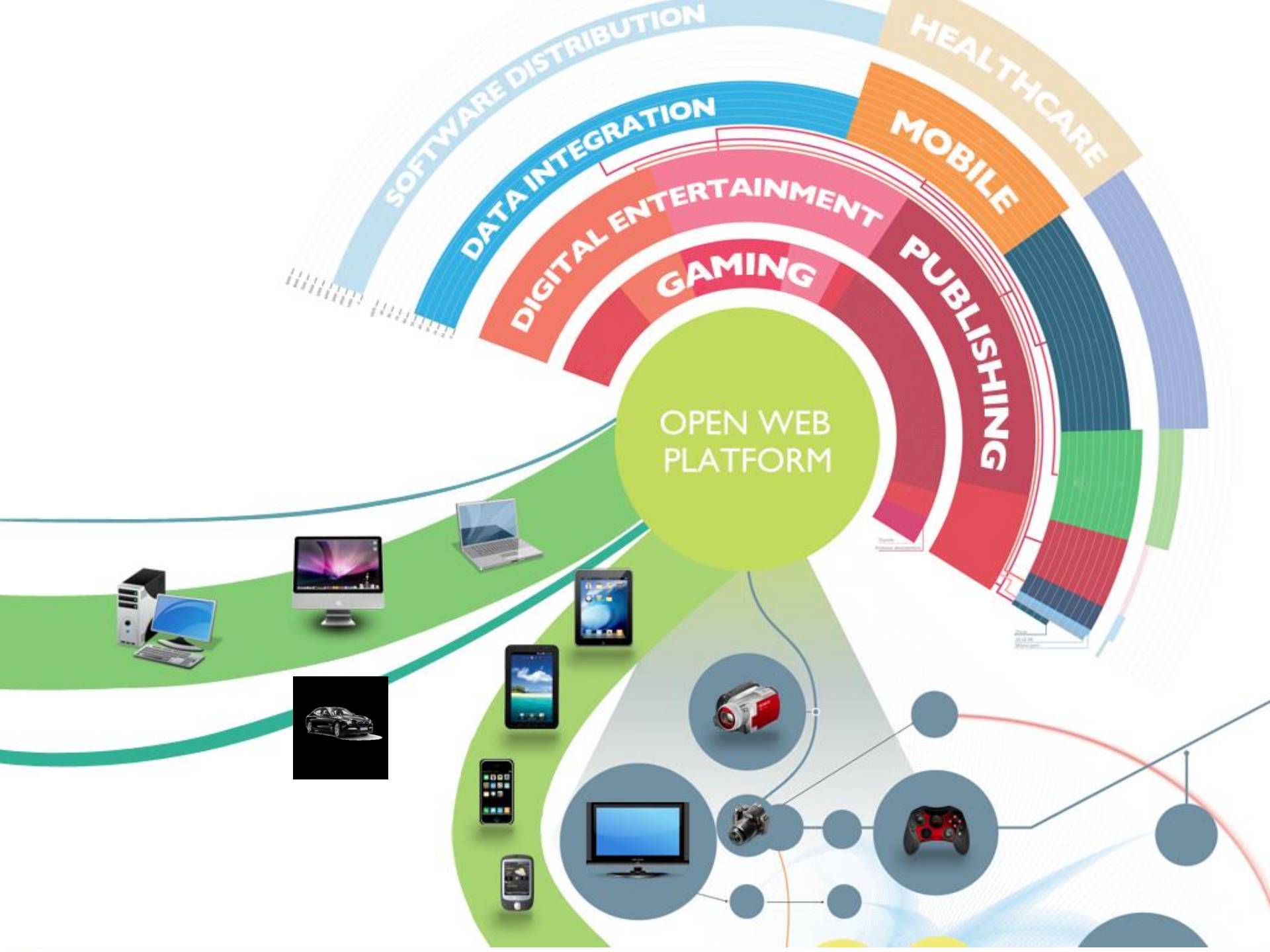
Computação nas nuvens



Banda larga



Dispositivos Multifuncionais





Mobile



TV



Automotivo



Games



Sinalização digital

Serviços aos cidadãos

Calculadora do Cidadão

Aqui tem Farmácia Popular

Cadastro Único para Programas Sociais do Governo Federal

Consulta Situação do Requerimento de Benefício Previdenciário

Carta de Concessão e Memória de Cálculo de Benefício Previdenciário

Fundo de Garantia do Tempo de Serviço - FGTS

Seguro-Desemprego

Vagas de Emprego – SINE e Portal Mais Emprego

Pronatec — Programa Nacional de Acesso ao Ensino Profissional e Emprego

e-Social - Empregador Doméstico

Comprovante de Situação Cadastral no CPF

Restituição e Situação da Declaração do Imposto de Renda Pessoa Física - IRPF

Emissão de DARF (Pagamentos e Parcelamentos)

Emissão de GPS – Guia da Previdência Social

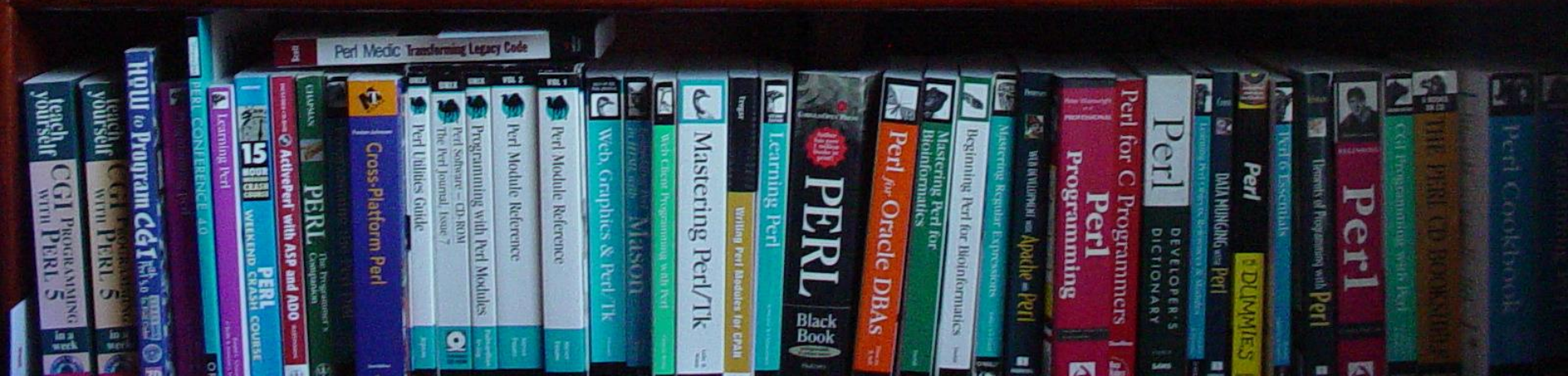
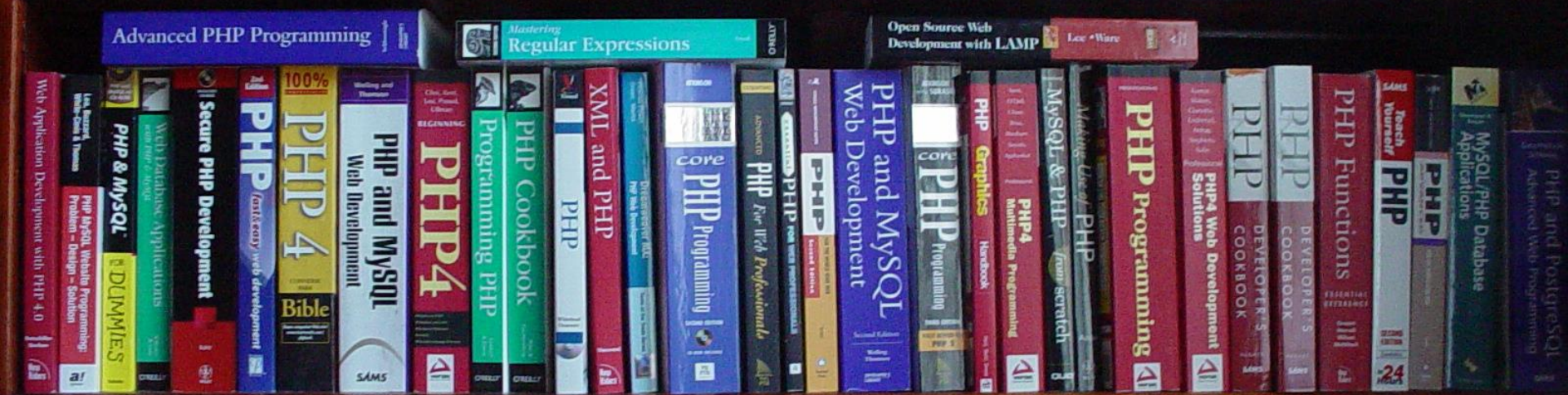
Fies — Programa de Financiamento Estudantil

Passaporte

Consulta - Prestadores de Serviços Turísticos Regulares

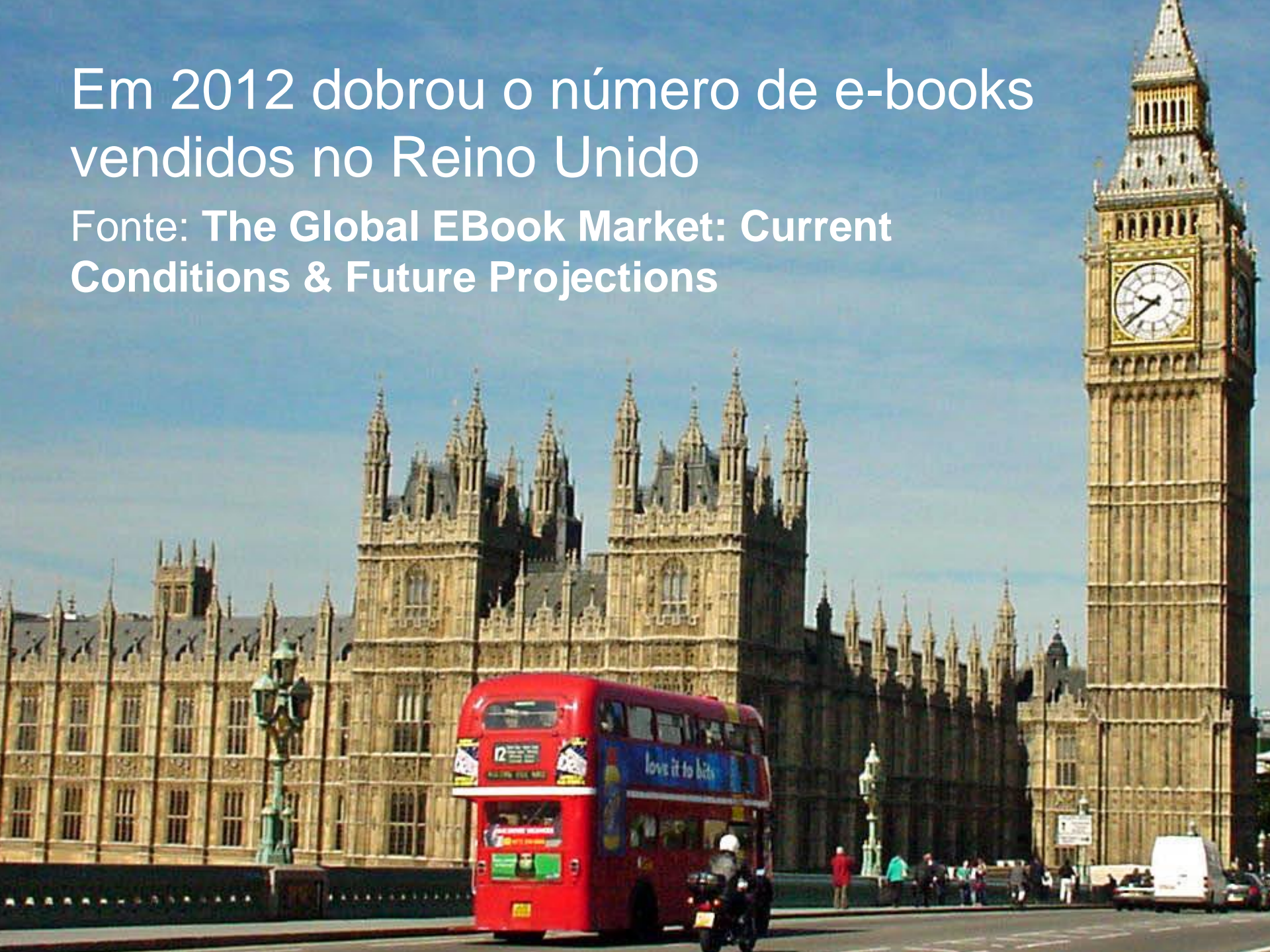
Consulta à Situação dos Voos

Governmental



Em 2012 dobrou o número de e-books vendidos no Reino Unido

Fonte: **The Global EBook Market: Current Conditions & Future Projections**



O número de americanos com mais de 16 anos que leem e-books aumentou 16% em um ano

Fonte: **Pew Internet and American Life Project**



31/07/2013 - 11:59

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5



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39



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Livros

Mercado editorial encolhe, mas e-books crescem 343%

Venda de livro digital deslança, mas ainda representa apenas 0,1% do que as editoras faturam com impressos

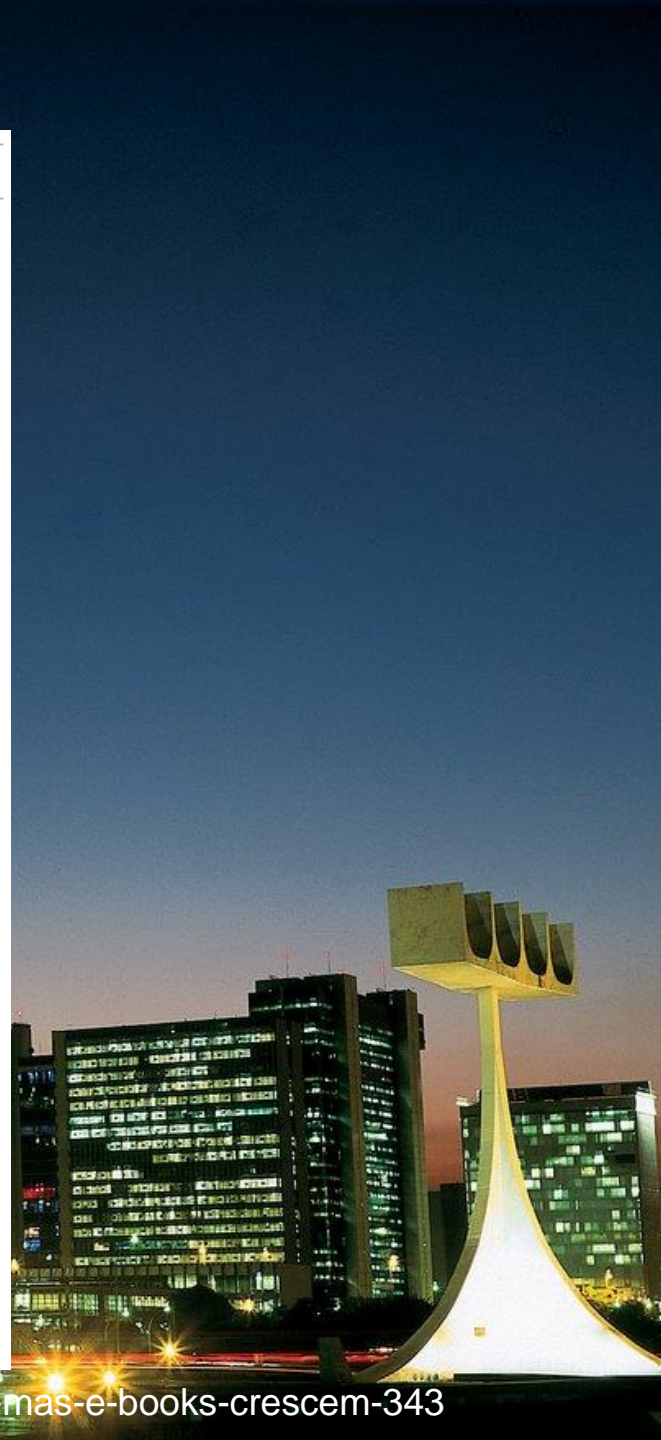
Até então inacessível ao público, a espetacular Biblioteca concendida por Cuypers para o Rijks, com três andares, ligador por uma escada de ferro do século passado, passa a ser uma área aberta para pesquisas, com cerca de 45 mil livros. Aqui os visitantes do museu também poderão ter acesso – gratuitamente – a iPads para terem informação sobre o acervo exposto (Fernando Valeika)

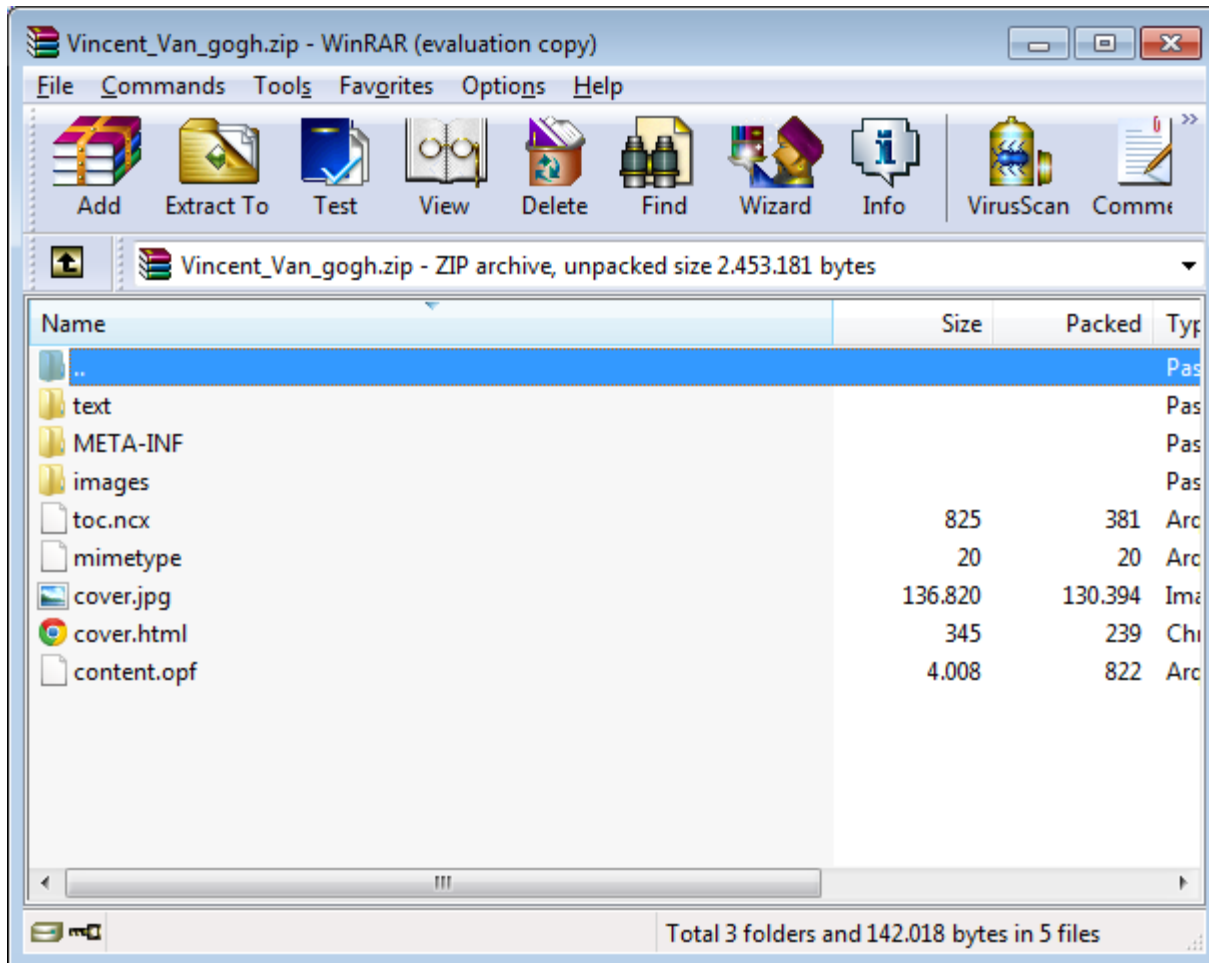
O mercado de livros amargou em 2012 o pior resultado da última década. As editoras brasileiras registraram faturamento de 4,98 bilhões de reais em 2012, um aumento de 3,04% em relação ao ano anterior. Descontada a inflação de 5,84% do período, porém, esse ligeiro aumento vira uma queda de 2,64%, segundo a pesquisa Produção e Venda do Mercado Editorial, feita pela Fipe por encomenda da Câmara Brasileira do Livro (CBL) e do Sindicato Nacional de Editores (Snel). O principal "vilão" foi o governo, que comprou menos livros para escolas e bibliotecas. Mas esse recuo governamental é esperado, uma vez que esses programas são sazonais. Se em 2011 as compras movimentaram 1,38 bilhão de reais, em 2012 ficaram em 1,31 bilhão de reais.

LEIA TAMBÉM:

Para presidente da CBL, investimento menor em leitura reflete queda de preços

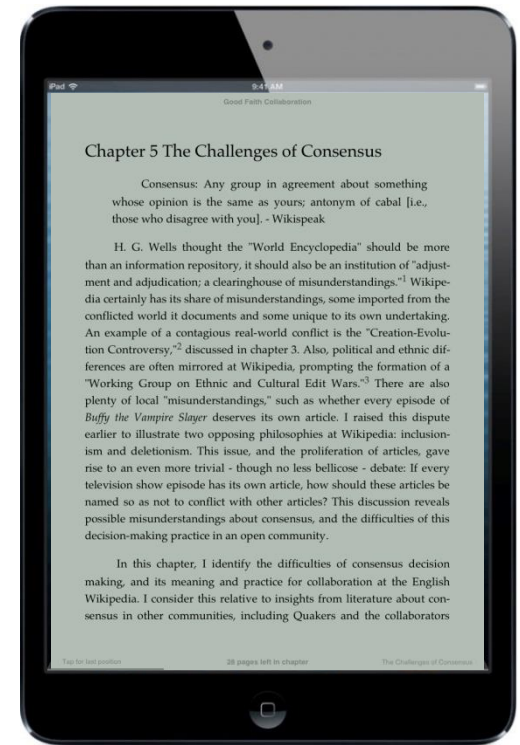
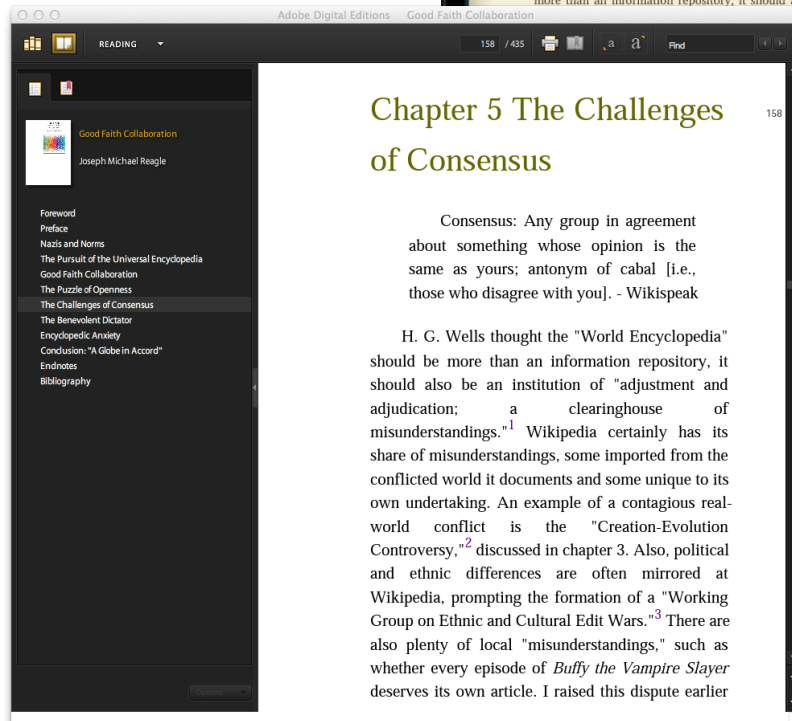
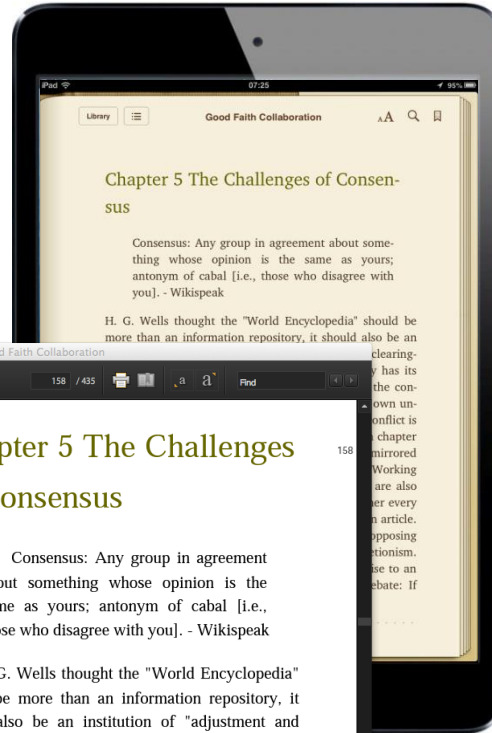
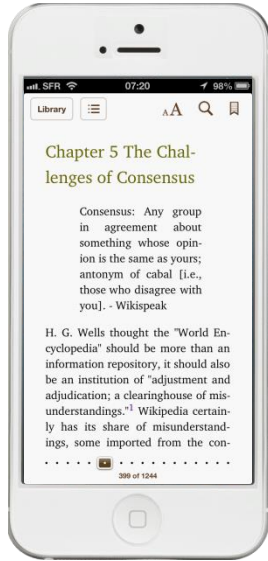
Há, no entanto, um segmento do mercado editorial rindo à toa. O nicho de livros digitais teve um crescimento de 343% entre 2011 e 2012, período em que realmente começou a fazer parte da realidade do brasileiro. E os números devem ser ainda melhores em 2013, já que foi apenas em dezembro que Amazon, a Apple, o Google e a Kobo aportaram por aqui, neste segmento. O que o segmento representa na conta bancária das editoras, porém, ainda é risível: 0,1% do que faturam com vendas de impressos para o mercado.





```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.1//EN"
"http://www.w3.org/TR/xhtml11/DTD/xhtml11.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<title>Cover</title>
<style type="text/css"> img { max-width: 100%; } </style>
</head>
<body>
<div id="cover-image">

</div>
</body>
</html>
```

**A Web se tornou uma
verdadeira plataforma aberta**

Notícias multimídia

<http://www.nytimes.com/projects/2012/snow-fall/>

Snow Fall

The Avalanche at Tunnel Creek

By JOHN BRANCH



Anúncios multimídia

<http://journey.lifeofpimovie.com/>

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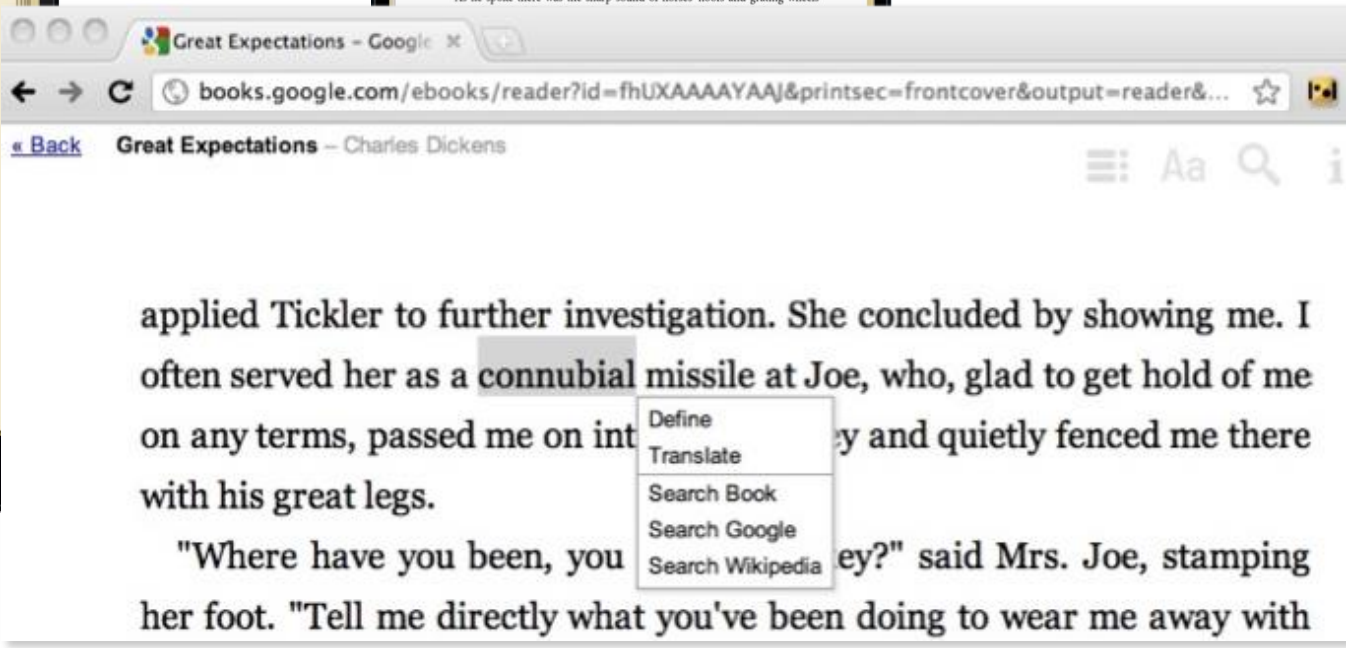
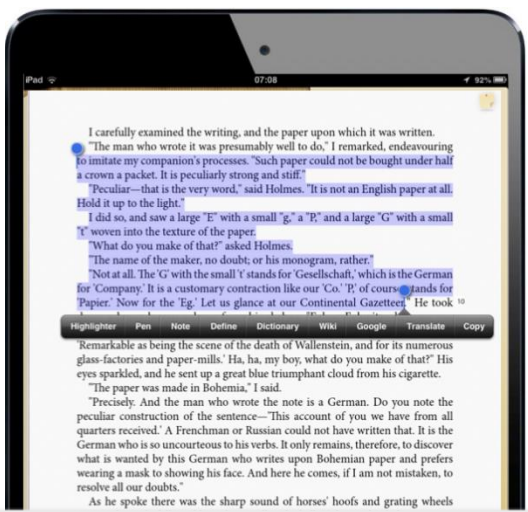
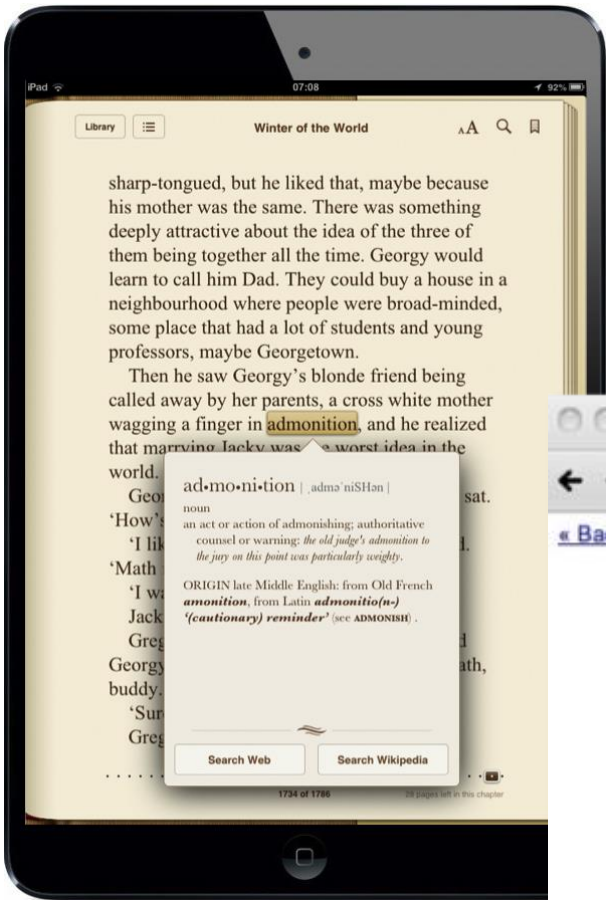
ePUB



HTML



$$x = \frac{-b \pm \sqrt{b^2 - 4ac}}{2a}$$





Cell Phone Novels Take Japan by Storm

Audience, sales huge
for works written, read
on handsets

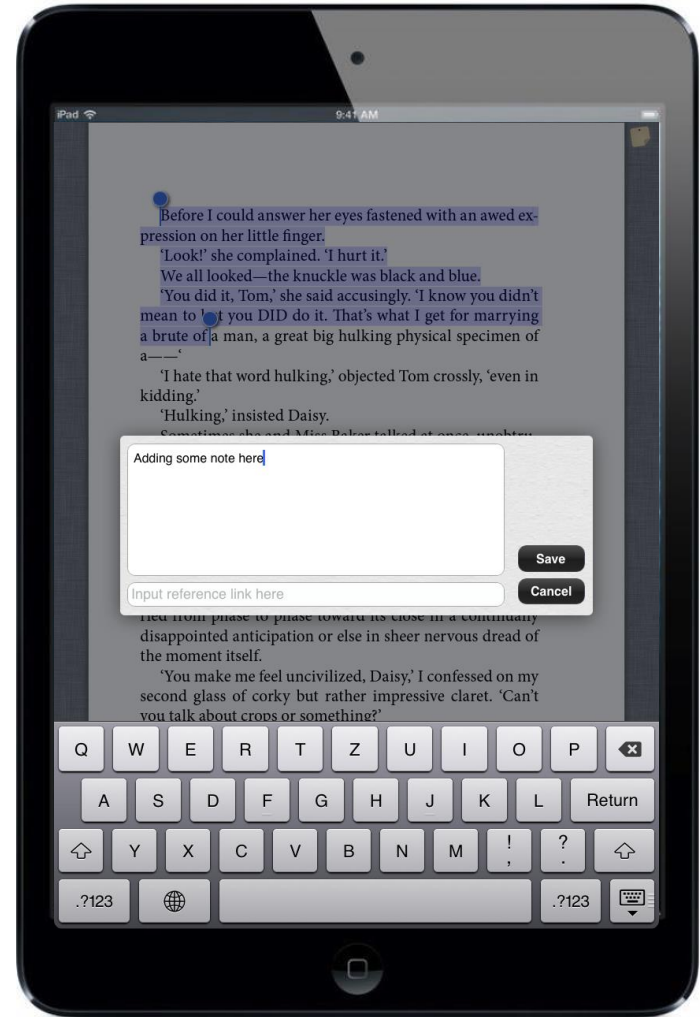
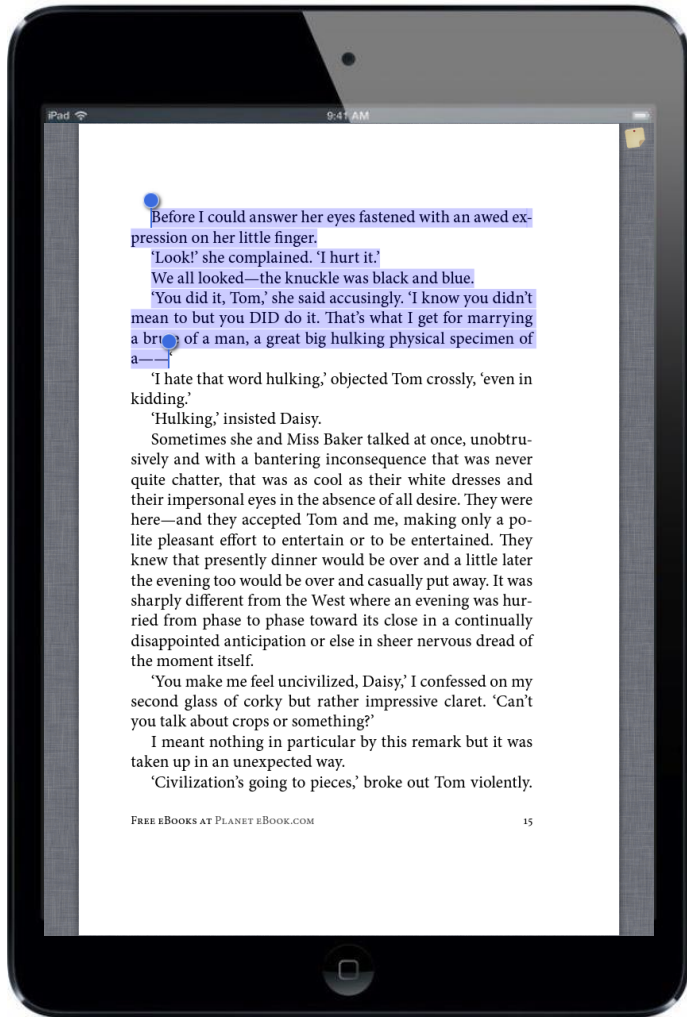
Jan 20, 2008 3:51 PM CST





- Telas, tipografia, fontes de alta qualidade, cores
- Layout mais avançado
 - multi-colunas
 - paginação, cabeçalhos, rodapés
 - formatação com scripts
 - hifenização

**Fomentar o compartilhamento,
marcações de livros, anotações**



Integração de dados, ids de livros, catálogos e pesquisa especializada

Conectar a serviços externos

Facilitar o desenvolvimento de documentos (por exemplo, revisão on-line, edição colaborativa e impressão sob demanda)

A Web deve suportar os mais diversos modelos de distribuição e negócios

- Geração de receita**
- *Web Payments***

**Uma publicação digital deve fornecer
muito mais do que apenas texto em
um arquivo**



- O que o W3C tem feito sobre isso?
 - Incluído tópicos de interesse da indústria de Publicações Digitais em suas prioridades (Features de CSS, etc).

ReSpec



Requirements for Latin Text Layout and Pagination

W3C Editor's Draft 13 November 2013

This version:

<http://w3c.github.io/dpub-pagination/>

Latest published version:

<http://www.w3.org/TR/latinrec/>

Latest editor's draft:

<http://w3c.github.io/dpub-pagination/>

Editor:

Dave Cramer, [Hachette Book Group](#), dave.cramer@hbgusa.com

Repository:

[Github Repository](#)

Criação de atividade exclusiva de Digital Publishing (Digital Publishing Activity)

<http://www.w3.org/dpub/>

The screenshot shows the W3C website's navigation and content for the Digital Publishing Activity. At the top left is the W3C logo. Below it are navigation links: STANDARDS, PARTICIPATE, MEMBERSHIP, and ABOUT W3C. A search bar with the Google logo is on the right. The main heading is "W3C DIGITAL PUBLISHING ACTIVITY". Below this, there is a section titled "Pressing Ahead with Publishing on the Web" with a sub-heading "The goal of the W3C Digital Publishing Activity is help make the Web a platform for the digital publishing industry, and to build the necessary bridges between the developers of the Open Web Platform and the publishing industry." To the left of this text is a graphic with the text "PRESENTATION CHARACTERS CATALOGUE ACCESSIBILITY DISPLAYS". Below the main heading, there is a section titled "At the moment, work in this activity takes place primarily in the Digital Publishing Interest Group." To the right, there is a sidebar with the heading "New W3C Documents" and the text "Last Call: CSS Syntax Module Level 3 2013-11-6".

Views: [desktop](#) [mobile](#) [print](#)

[STANDARDS](#) [PARTICIPATE](#) [MEMBERSHIP](#) [ABOUT W3C](#)

Google™

W3C » [Digital Publishing Activity](#)

Skip

ACTIVE GROUPS

[Digital Publishing Interest Group](#)

EVENTS WITH W3C PARTICIPATION

UPCOMING EVENTS

W3C DIGITAL PUBLISHING ACTIVITY

Pressing Ahead with Publishing on the Web

Use the power of the Open Web Platform to change the way books, magazines and journals are created and published.



INDUSTRY CHALLENGES

The use of affordable and reliable bring your own device (BYOD) has created new opportunities for publishers to reach their readers on a wide range of devices, but also presents significant challenges.

By 2015, more than 50% of all devices used for reading will be mobile devices, and more than 50% of all devices used for reading will be mobile devices.

50% of all devices used for reading will be mobile devices, and more than 50% of all devices used for reading will be mobile devices.

The goal of the W3C Digital Publishing Activity is help make the Web a platform for the digital publishing industry, and to build the necessary bridges between the developers of the Open Web Platform and the publishing industry.

At the moment, work in this activity takes place primarily in the [Digital Publishing Interest Group](#).

New W3C Documents

Last Call: CSS Syntax Module Level 3

2013-11-6



Criação de um Interest Group de Digital Publishing

<http://www.w3.org/dpub/IG/>

The screenshot shows the W3C website interface for the Digital Publishing Interest Group. At the top left is the W3C logo. Below it is a navigation menu with 'PARTICIPATE' selected. The main content area features a breadcrumb trail: 'W3C » Digital Publishing Activity » Digital Publishing IG'. The title 'DIGITAL PUBLISHING INTEREST GROUP' is prominently displayed. The main text describes the group's mission: 'The mission of the Digital Publishing Interest Group, part of the Digital Publishing Activity, is to provide a forum for experts in the digital publishing ecosystem of electronic journals, magazines, news, or book publishing (authors, creators, publishers, news organizations, booksellers, accessibility and internationalization specialists, etc.) for technical discussions, gathering use cases and requirements to align the existing formats and technologies (e.g., for electronic books) with those used by the Open Web Platform.' Below this, it states: 'The goal is to ensure that the requirements of digital publishing can be answered, when in scope, by the Recommendations published by W3C. This'. On the right side, there is a 'Leadership' section with the text: 'The group co-Chairs are: Markus Gylling (IDPF and the Daisy Consortium) and Madi Weland Solomon (Pearson PLC). The W3C Team Contacts for this group are Ivan'. At the top of the page, there are view options (desktop, mobile, print), a search bar with the Google logo, and a 'Skip' button.

Views: [desktop](#) [mobile](#) [print](#)

[STANDARDS](#) [PARTICIPATE](#) [MEMBERSHIP](#) [ABOUT W3C](#)

Google™  

[W3C](#) » [Digital Publishing Activity](#) » [Digital Publishing IG](#) ▶ Skip ◀

DIGITAL PUBLISHING INTEREST GROUP

The mission of the Digital Publishing Interest Group, part of the [Digital Publishing Activity](#), is to provide a forum for experts in the digital publishing ecosystem of electronic journals, magazines, news, or book publishing (authors, creators, publishers, news organizations, booksellers, accessibility and internationalization specialists, etc.) for technical discussions, gathering use cases and requirements to align the existing formats and technologies (e.g., for electronic books) with those used by the Open Web Platform.

The goal is to ensure that the requirements of digital publishing can be answered, when in scope, by the Recommendations published by W3C. This

Leadership

The group co-Chairs are: Markus Gylling (IDPF and the Daisy Consortium) and Madi Weland Solomon (Pearson PLC).

The W3C Team Contacts for this group are Ivan

PARTICIPATE

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- [Public mailing list](#)

Reinaldo Ferraz

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www.w3c.br

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