

# Apple, Adobe & HTML5

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“Apple isn’t trying to replace Flash with its own proprietary thing. They’re replacing it with **H.264** and **HTML5**. This is good for everyone but Adobe.”

—John Gruber, Daring Fireball blog, Jan. 25, 2010

[http://daringfireball.net/2010/01/apple\\_adobe\\_flash](http://daringfireball.net/2010/01/apple_adobe_flash)  
John Gruber, Daring Fireball blog, Jan. 25, 2010

“There is no standard HTML5 codec, however, with Apple Safari and Google Chrome supporting **H.264 playback** (which is required to play back video on YouTube’s HTML5 pages), Mozilla Firefox, Opera’s Opera and Chrome supporting **Ogg Theora playback**, and the 800-pound gorilla supporting **neither** codec (that would be Internet Explorer). All, of course, still support Flash.”

—Jan Ozer, Streaming Learning Center, Feb. 26, 2010

<http://www.streaminglearningcenter.com/articles/flash-player-cpu-hog-or-hot-tamale-it-depends-.html>

Jan Ozer, Streaming Learning Center, Feb. 26, 2010

“The licensing issues behind **H.264** are tied to HTML5, an upcoming HTML standard, because it uses the H.264 codec to play videos without Flash. HTML5 can use H.264 codec or others, such as the open source open-source **Ogg Theora**. The vast majority of online videos use **Flash**-based players.”

—Regina McCombs, Poynter Institute, Feb. 8, 2010

<http://www.poynter.org/column.asp?id=31&aid=177296>  
Regina McCombs, Poynter Institute, Feb. 8, 2010

Mozilla's lack of support presents a major obstacle to HTML5, McCombs says. The open-source developer of Firefox does not support H.264 because it's a proprietary codec. Not open. But after a change announced in February 2010, "H.264 will be royalty-free through the end of 2015."

Mozilla might (or might not) change its policy on video as a result.

<http://www.poynter.org/column.asp?id=31&aid=177296>  
Regina McCombs, Poynter Institute, Feb. 8, 2010

“About Adobe: They are lazy, [Steve] Jobs says. They have all this potential to do interesting things but they just refuse to do it. ... Apple does not support **Flash** because it is so buggy, he says. Whenever a Mac crashes more often than not it’s because of Flash. No one will be using Flash, he says. The world is moving to **HTML5**.”

—John C. Abell, reporting for *Wired*, Jan. 30, 2010

<http://www.wired.com/epicenter/2010/01/googles-dont-be-evil-mantra-is-bullshit-adobe-is-lazy-apples-steve-jobs/>  
John C. Abell, reporting for *Wired*, Jan. 30, 2010

“I don’t expect to see full implementation of **HTML5** across all the major browsers until the end of 2011 at least.”

—Philippe Le Hégaré, Worldwide Web Consortium  
Quoted at Webmonkey, Nov. 17, 2009

[http://www.webmonkey.com/2009/11/a\\_brave\\_new\\_web\\_will\\_be\\_here\\_soon\\_\\_but\\_browsers\\_must\\_improve/](http://www.webmonkey.com/2009/11/a_brave_new_web_will_be_here_soon__but_browsers_must_improve/)  
Philippe Le Hégaré, Worldwide Web Consortium  
Quoted at Webmonkey, Nov. 17, 2009

## A quick look at HTML5

“In **HTML 5** there are specific tags meant for marking up the header, navigation, sidebar and footer. First, take a look at the markup ...”

—Mads Kjaer, Nettuts+, July 6, 2009

<http://net.tutsplus.com/tutorials/html-css-techniques/html-5-and-css-3-the-techniques-youll-soon-be-using/>  
Mads Kjaer, Nettuts+, July 6, 2009

# Document structure in HTML5

```
<!doctype html>
<html>
<head>
  <title>Page title</title>
</head>
<body>
  <header>
    <h1>Page title</h1>
  </header>
  <nav>
    <!-- Navigation -->
  </nav>
  <section id="intro">
    <!-- Introduction -->
  </section>
  <section>
    <!-- Main content area -->
  </section>
  <aside>
    <!-- Sidebar -->
  </aside>
  <footer>
    <!-- Footer -->
  </footer>
</body>
</html>
```

<http://net.tutsplus.com/tutorials/html-css-techniques/html-5-and-css-3-the-techniques-youll-soon-be-using/>  
Mads Kjaer, Nettuts+, July 6, 2009  
Document structure in HTML5

“When **HTML 5** and **CSS 3** are one day implemented in all browsers it will be a lot easier to build Web sites. We’ll finally be able to stop using floats for layout (which they were never meant to be used for), and we will spend considerably less time writing JavaScript to scale our background images or zebra-stripe our tables.”

—Mads Kjaer, Nettuts+, July 6, 2009

<http://net.tutsplus.com/tutorials/html-css-techniques/html-5-and-css-3-the-techniques-youll-soon-be-using/>  
Mads Kjaer, Nettuts+, July 6, 2009

## Video embedding in HTML5

```
<video src="movie.ogg" controls="controls">
```

If you can see this text, your browser does not support the HTML5 video tag.

```
</video>
```

(Green text is the filename of the video file. )

—W3schools: HTML 5 <video> Tag

[http://www.w3schools.com/html5/tryit.asp?filename=tryhtml5\\_video](http://www.w3schools.com/html5/tryit.asp?filename=tryhtml5_video)  
Green text is the filename of the video file.

[Edit and Click Me >>](#) **Your Result:**

```
<!DOCTYPE HTML>
<html>
<body>

<video src="movie.ogg" controls="controls">
your browser does not support the video tag
</video>

</body>
</html>
```



[Edit the code above and click to see the result.](#) [W3Schools.com](http://www.w3schools.com) - Try it yourself

[http://www.w3schools.com/html5/tryit.asp?filename=tryhtml5\\_video](http://www.w3schools.com/html5/tryit.asp?filename=tryhtml5_video)

“One of HTML5’s goals is to move the Web away from proprietary technologies such as **Flash**, **Silverlight**, and **JavaFX**, says Ian Hickson, co-editor of the HTML5 specification.”

—Paul Krill, reporting for *InfoWorld*, June 16, 2009

<http://www.infoworld.com/d/developer-world/html-5-could-it-kill-flash-and-silverlight-291?page=0,1>

Paul Krill, reporting for InfoWorld, June 16, 2009

“It’s always a problem when you’re **stuck with a single software provider**—what if they decide to abandon the product you’re using? What if they decide to start charging? **With an open platform**, there’s no such risk, since we have true competition, many vendors, and an open standard that anyone can implement.”

—Ian Hickson, co-editor of the HTML5 specification

Ian Hickson, co-editor of the HTML5 specification, quoted in:  
<http://www.infoworld.com/d/developer-world/html-5-could-it-kill-flash-and-silverlight-291?page=0,1>  
Paul Krill, reporting for InfoWorld, June 16, 2009

Flash is a single-vendor product.

## H.264 is a single-vendor product.\*

\* The H.264 video codec (compression/decompression system) is patented. The patents are controlled by MPEG LA, a group of 26 organizations. **Licensing fees are required** from video creators and distributors who charge for their video and use the H.264 codec.

<http://www.poynter.org/column.asp?id=31&aid=177296>

Regina McCombs, Poynter Institute, Feb. 8, 2010:

“H.264 is a very efficient video compression/decompression system. You find it a lot of places, and it's becoming more popular. MPEG LA, a group of 26 organizations, holds patents related to the codec, but the group allows anyone to use H.264 on videos that are free to end users -- for now. If the video isn't free, video creators and distributors must pay license fees for both encoding and decoding.”



Theora home page  
<http://www.theora.org/>

For video,  
Apple has selected H.264.  
Firefox has selected Ogg Theora.

SWF and FLV  
are *partly* open formats.

<http://en.wikipedia.org/wiki/SWF>

[http://en.wikipedia.org/wiki/Flash\\_Video](http://en.wikipedia.org/wiki/Flash_Video)

<http://en.wikipedia.org/wiki/SWF>

[http://en.wikipedia.org/wiki/Flash\\_Video](http://en.wikipedia.org/wiki/Flash_Video)

“Most of the debate and discussion over **HTML5** vs. **Flash** vs. Native Apps has little to do with what is the right technical approach, or whether something is open or closed; it has to do with the *expressions of power and control* that drive the businesses of the Internet’s dominant platform companies—Apple, Adobe, Google and Microsoft.”

—Jeremy Allaire, founder and CEO of Brightcove  
Writing at TechCrunch, Feb. 5, 2010  
*Italics added*

<http://techcrunch.com/2010/02/05/the-future-of-web-content-html5-flash-mobile-apps/>

Jeremy Allaire, founder and CEO of Brightcove, Feb. 5, 2010

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