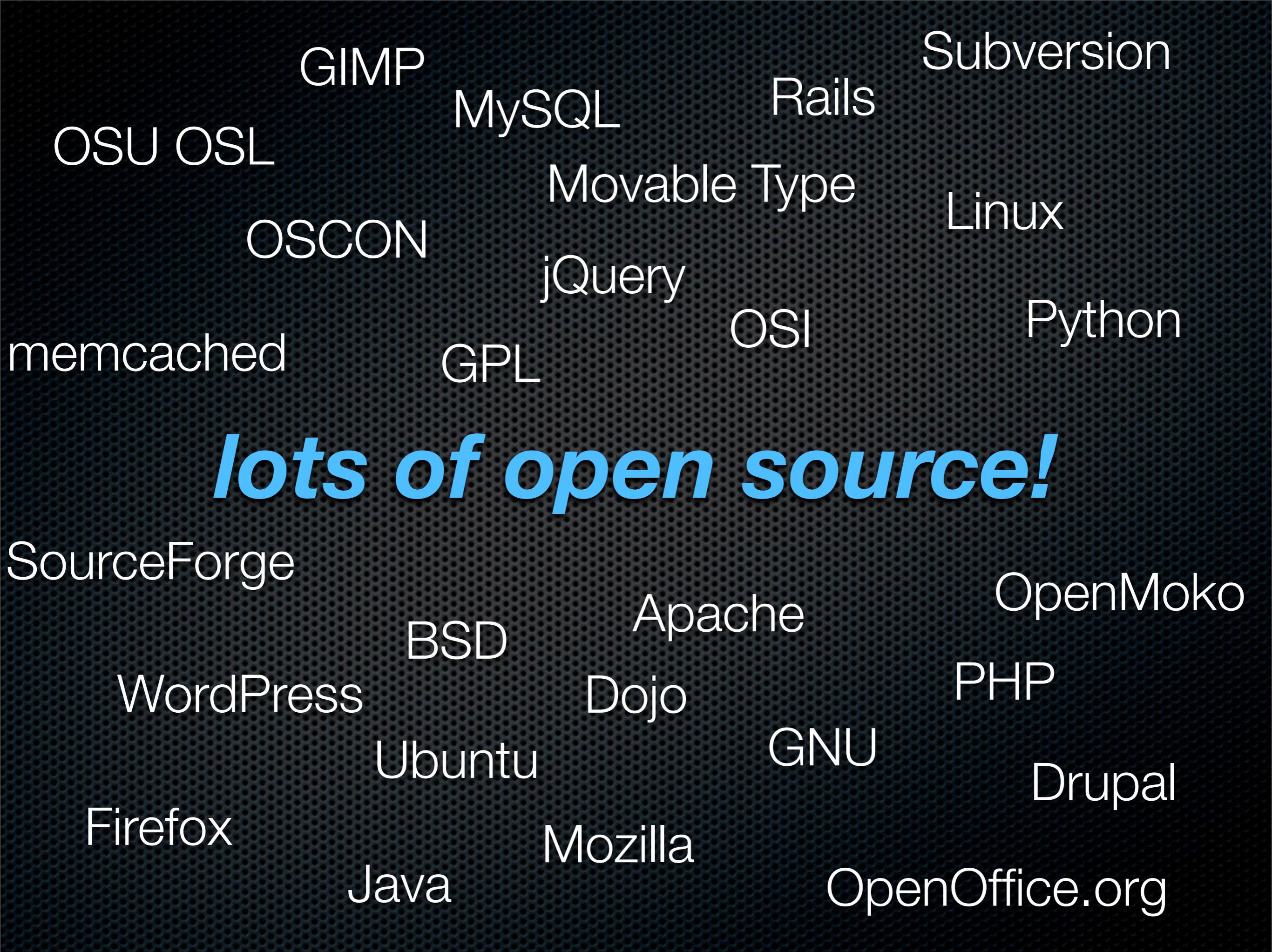


# Supporting the Open Web

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# Open Source



- Far more Open Source than I can even list
- SourceForge alone is hosting nearly 200,000 open source projects



<http://www.illustratorworld.com/artwork/2238/>

## Browser Wars

- originally IE vs Netscape
- More interested in the "second browser war"
- WHATWG (HTML 5, Gears)
- Helped turn the conversation from open source to the data and markup behind it
- And popularized the term "open web"

*Open Data is increasingly important as services move online.*

*Tim O'Reilly (OSCON '07)*

- Hosted services (the cloud) change the "open" game
- Data is becoming as important as source
- The Open Web is all about the data, protocols, etc behind web services



- The Open Web isn't a new term, really brought forth by Mozilla and their quest to continue building the web on open standards
- Lot's of companies advocating for and supporting the Open Web...Many of the same faces you see supporting Open Source



# The Open Web needs Open Data Open Data needs Open Specifications

<http://flickr.com/photos/pagedooley/1856663523/>

- We now have a pretty good understanding of how to create open APIs
- Shifting to proprietary specifications versus open specifications
- We also need to evolve the definition of the "Web"; e.g. XMPP is now a part of the Web



*"It's like flying on an iPhone!"*

<http://flickr.com/photos/sathishcj/1868113345/>

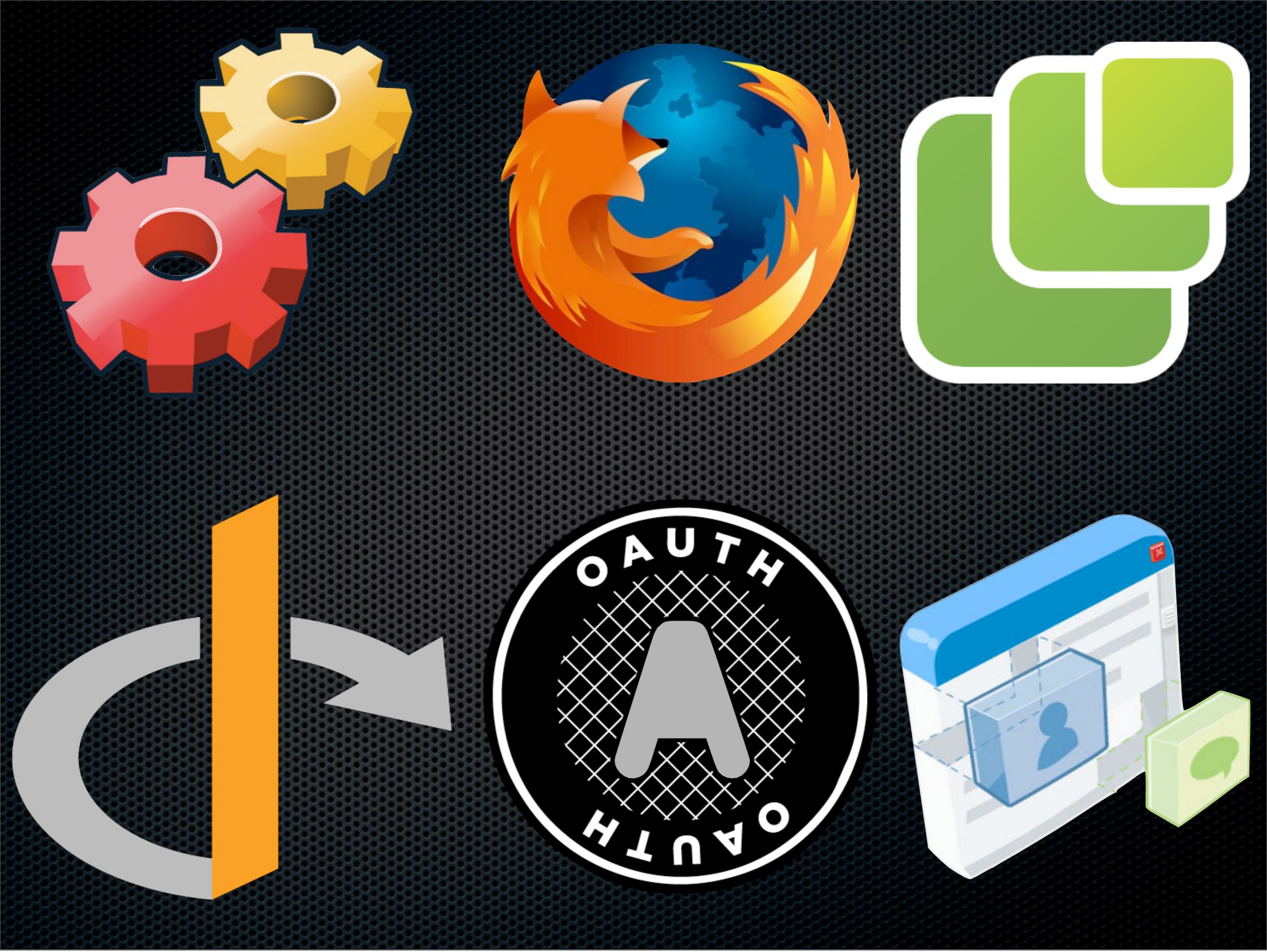
- The Web has to be accessible from anywhere, even a tin can 30,000 feet above the ground
- Mashups are far more complex than they ever were before (iPhone "locate me")
- The Web has to be accessible by anyone as network effects and collective intelligence matter



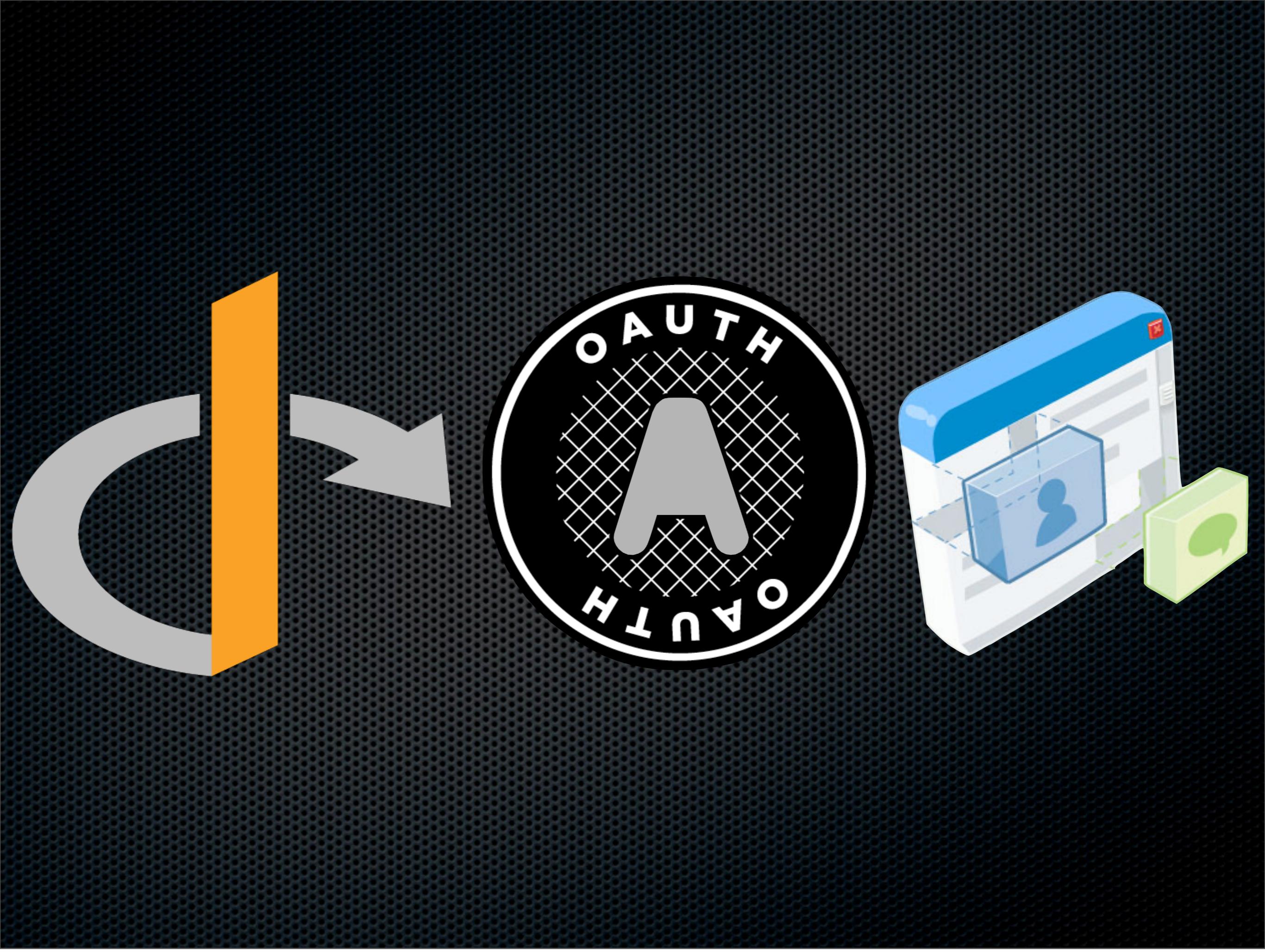
# Something happened in 2007

- We now have an understanding of what services in the cloud look like
  - "The Web as the platform" makes openness valuable. Let's not repeat the desktop. (view source matters)
  - VCs are validating this argument; started to care about more than just lockin
  - Social applications following UNIX philosophy

[http://flickr.com/photos/  
mag3737/1914076277/](http://flickr.com/photos/mag3737/1914076277/)



- Lots of technologies and companies fighting the battle for the Open Web
- (on slide) plus ECMA Script 4, WHATWG
- The "Open Web" encompasses more than just HTTP, but today want to focus on a specific pain point...



- Three major open specifications came about and gained popularity the past year
- Different backgrounds for each, all gaining widespread adoption

# They Are Quite Similar...

- Communities ranging from individuals to companies
  - Occurring outside of formal standards bodies
  - Open Source implementations in many languages
  - Major adoption at an increasing pace
  - Open specifications designed to be freely implementable
- 
- They share a lot of the same goals and views.
  - These core pieces of tech for the Open Web must be FREE to implement by anyone!
  - Standards orgs normally take care of that, but for a variety of reasons these communities and others were working in adhoc fashions.
  - Moving quite quickly, weeks between drafts and months to ship (OAuth 9 months to Google shipping)

# And share problems...

- No clear licensing for these specifications
- No standard way to deal with IPR
- No overarching community that transcends projects
- (no social contracts)

...but Open Source solved this

– Well, a lot of it.



- Organizations like the IETF, W3C, and OASIS creating standards
- OSI for software licenses
- CC for copyright licenses
- Apache for building successful open source projects and communities



- A lot of people from many different backgrounds have been suffering through this pain and thinking about it over the past months
- Want to highlight the involvement of Scott Kveton and DeWitt Clinton
- And the expertise of people like Geir, Tim, Joi, Sam, Alex, Danese, Dirk, and others who have lived through similar situations before

# The Open Web Foundation

- Today we're going to start to solve some of this for open specifications, for the Open Web
- Forming a non-profit foundation, yes we aren't the first nor will we be the last. We will make mistakes, but the landscape is evolving and are actively listening to those who came before
  - So in the spirit of open source, largely modeled after a hybrid of the Apache Software Foundation and things like the OpenID foundation
  - Instead of creating half a dozen more foundations, let's try to create one more

# Incubation

(creating new open specifications for the web)

# Licensing

(or really no licensing; non-assertion agreements)

# Copyright

(Creative Commons for each specification)

# Community

(to support the Open Web)

- A very similar set of core things needed for open specifications as for open source
- Different ways they work and far less understanding
- Think about open source before there were easily understood open source licenses
- Thinking about how to create community responsibility and recognition for defending the "Open Web"



- Focused on individuals, but blown away to see the level of support from companies who are feeling the need for this sort of non-profit organization as well and a change in IP process for developing open specifications.
- All of these companies are invested in keeping the web open; this organization -- this community -- is responsible for keeping them all honest

# OpenWeb(Foundation).org

Please join us for the BOF this evening.

- Come talk to us at the BOF this evening to learn more, ask questions, and get involved
- We'd love to see you all get involved, it will be as successful as everyone contributing makes it