



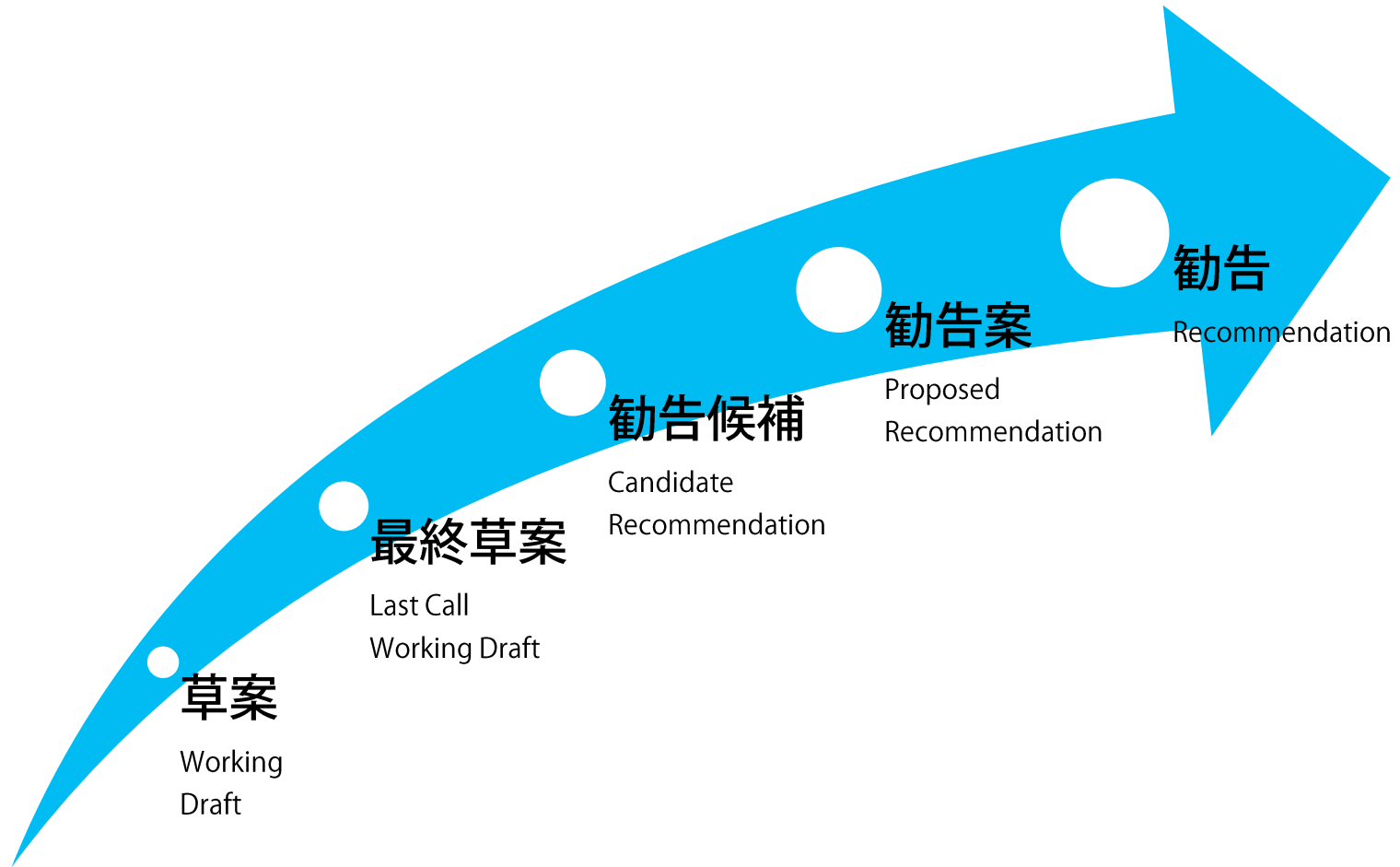
マーケティングデータで紐解く HTML5

春日井良隆

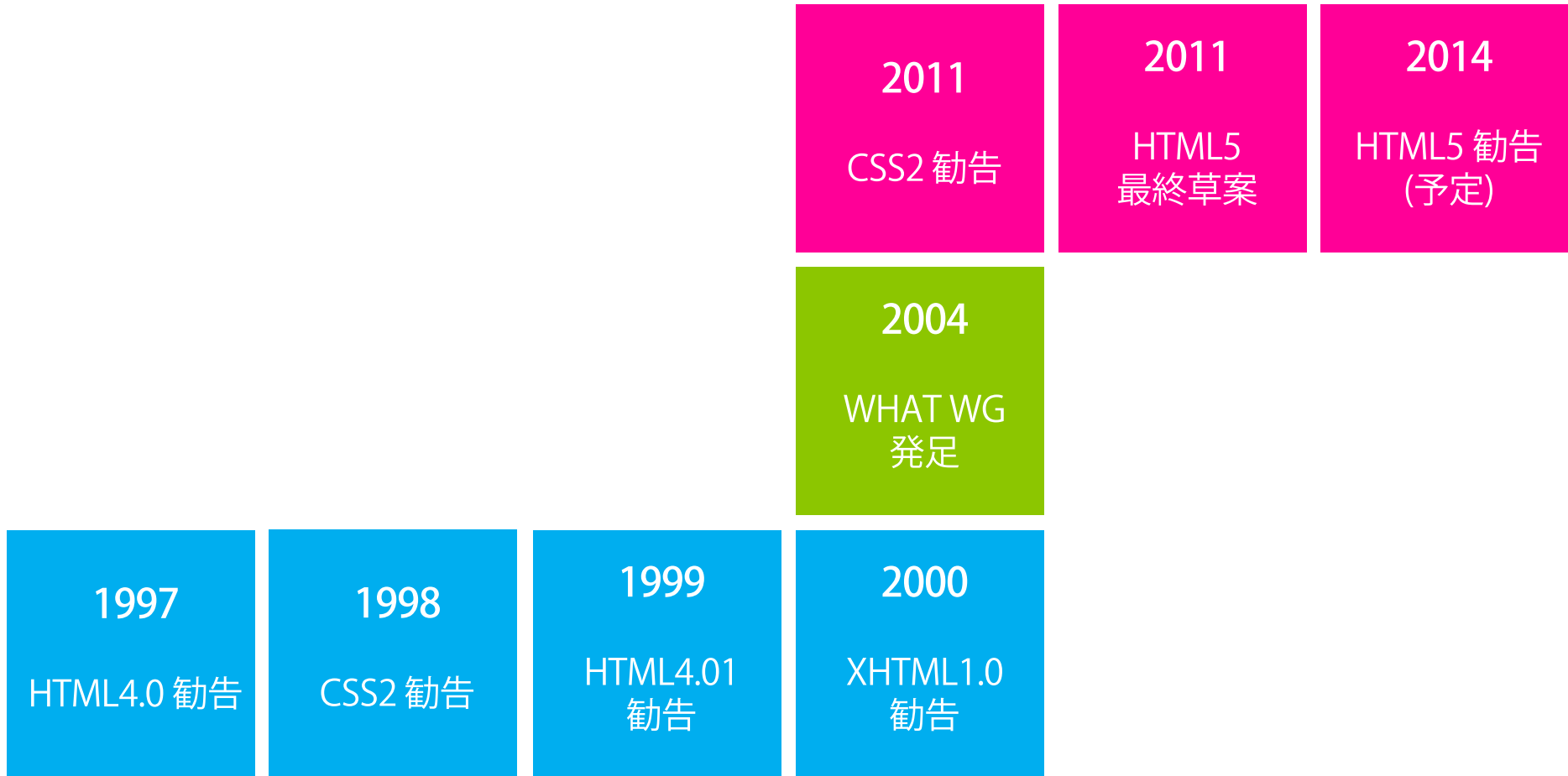
日本マイクロソフト株式会社
UXエバンジェリスト

@ykasugai

HTMLの仕様が決まるまで



HTML5のおさらい



HTMLは誰が決めている？

W3C

World Wide Web Consortium

Snapshot版

(正式名称ではない)

安定版

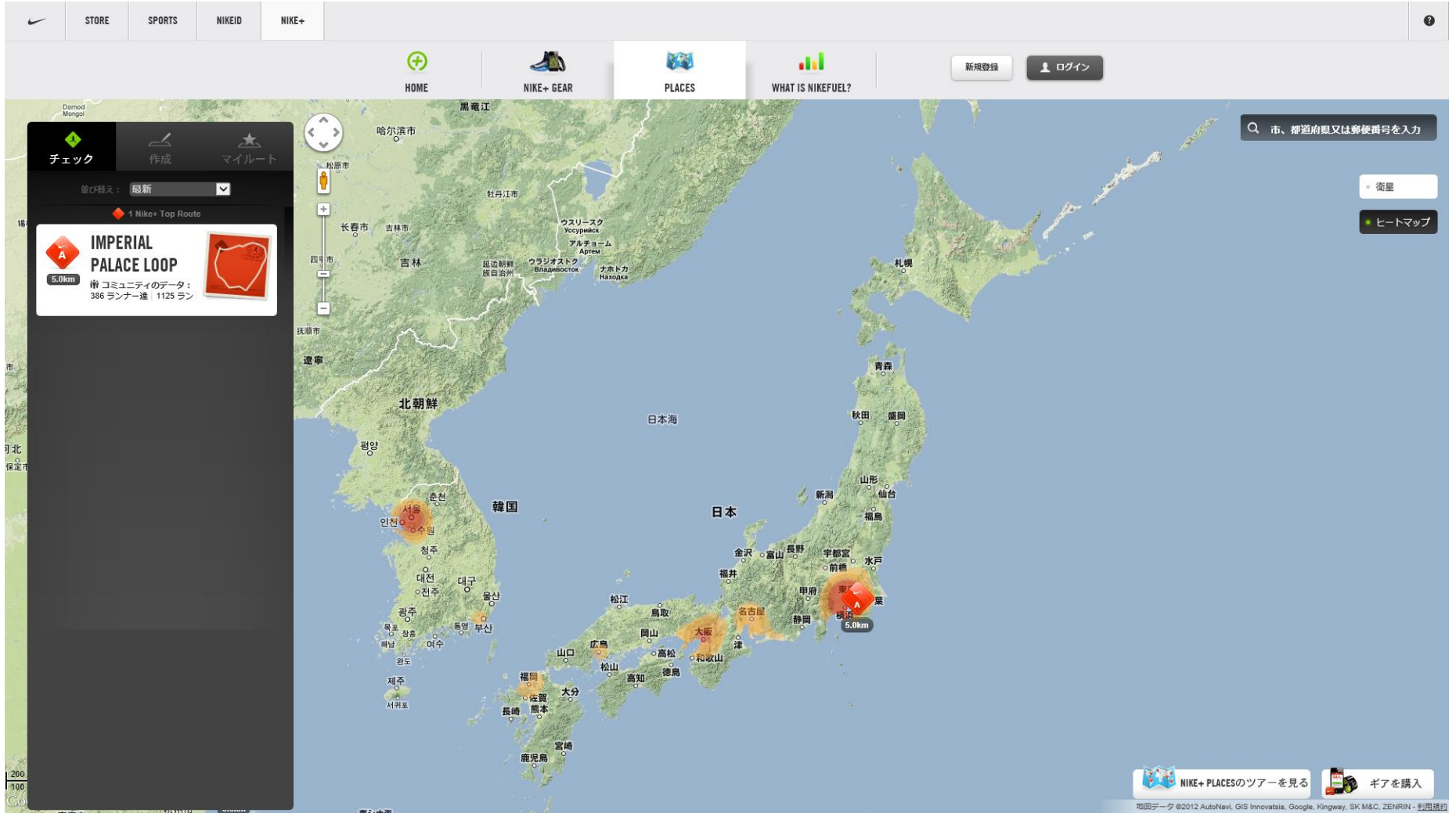
WHAT WG

Web Hypertext Application Technology
Working Group

Living Standard版

**開発者版
プレビュー版**

Web Applications 1.0と呼ばれていたHTML5



ブラウザのHTML5対応を確認する

The screenshot shows the 'Can I use...' website interface. At the top, it says 'Can I use...' with navigation links for 'Suggestions', 'Feed', and 'Twitter'. There are social media share buttons for Google+, Flattr, and a counter showing '4.1k' and '385'. Below this is a subtitle: 'Compatibility tables for support of HTML5, CSS3, SVG and more in desktop and mobile browsers.' A 'TOP' button is on the left. A search bar contains the text 'border-radius, WebGL, woff, etc'. The main content is divided into three columns: 'CSS', 'HTML5', and 'SVG'. Each column has a list of features and their support status. The 'CSS' column lists features like '@font-face Web fonts', 'calc() as CSS unit value', '2.1 selectors', etc. The 'HTML5' column lists features like 'Audio element', 'Canvas (basic support)', 'Color input type', etc. The 'SVG' column lists features like 'Inline SVG in HTML5', 'SVG (basic support)', 'SVG effects for HTML', etc. There is also an 'Other' section at the bottom right. The website has a clean, organized layout with a light beige background and dark text.

Can I use... [Suggestions](#) [Feed](#) [Twitter](#) 4.1k 385

Compatibility tables for support of HTML5, CSS3, SVG and more in desktop and mobile browsers. [+1](#) [Flattr](#)

Latest update: [Data contributions via GitHub](#) (October 1, 2012)

[Ads by Google](#) [HTML5 Developer](#) [HTML5 Animation](#) [HTML5 Mobile Apps](#) [HTML5 & CSS3](#)

Search: border-radius, WebGL, woff, etc

[Index](#) [Tables](#) [Import stats](#) [FAQ](#) [Resources](#) [Embed](#)

CSS

- @font-face Web fonts
- calc() as CSS unit value
- 2.1 selectors
- Counters
- Generated content
- Gradients
- Grid Layout
- Hyphenation
- inline-block
- min/max-width/height
- position:fixed
- Regions
- Repeating Gradients
- resize property
- Table display
- 3D Transforms
- Animation
- Background-image options
- Border images
- Border-radius (rounded corners)
- Box-shadow
- Box-sizing
- Colors
- Media Queries
- Multiple backgrounds

HTML5

- Audio element
- Canvas (basic support)
- Color input type
- contenteditable attribute (basic support)
- Datalist element
- dataset & data-* attributes
- Date/time input types
- Details & Summary elements
- Drag and Drop
- Form validation
- HTML5 form features
- input placeholder attribute
- New semantic elements
- Number input type
- Offline web applications
- Progress & Meter
- Range input type
- Ruby annotation
- sandbox attribute for iframes
- Session history management
- Text API for Canvas
- Toolbar/context menu
- Video element
- WebGL - 3D Canvas graphics
- **All HTML5 features**

SVG

- Inline SVG in HTML5
- SVG (basic support)
- SVG effects for HTML
- SVG filters
- SVG fonts
- SVG in CSS backgrounds
- SVG in HTML img element
- SVG SMIL animation
- **All SVG features**

Other

- async attribute for external scripts
- classList (DOMTokenList)
- Content Security Policy
- Data URLs
- defer attribute for external scripts
- ECMAScript 5 Strict Mode
- getComputedStyle
- getElementsByClassName
- MathML
- MPEG-4/H.264 video format
- Ogg/Theora video format
- PNG alpha transparency

ブラウザやプラグインの市場を調べる

StatCounter

Net Applications

RIA Statistics

ネットのデータを信用しすぎてはいけない

ブラウザ別流入効果指標（総合）

	全PVからの 比率	全セッション からの比率	全CVからの 比率	セッション あたりPV	流入別CVR
Firefox	11.83%	12.15%	10.14%	3.54	2.11%
Google Chrome	15.29%	17.78%	11.77%	3.13	1.68%
Internet Explorer 6	9.90%	9.34%	11.52%	3.86	3.13%
Internet Explorer 7	13.01%	13.51%	12.40%	3.51	2.33%
Internet Explorer 8	46.82%	42.82%	52.26%	3.98	3.09%
Internet Explorer(その他)	0.01%	0.02%	0.00%	2.36	0.00%
Lunandscape	0.39%	0.39%	0.38%	3.65	2.53%
Opera	0.87%	1.08%	0.63%	2.95	1.49%
Safari	0.51%	1.34%	0.02%	1.38	0.04%
Sleipnir	1.31%	1.52%	0.86%	3.13	1.43%
その他	0.06%	0.06%	0.00%	3.82	0.00%
全体/平均	100.00%	100.00%	100.00%	3.63	2.32%

インタラクティブマーケティング統計データ@ユニメディア(2012年8月)

http://unimedia.co.jp/press/2012/report20121002_01.html

HTML5の情報を得る

The screenshot shows the homepage of html5j.org, designed with a paper and envelope theme. At the top left, the URL 'html5j.org' is written in a stylized font on a piece of paper. To the right, there is a search bar with the text 'このサイトを検索'. Below the URL, there is a red button that says '今すぐ参加する' (Join now). The main content area is framed like a page with a yellow border. On the left side, there is a navigation menu with items like 'html5j.orgによるこそ!', '行動指針', 'グループへの投稿ルール', 'コミュニティ・勉強会', '賛同コミュニティ', 'HTML5とか勉強会', 'Past Events', 'その他企画', '第0回 HTML5 プログラミング& クリエイティブ・コンテスト', 'html5のロゴを作るなんてどう?', 'HTML5ベースの素敵 404 Not Found Page 募集', and 'スタッフ一覧'. The main text area contains a heading 'html5j.orgによこそ!' followed by two paragraphs of introductory text. The first paragraph explains the site's purpose and its history. The second paragraph lists the site's goals: 'つながる' (Connect), '学べる' (Learn), and '盛り上がる' (Get excited). Below this is a table of contents with a list of items and their sub-items. At the bottom, there is a section titled '「つながる」' with a sub-heading 'メンバー同士がつながる' and a paragraph of text.

このサイトを検索

html5j.orgによこそ!

今すぐ参加する

html5j.orgによるこそ!

行動指針

グループへの投稿ルール

▼ コミュニティ・勉強会

賛同コミュニティ

▼ HTML5とか勉強会

▶ Past Events

▼ その他企画

▶ 第0回 HTML5 プログラミング& クリエイティブ・コンテスト

html5のロゴを作るなんてどう?

HTML5ベースの素敵 404 Not Found Page 募集

スタッフ一覧

html5j.org (以前はHTML5 Developers JPという名称でした※1) は、HTML5などの次世代Web標準を使った「ものづくり」に関わる、全ての人々を応援する**非営利・中立**のコミュニティです。私たちは、日本のWebクリエイター/エンジニアのスキル向上をお手伝いして、日本が世界のWebシーンをリードするような存在になることを心より願っています。

html5j.orgはWebクリエイター/エンジニアの皆さんに対し、「**つながる**」「**学べる**」「**盛り上がる**」を合言葉として、以下のようなサービスをご提供したいと考えています。

目次

- 1 「つながる」
 - 1.1 メンバー同士がつながる
 - 1.2 コミュニティ同士がつながる
- 2 「学べる」
 - 2.1 ナレッジベースを目指します
 - 2.2 各種勉強会・セミナーの開催支援
- 3 「盛り上がる」
 - 3.1 明るく、楽しく、面白く!
 - 3.2 ビジネスとして盛り上がる

「つながる」

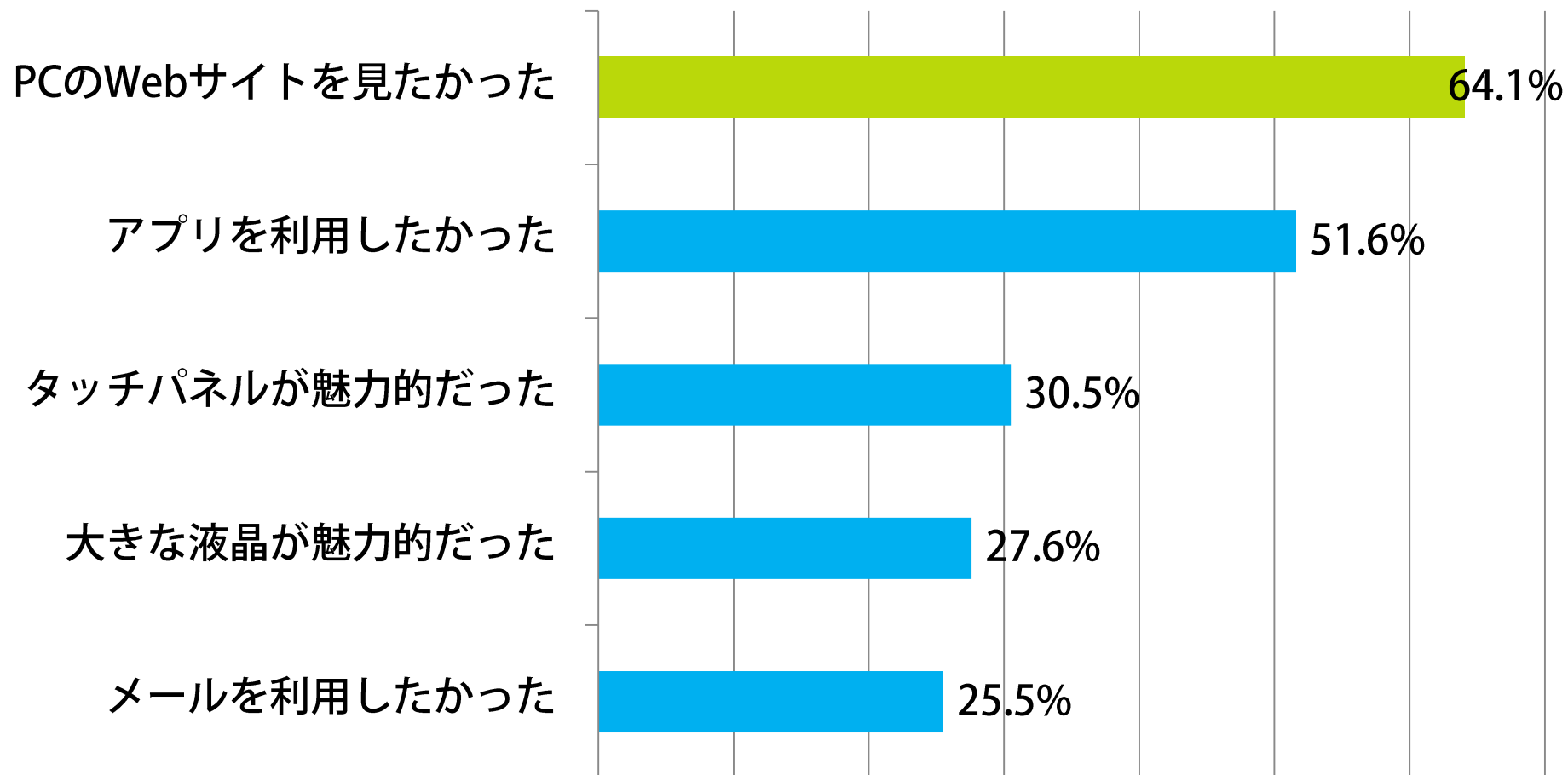
メンバー同士がつながる

オンライン上で様々な場を提供することで、HTML5/Web標準に関心のあるすべての人々がつながれる場を提供します。

いまデバイスが変わろうとしている

- ① 携帯はスマホへ
- ② パソコンはタブレットへ
- ③ キーボード&マウスはタッチへ

スマートフォンの購入理由

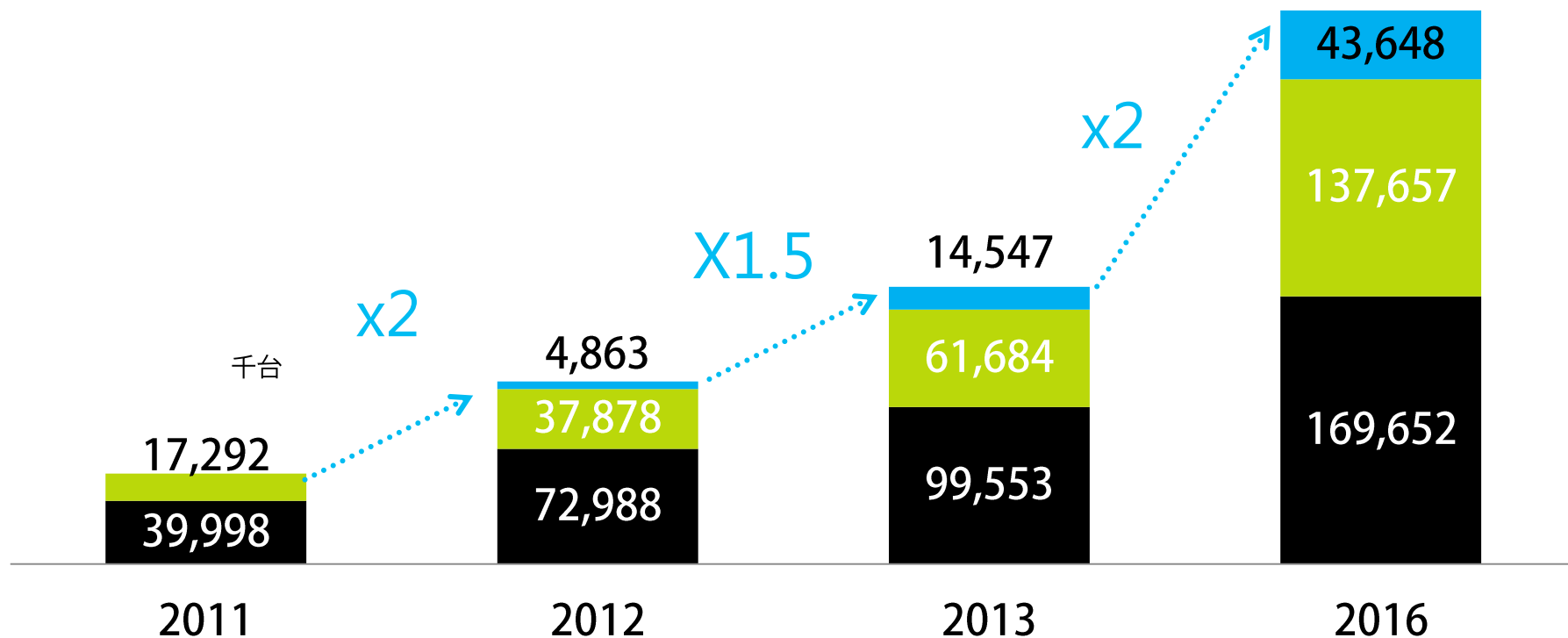


スマートフォンに関する調査@リサーチバンク (2012年4月11日)

http://research.lifemedia.jp/2012/04/120411_smartphone.html

世界タブレット販売台数予測

■ iOS ■ Android ■ MS

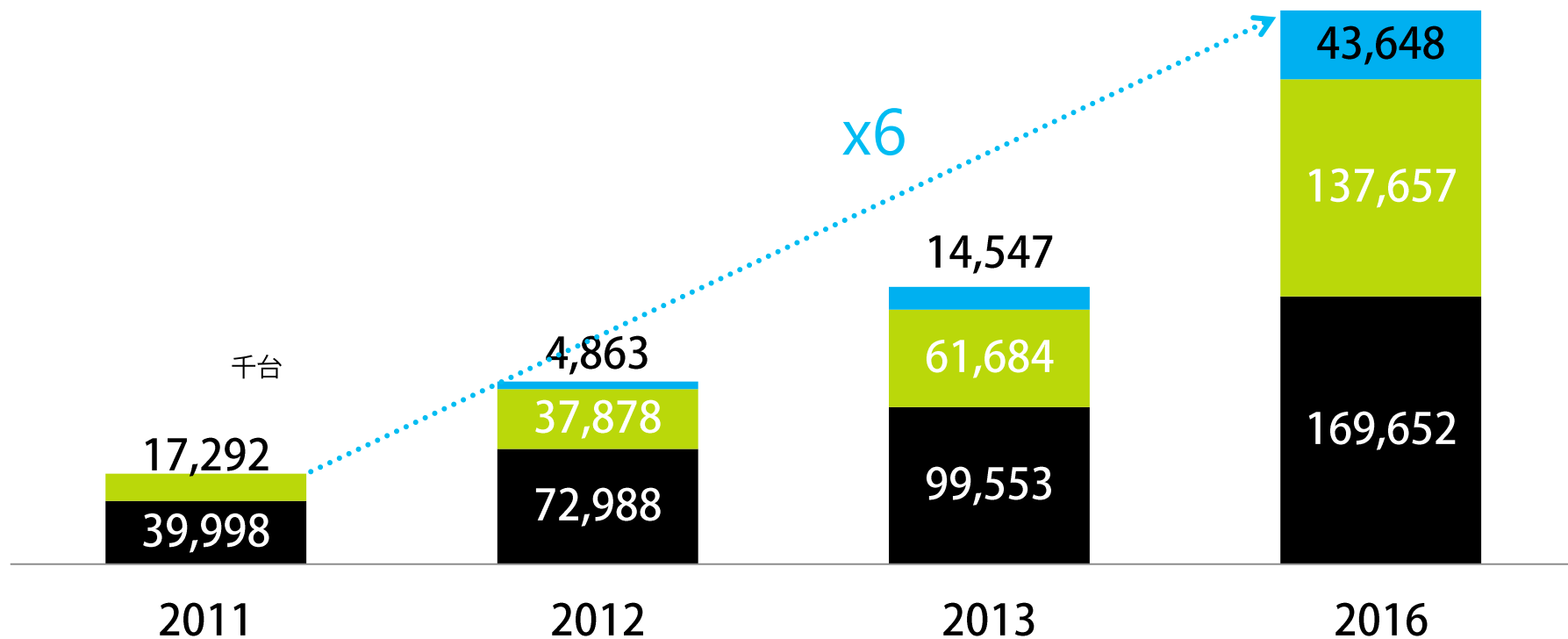


世界タブレット販売台数予測@Gartner (2012年4月10日)

<http://www.itmedia.co.jp/news/articles/1204/11/news023.html>

世界タブレット販売台数予測

■ iOS ■ Android ■ MS



世界タブレット販売台数予測@Gartner (2012年4月10日)

<http://www.itmedia.co.jp/news/articles/1204/11/news023.html>

タブレットの法人への導入

SoftBank

for Business | 法人のお客さま

サービスエリア | ショップ検索 | 災害用伝言板 | サイトマップ | 資料請求/お問い合わせ | 文字サイズ | 大

料金・割引

製品

サービス・ソリューション

導入事例

HOME > 導入事例

導入事例

導入事例、掲載拡大中! 以下は、ほんの一例です。



アイコンを選択すると詳細画面が以下に表示されます。



和光運輸株式会社

ソフトバンクのスマートフォンをベースに
アルコール検出とドライブレコーダーの仕組みを導入

業務効率UP 運輸・運送 1~100名

ご利用サービス: ホワイプラン 事例の詳細はこちら

規模(従業員数)で探す ▼

目的から探す ▶

業種で探す ▶

サービスから探す ▶
会社名から探す ▶

1~100名

従業員数1名~100名の企業様の事例をご紹介します。

101~300名

従業員数101名~300名の企業様の事例をご紹介します。

301~1000名

1001名~

ニュース

2012年10月4日
【導入事例】E.M.I.のマスコミ掲載記事3件を追加掲載しました。

2012年9月28日
【導入事例】マスコミ掲載記事3件を追加掲載しました。

2012年9月14日
【導入事例】E.M.I.のマスコミ掲載記事3件を追加掲載しました。

動画導入事例
[詳細はこちら](#)

PICK UP!
スマートフォン導入事例
[詳細はこちら](#)

マスコミ掲載記事

iPhone、iPad、通信モジュールの導入記事をご紹介します。

規模別アクセスランキング

- 「従業員数 1001名～」トップ5
- 「従業員数 301~1000名」トップ5
- 「従業員数 101~300名」トップ5

導入事例の人気記事を企業規模ごとに上位社までランキングしています。累計期間は2011年6月から8月まで。

のりがえ割

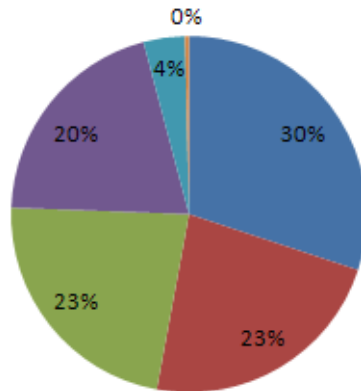
ホワイプラン 基本 毎月 1年間0円!

なぜ会社ケータイはソフトバンクなのか?
2分でわかる
ソフトバンク導入メリット

Side by Side: Apple, Microsoft, Google, Amazon

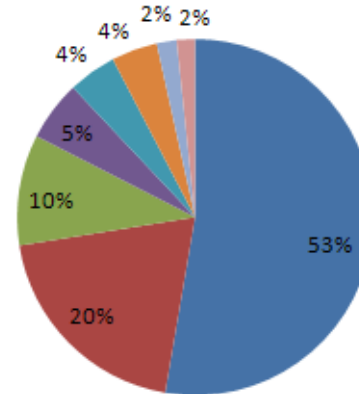
Microsoft (Software)

- Microsoft Business Division
- Server and Tools
- Windows & Windows Live Division
- Entertainment and Devices Division
- Online Services Division
- Unallocated and other



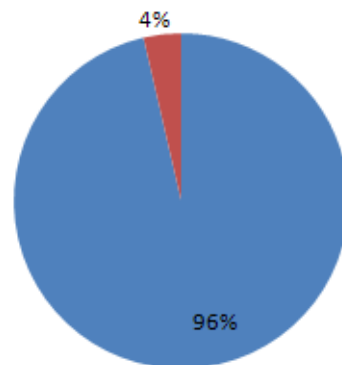
Apple (Hardware)

- iPhone
- iPad
- Mac Portables
- iPod
- Other Music services
- Mac Desktop
- Software
- Peripherals



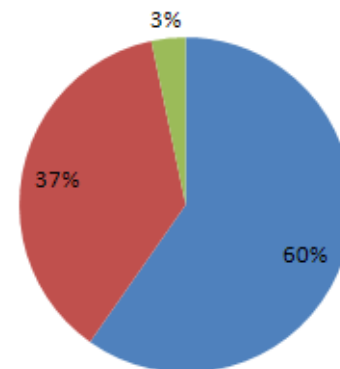
Google (Advertising)

- Advertising
- Other



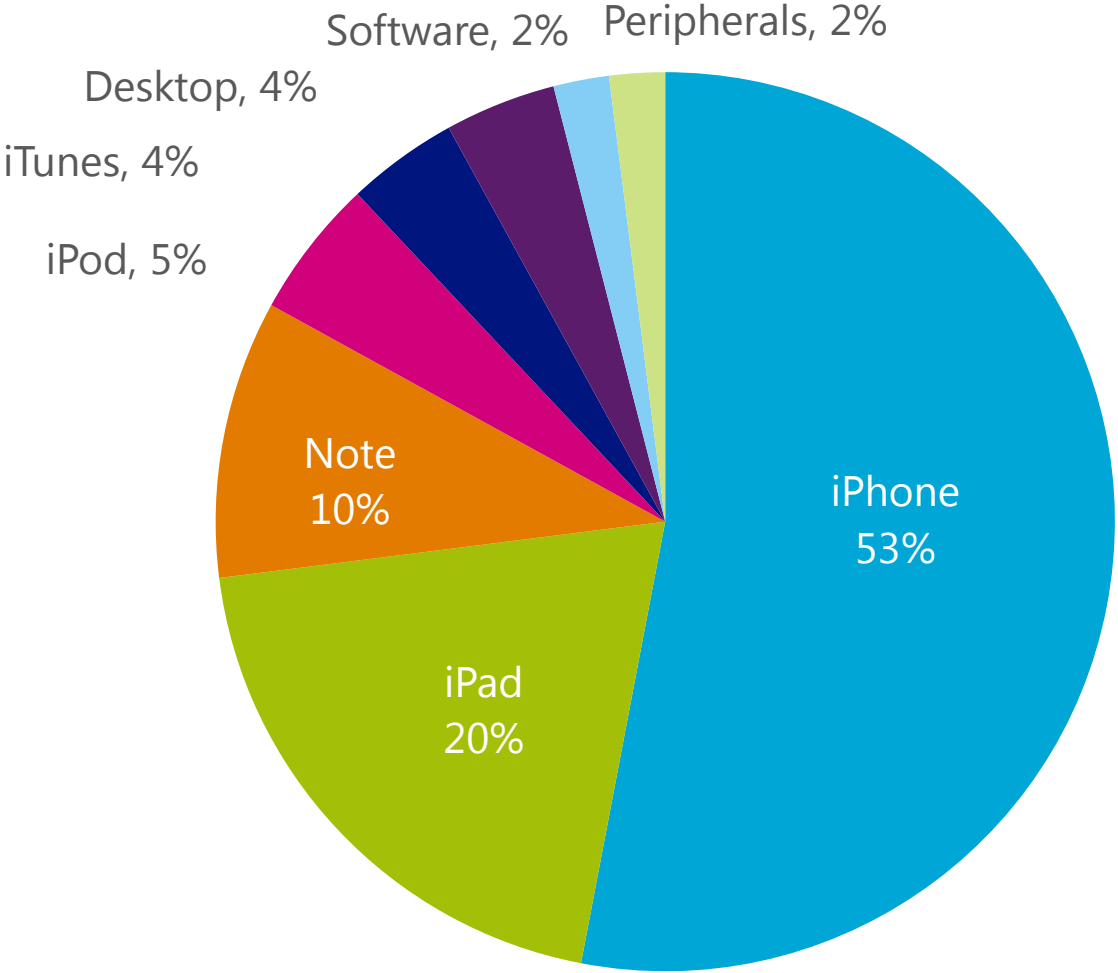
Amazon (Retail)

- Electronics & Merchandise
- Media
- Other



Design by Visualign

Apple



Apple社がFlashについて思うこと



Thoughts on Flash

Apple has a long relationship with Adobe. In fact, we met Adobe's founders when they were in their proverbial garage. Apple was their first big customer, adopting their Postscript language for our new Laserwriter printer. Apple invested in Adobe and owned around 20% of the company for many years. The two companies worked closely together to pioneer desktop publishing and there were many good times. Since that golden era, the companies have grown apart. Apple went through its near death experience, and Adobe was drawn to the corporate market with their Acrobat products. Today the two companies still work together to serve their joint creative customers – Mac users buy around half of Adobe's Creative Suite products – but beyond that there are few joint interests.

I wanted to jot down some of our thoughts on Adobe's Flash products so that customers and critics may better understand why we do not allow Flash on iPhones, iPods and iPads. Adobe has characterized our decision as being primarily business driven – they say we want to protect our App Store – but in reality it is based on technology issues. Adobe claims that we are a closed system, and that Flash is open, but in fact the opposite is true. Let me explain.

First, there's "Open".

Adobe's Flash products are 100% proprietary. They are only available from Adobe, and Adobe has sole authority as to their future enhancement, pricing, etc. While Adobe's Flash products are widely available, this does not mean they are open, since they are controlled entirely by Adobe and available only from Adobe. By almost any definition, Flash is a closed system.

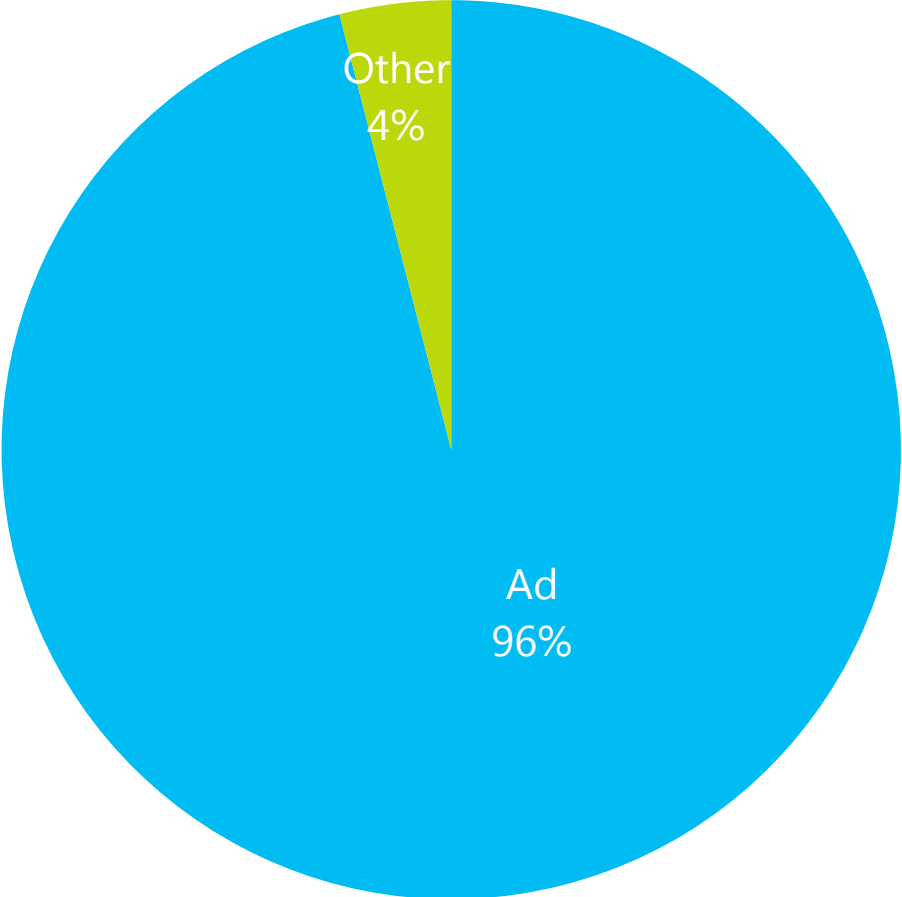
Apple has many proprietary products too. Though the operating system for the iPhone, iPod and iPad is proprietary, we strongly believe that all standards pertaining to the web should be open. Rather than use Flash, Apple has adopted HTML5, CSS and JavaScript – all open standards. Apple's mobile devices all ship with high performance, low power implementations of these open standards. HTML5, the new web standard that has been adopted by Apple, Google and many others, lets web developers create advanced graphics, typography, animations and transitions without relying on third party browser plug-ins (like Flash). HTML5 is completely open and controlled by a standards committee, of which Apple is a member.

Apple even creates open standards for the web. For example, Apple began with a small open source project and created WebKit, a complete open-source HTML5 rendering engine that is the heart of the Safari web browser used in all our products. WebKit has been widely adopted. Google uses it for Android's browser, Palm uses it, Nokia uses it, and RIM (Blackberry) has announced they will use it too. Almost every smartphone web browser other than Microsoft's uses WebKit. By making its WebKit technology open, Apple has set the standard for mobile web browsers.

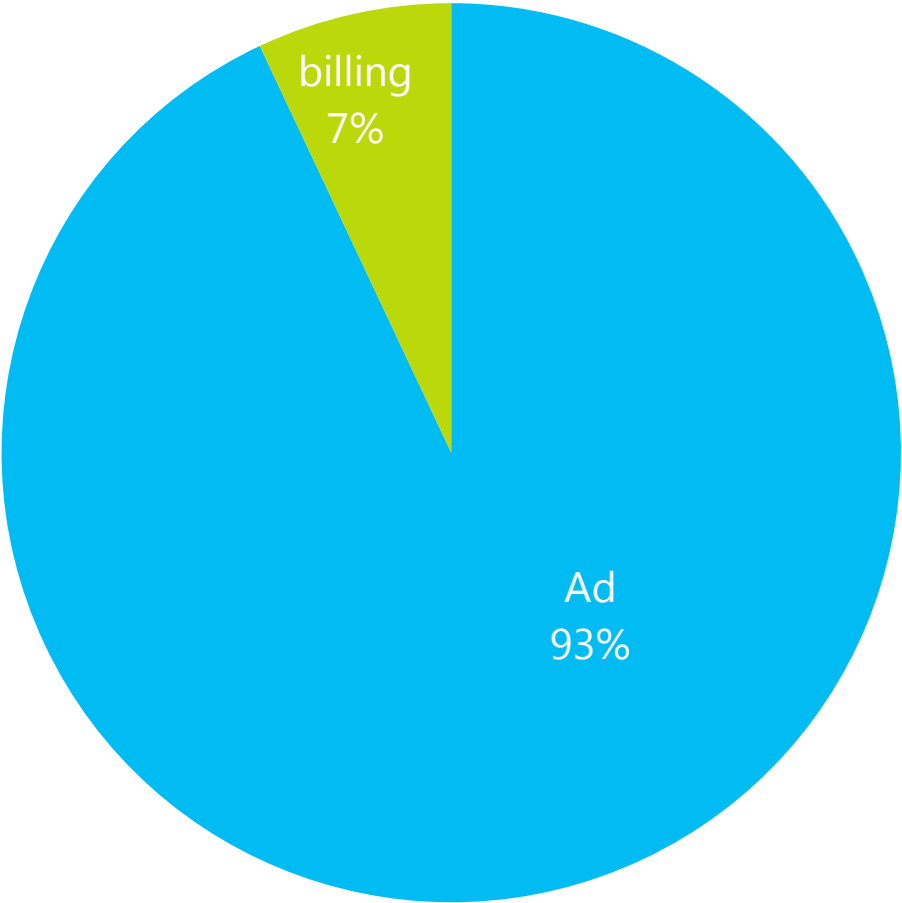
Second, there's the "full web".

Adobe has repeatedly said that Apple mobile devices cannot access "the full web" because 75% of video on the web is in Flash. What they don't say is that almost all this video is also available in a more modern format, H.264, and viewable on iPhones, iPods and iPads. YouTube, with an estimated 40% of the web's video, shines in an app bundled on all Apple mobile devices, with the iPad offering perhaps the best YouTube discovery and viewing experience ever. Add to this video from Vimeo, Netflix, Facebook, ABC, CBS, CNN, MSNBC, Fox News, ESPN, NPR, Time, The New York Times, The Wall Street Journal, Sports

Google



Facebook



ザッカーバーグ発言

SOCIAL

Mark Zuckerberg: Our Biggest Mistake Was Betting Too Much On HTML5

Comment 75

Like 1.4k

Tweet 2,418

Share 437

+1 187

DREW OLANOFF

Tuesday, September 11th, 2012

75 Comments



Today, Mark Zuckerberg revealed that Facebook's mobile strategy relied too much on HTML5, rather than native applications.

Not only was this a big mistake with mobile, but Zuckerberg says that its biggest mistake period was the focus on HTML5. This is the first time that the Facebook CEO has openly admitted this, but things are looking good for the new iOS native app. According to Zuckerberg, people are consuming twice as many feed stories since the update to

the new iOS app, which is great.

The first half year has been a little bit slow on product, but for the next six months I expect a lot of really cool stuff.

This "really cool stuff" will probably have monetization in mind, as it's very clear that **mobile is the path to ad revenue** for the company.

It's extremely difficult for a company to nose-dive into an adoption of a particular set of tools and then quickly change course. I suspect that this is exactly what happened with Facebook and things are at least looking up.

Last year, Facebook's CTO at the time, **Bret Taylor, discussed the future of mobile**, which at the time very much included HTML5. Here's a snippet from that piece, where Taylor discusses the platform:

Does that mean an evolution away from Flash? After all, Flash dominates the market for the types of HTML5 games that Facebook is talking about. "Well it's hard." Taylor said about Flash specifically. When I laughed and



HAVE A TIP, PITCH OR GUEST COLUMN? TELL US.

GREE Recruiting Principles

世界をより良くする情熱を持つ人たちへ

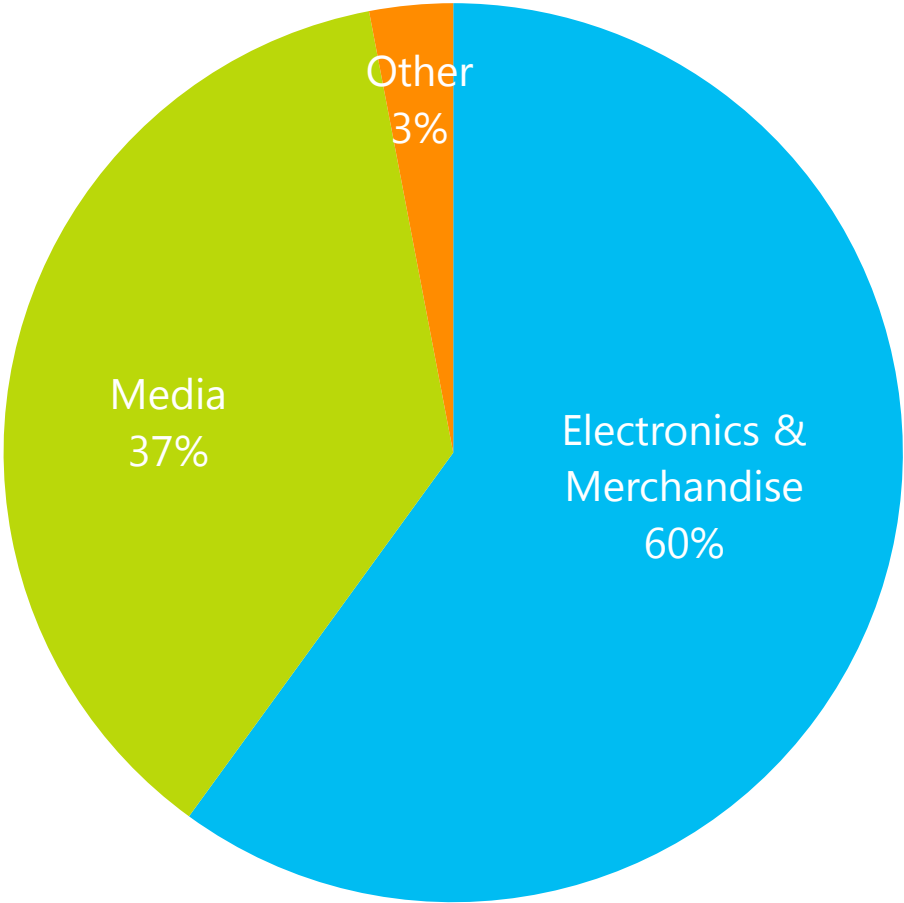


GREE

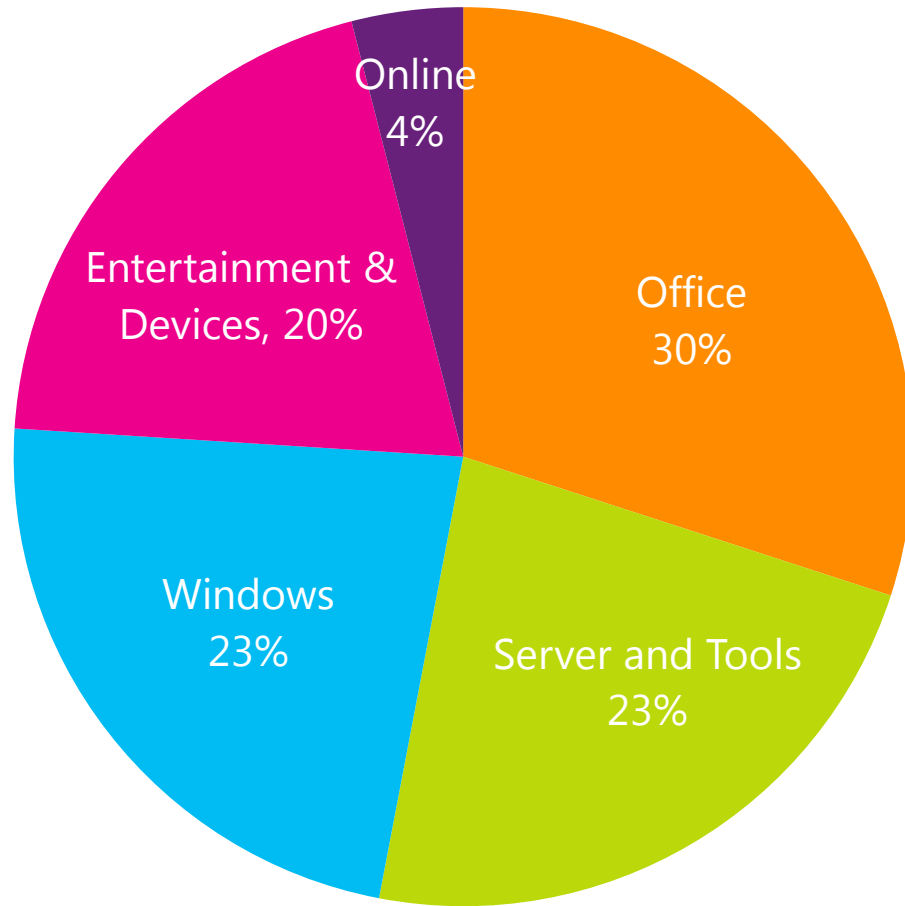
TRENDING



Amazon



Microsoft



Windows 8

Windows 8

 Windows 8

2012. 10. 26

windows.com

Microsoft

Windows 8
10.26 debut

Microsoft

Windows 8

10.26 debut



10.26 debut

Microsoft

Windows 8
10.26 debut

Microsoft

Windows 8 10.26 debut

Microsoft

Windows 8
10.26 debut

Microsoft

Windows 8 10.26 debut

ノートブックコンピュータの
本拠地はこちら





MacCollection

ヤマモリヤマ

Windows 8

Windows 8

衝撃特

9,800 5,888



Windowsの総責任者曰く、

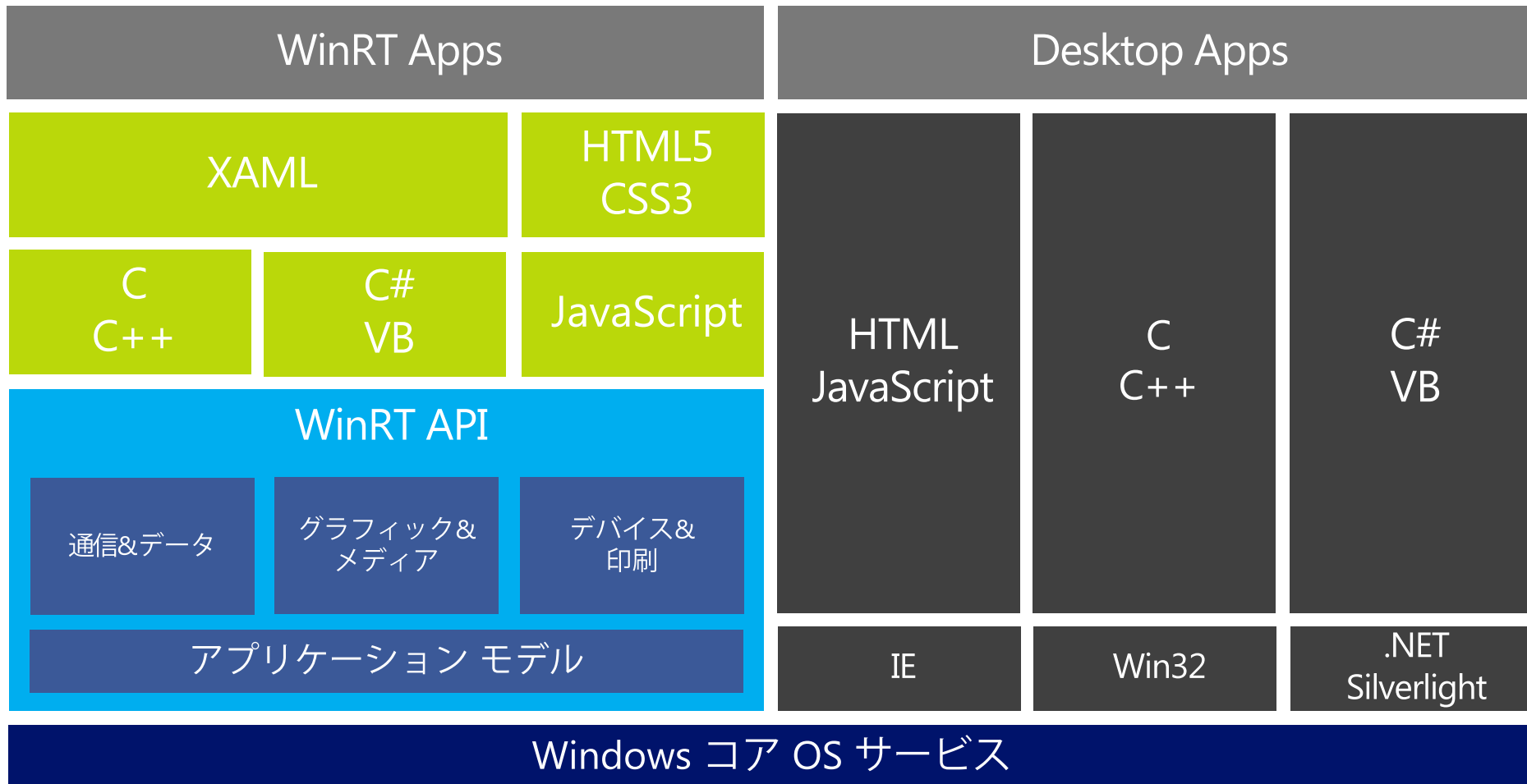
そして2年後、もしその時点でもタッチ機能を搭載しないPCが店頭にあったならば、消費者は画面を触ってみて、「これは壊れているのではないか？」と訝しむようになると思います。

Steven Sinofsky
President

Windows and Windows Live Division



Windows 8とHTML5のカンケイ



Windows ストア

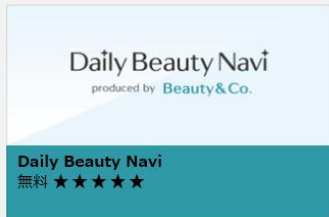
ストア

スポットライト



日本経済新聞 電子版

日本経済新聞 電子版
無料 ★★★★★



Daily Beauty Navi
produced by Beauty&Co.

Daily Beauty Navi
無料 ★★★★★




楽天レシピ

楽天レシピ
無料 ★★★★★



NAVITIME

NAVITIME
無料 ★★★★★



skype™

Skype
無料 ★★★★★



人気トップ (無料)



新着アプリ

ゲーム >



ANGRY BIRDS SPACE

Angry Birds Space
¥400 ★★★★★



FRUIT NINJA

Fruit Ninja
¥400 ★★★★★



Air Soccer Fever

Air Soccer Fever
無料 ★★★★★



© 2012 Microsoft Corporation. All rights reserved. Microsoft, Windows, Windows Vista and other product names are or may be registered trademarks and/or trademarks in the U.S. and/or other countries. The information herein is for informational purposes only and represents the current view of Microsoft Corporation as of the date of this presentation. Because Microsoft must respond to changing market conditions, it should not be interpreted to be a commitment on the part of Microsoft, and Microsoft cannot guarantee the accuracy of any information provided after the date of this presentation. MICROSOFT MAKES NO WARRANTIES, EXPRESS, IMPLIED OR STATUTORY, AS TO THE INFORMATION IN THIS PRESENTATION.