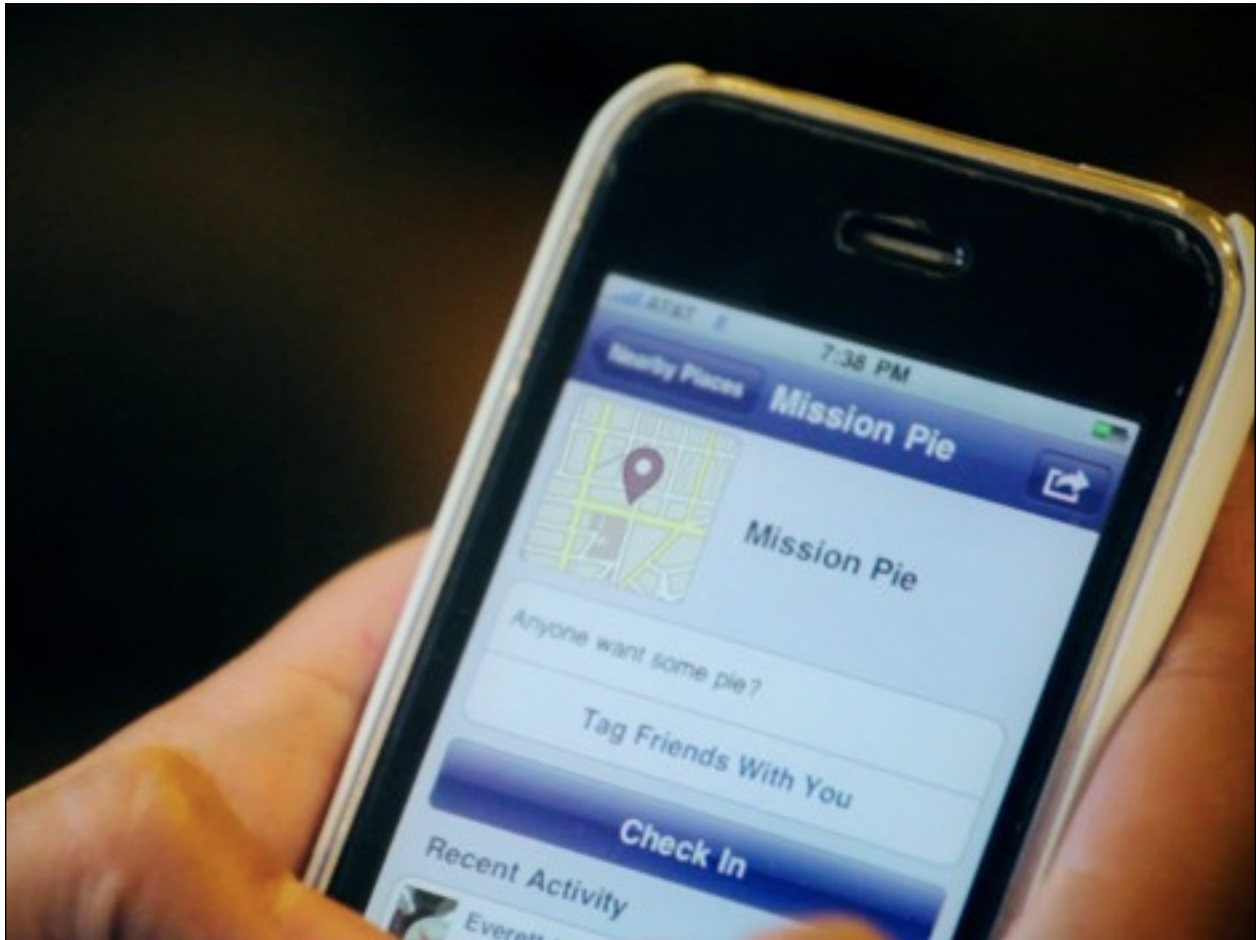


facebook

```
GET /jamesgpearce HTTP/1.0
```

```
{  
  "name": "James Pearce",  
  "company": "Facebook",  
  "role": "Developer Relations",  
  "also_twitter": "@jamespearce"  
}
```



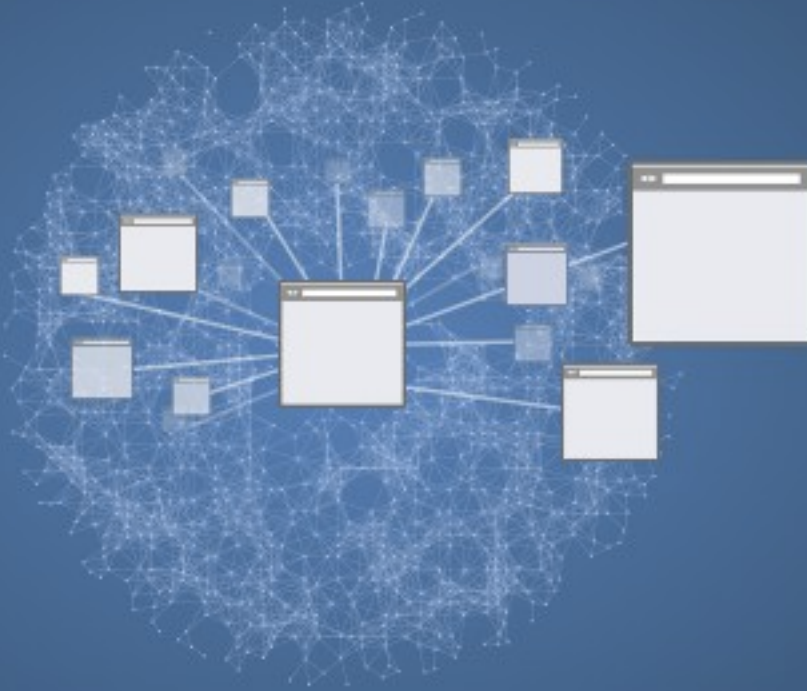




“ A medium that would be innovative, beautiful, disruptive, and with us everywhere... ”

“
... and where everything is social
”





Social Experience

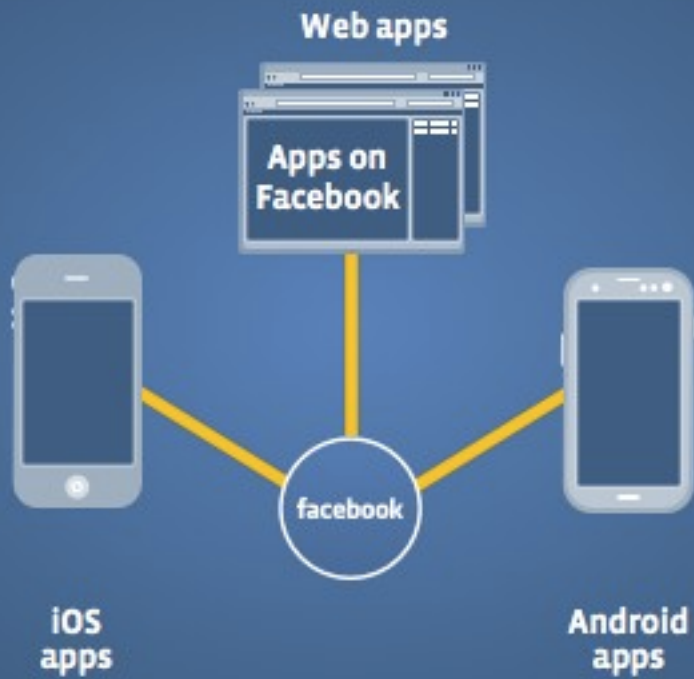


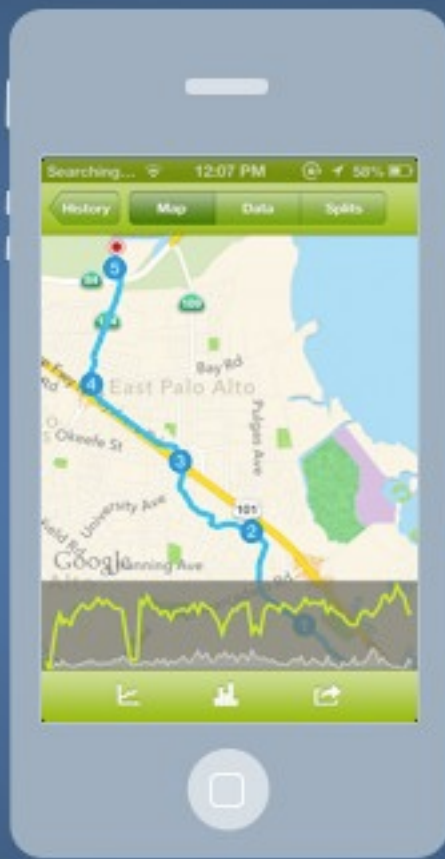
Social Discovery

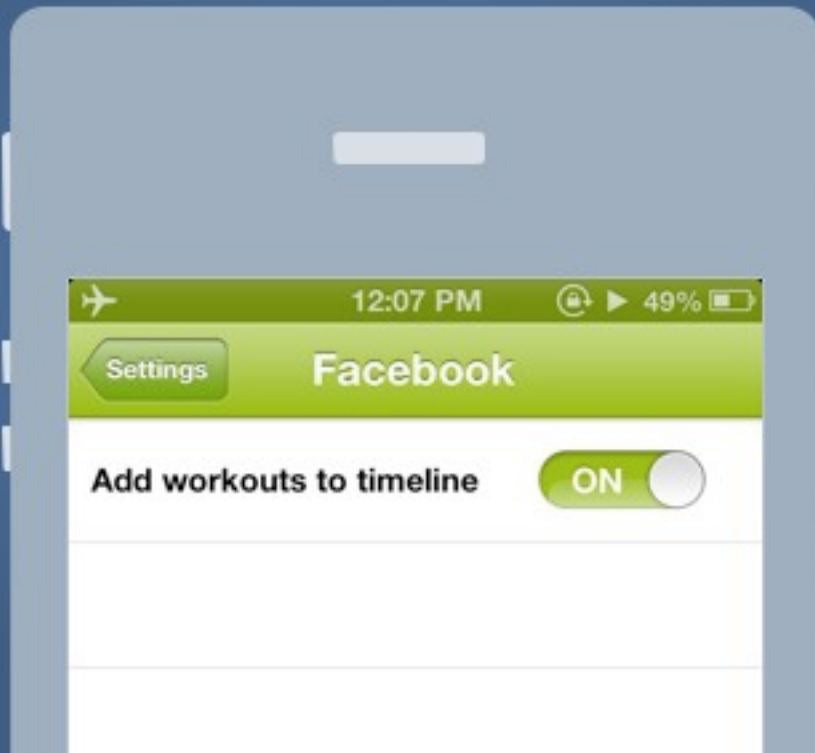
Web apps

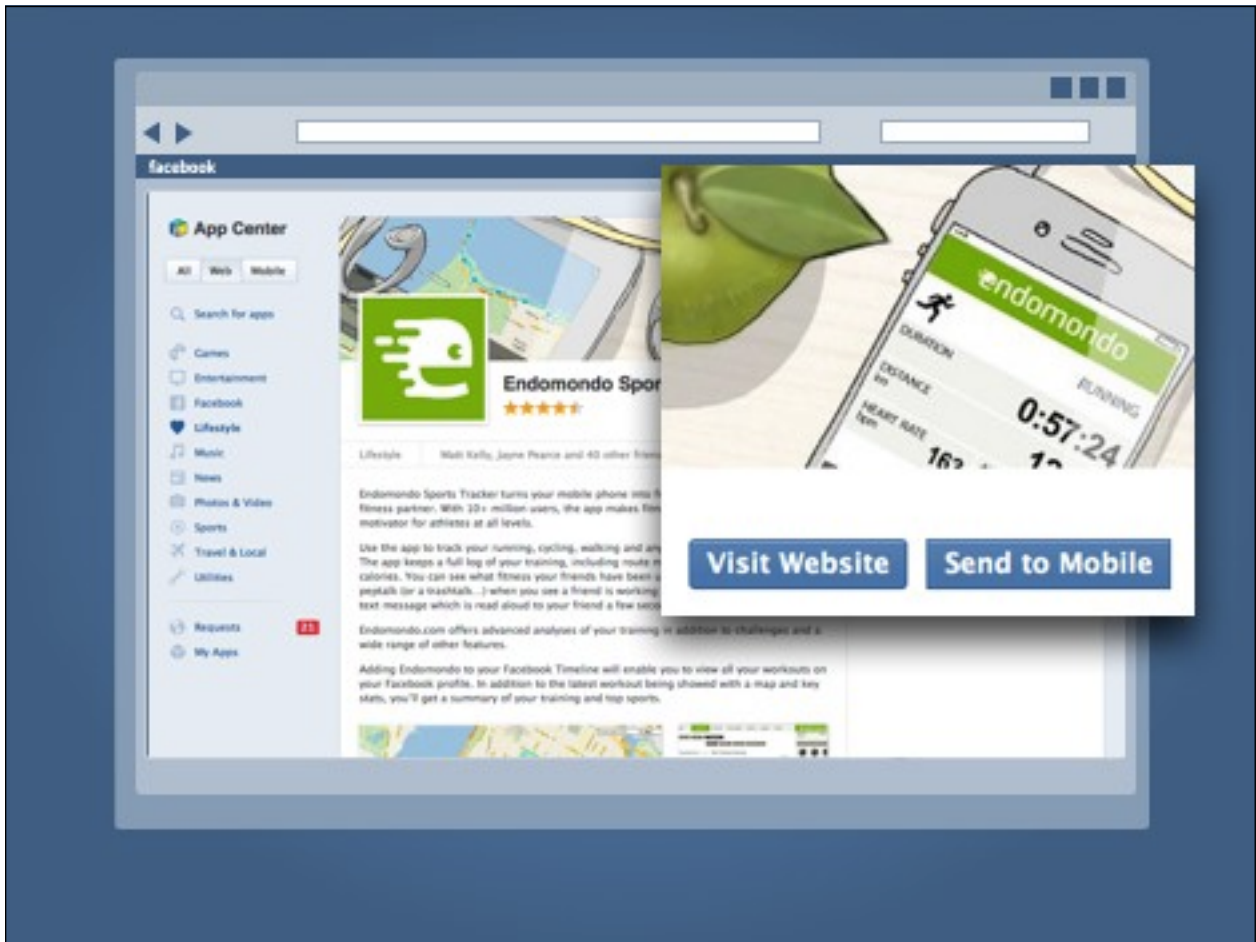
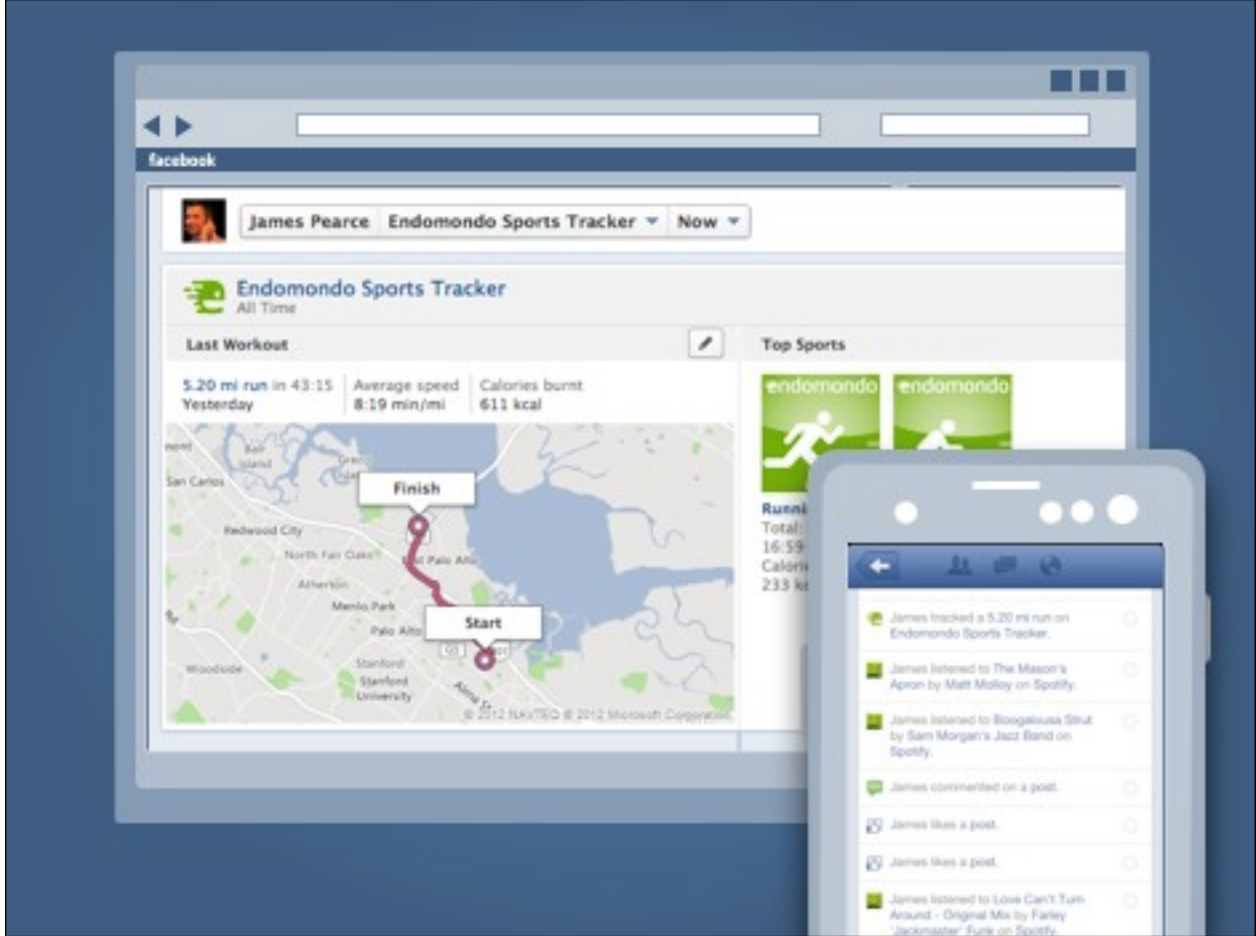


facebook











1B active users

600M mobile active users

iOS

Android

Mobile Web

Desktop Web

on-Facebook



iOS SDK

Android SDK

JS SDK

PHP SDK

Graph API
- REST & JSON

FQL

Dialogs

Feed, Pay,
Requests,
Send,
Friend...

Plugins

Like, Send,
Subscribe,
Comments,
Activity...

Authentication & Permissions -
OAuth 2.0

Open Graph

Places

Events

Photos

Friends

Ads

...

Interest Graph

Likes & Interests

Social Graph

Friends & Subscribers

Identity

Real name, profile pic,
gender, locale

Authentication

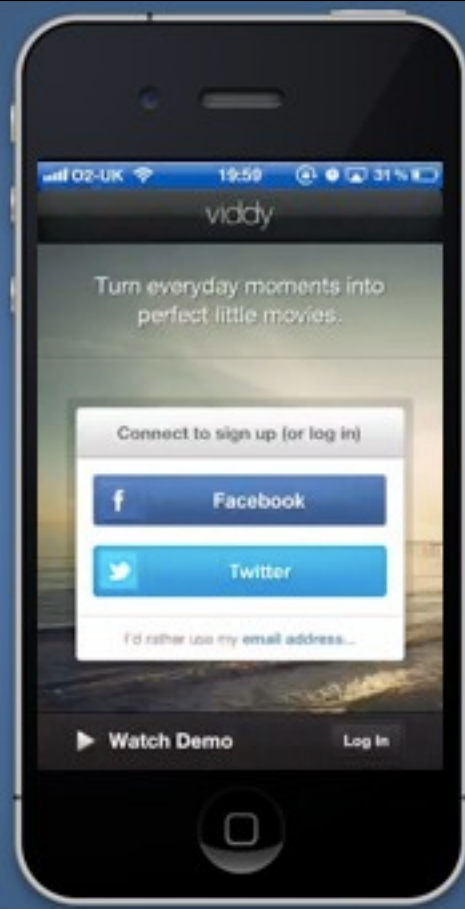
The same user
on every platform

GET https://graph.facebook.com/738229837

```
{
  "id": "738229837",
  "name": "James Pearce",
  "first_name": "James",
  "last_name": "Pearce",
  "hometown": {
    "id": "106078429431815",
    "name": "London, United Kingdom"
  },
  "location": {
    "name": "Palo Alto, California" ...
  }
}
```

GET https://graph.facebook.com/me/checkins

```
{
  "data": [
    {
      "id": "10150835326849838",
      "from": {
        "name": "James Pearce",
        "id": "738229837"
      },
      "message": "Warm and productive in London...",
      "place": {
        "id": "109599872410687",
        "name": "Facebook London" ...
      }
    }
  ]
}
```





OAuth 2.0

oauth.net/2/



```
<div id="fb-root"></div>
```

```
<script>
```

```
  window.fbAsyncInit = function() {FB.init({appId: 'APP_ID'});};
```

```
  (function(d){
```

```
    var js, id='facebook-jssdk',
```

```
        ref=d.getElementsByTagName('script')[0];
```

```
    if (d.getElementById(id)) {return;} 
```

```
    js = d.createElement('script'); js.id = id; js.async = true;
```

```
    js.src = "//connect.facebook.net/en_US/all.js";
```

```
    ref.parentNode.insertBefore(js, ref);
```

```
  })(document);
```

```
</script>
```

```
FB.login(function(response) {  
  if (response.authResponse) {  
    console.log('User authorized. Fetching information');  
  
    FB.api('/me', function(response) {  
      alert('Good to see you, ' + response.name + '!');  
    });  
  
  } else {  
    console.log('User did not authorize');  
  }  
});
```

```
require_once("facebook.php");  
$facebook = new Facebook(array('appId' => 'APP_ID',  
                               'secret' => 'APP_SECRET'));  
  
$loginUrl = $facebook->getLoginUrl(array(  
  'scope' => 'read_stream, friends_likes',  
  'redirect_uri' => 'https://www.myapp.com/after_login.php'  
));  
  
// after_login.php  
$user_profile = $facebook->api('/me');  
echo "Good to see you, " . $user_profile['name'] . "!";
```

```
$facebook->api('/738229837/checkins',  
  'POST',  
  array(  
    'access_token' => $facebook->getAccessToken(),  
    'place' => '109599872410687',  
    'message' => 'Sitting at work',  
    'coordinates' => json_encode(array(  
      ...  
    ))  
  )  
);
```

Social Experience



Social Discovery

Requests & Invites



Feed



Open Graph



App Center



Search



Bookmarks Native Facebook for iPhone



Bookmarks Native Facebook for Android





“
The Web Will Always Win ”

“

Television won't be able to hold on to any market it captures after the first six months. People will soon get tired of staring at a plywood box every night”

Darryl Zanuck, 20th Century Fox, 1946

“

When I'm introspective about the last few years, I think the biggest mistake that we made as a company was betting too much on HTML5 as opposed to native. Because it just wasn't there.”

Mark Zuckerberg



v4
Update-at-will
Reach many devices, quickly
One mobile web codebase



v5
2x faster
2x content consumption
1½ stars to 4 stars in 3 weeks

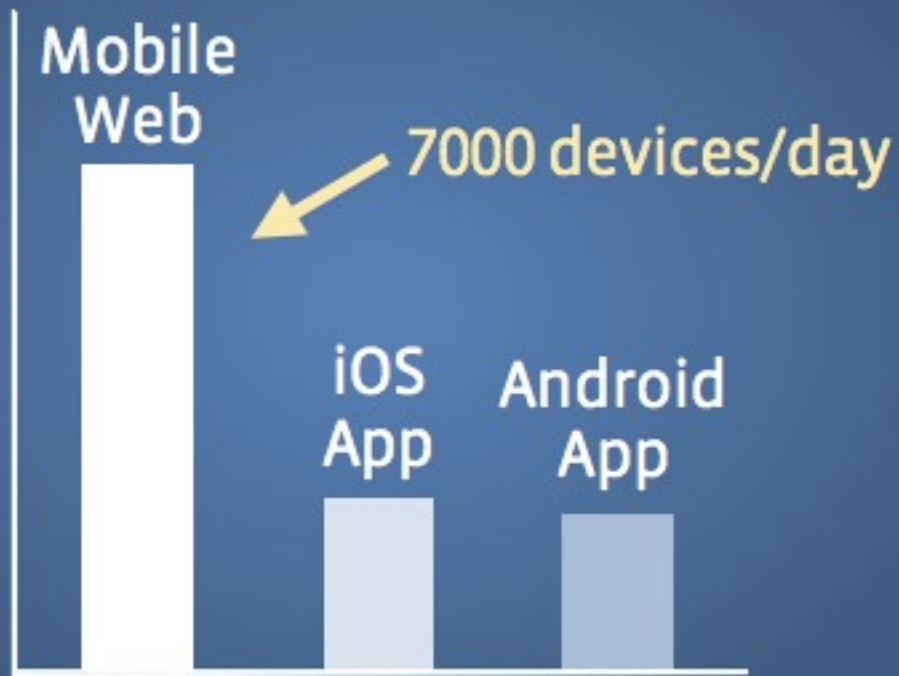
Facebook's challenges are not
everyone's challenges

“

It's not that HTML5 is bad.
I'm actually, in the long-term,
really excited about it.

One of the things that's interesting is
we actually have more people on a
daily basis using Facebook on the
mobile Web than we have using our
iOS or Android apps combined.

”



s/</>



Core Mobile Web Platform

<http://coremob.org>



Agree on core features developers can depend on.

Compile related conformance test suites.

Provide use cases, scenarios, and other inputs to drive successful mobile deployment.



Ringmark

<http://rng.io>

Ring 0



AppCache
Geolocation
Video
Web Storage
Canvas

The minimum developers
should expect from a
mobile browser

Ring 1



Accelerated Canvas
DRM & Multi-track Audio
Fonts, Media Queries
Hashchange
IndexedDB
Touch & Multi-touch
Events
Web Workers

The features needed to build
80% of the top native apps

Ring 2



WebGL
Adaptive Streaming
Web Notifications
Audio API
Web Sockets
Form Validation
SVG

Theoretical feature parity
with native apps



Dolphin Browser for Android



Browserscope | Ringmark | Security | Rich Text | Selectors API | Network | Acid3 | JDBK

Browserscope is a community-driven project for profiling web browsers. The goals are to foster innovation by tracking browser functionality and to be a resource for web developers. Gathering test results from users "in the wild" is the most important and useful feature of Browserscope - and you can participate!

How Does Your Browser Compare?

Use Browserscope for your own tests

Recent tests

Time	Browser	Test	Score
2:18 a.m.	Firefox 35.8.1	jskb	81
2:18 a.m.	Firefox 35.8.1	acid3	100
2:18 a.m.	Firefox 35.8.1	network	13/16
2:16 a.m.	Firefox 35.8.1	selectors	100/96
2:16 a.m.	Firefox 35.8.1	richtext2	878/1388
2:46 a.m.	Firefox 36.8	security	15/17
2:45 a.m.	Firefox 36.8	security	12/17
2:45 a.m.	Firefox 35.8.1	security	15/17
2:33 a.m.	Opera 12.18	jskb	81
2:33 a.m.	Opera 12.18	acid3	100

Ringmark Score Timeline
Click and drag in the plot area to zoom in

Top browsers

name	score	Ring 0	Ring 1	Ring 2	# Tests
Chrome 20	56/90	25/25	16/20	17/25	100
Firefox 14	46/75	24/25	12/17	10/25	53



```
<input  
  type="file"  
  accept="image/*"  
>/>
```



Photo



```
navigator.getUserMedia(  
  {  
    audio: false,  
    video: true  
  },  
  function (stream) {}, // success  
  function () {}       // error  
);  
  
// stream is a LocalMediaStream:  
// use URL.createObjectURL(stream)  
// to bind to <video> src
```

Performance is a Feature



v4



v5

nothing changed
twice as fast
twice as much
content consumed



Capabilities
Performance
Distribution
Monetization



Phone**Gap**

Q: Why PhoneGap?

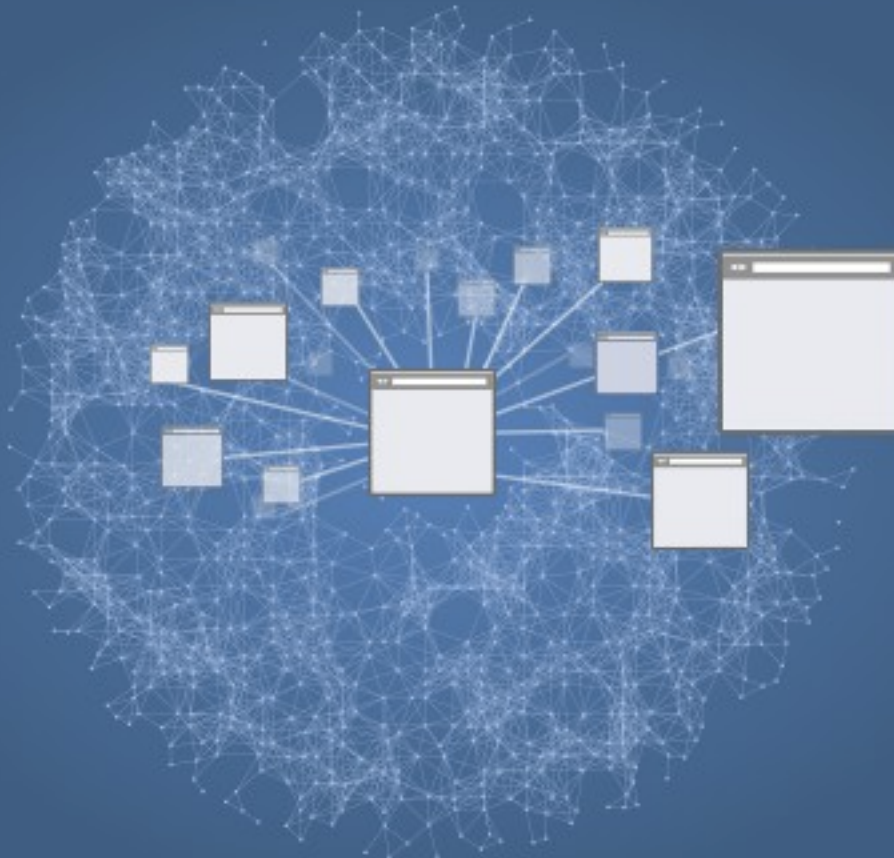
- a) Device APIs?
- b) Push Notifications?
- c) Payments?
- d) To get in the App Store?



PhoneGap

Q: Why ?

- a) To get distribution?
- b) Because your boss said so?





What apps do my friends use?



facebook

• <http://www.flickr.com/photos/chrisangle>