

# *Open Source Web Technology*

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2 June, 2008

# Internet as platform



- Cross platforms
- Cross operating systems
- Cross languages
- Cross geographic area

Open

# What is Web 2.0?



# Definition of Web 2.0



Web 2.0 is the business revolution in the computer industry caused by the move to the Internet as platform, and an attempt to understand the rules for success on that new platform.

*Tim O'Reilly*

...an idea in people's heads rather than a reality. It's actually an idea that the reciprocity between the user and the provider is what's emphasised. In other words, genuine interactivity, if you like, simply because people can upload as well as download.

*Source : Wikikipedia*

# Problems of Web 1.0



- Page view is decreasing from 1.2 page to less than 1 page.
- New contents are not uploaded fast enough to attract viewers.
- One way communication
- Content providers control what you see.
- Viewers have no say.

# Evolution or Revolution?



- Internet bandwidth increases
- Cost of storage drops
- Business drives usage
- User drives needs

# Transformation of Internet



## First Generation

- Sharing of text, images
- Hyper Text Markup Language
- Static and one way
- Dial up at 56KByte

## Second Generation

- Rich Text Architecture
- JavaScript and XML
- Interactive and bidirectional
- ADSL at 1MByte or above

# Web 2.0 standard



- Open Standard
- World Wide Web Consortium
  - <http://www.w3.org/>
- Open Source Initiative
  - <http://opensource.org>



## AJAX - Asynchronous JavaScript and XML

Using JavaScript as programming language and XMLHttpRequest Object.

## Flex

**Flex** is a collection of technologies released by Adobe Systems for the development and deployment of cross platform, rich Internet applications based on the proprietary Adobe Flash platform.

# Advantages of AJAX



- Load data without load the entire page
- Bandwidth and internet traffic
- Separation of data and user interface
- Ajax is open source, there is no licensing or intellectual property issue.

# Web 2.0 and business



- Openness and freedom
- Sharing
- Collaborating
- Interactive with users
- Reduce operating cost
- Increase page view
- Increase stickiness
- Increase income

# Benefits of Web 2.0



- Reduce infrastructure cost
- Reduce running cost
- Reduce content development cost
- Time to the market
- User participation
- Increase business and profit
- Continual refinement

# Google's winning edge



- 150,000 Linux servers around the globe
- Offer free email to attract users sign up
- Search engine to generate advertisement income
- “Long Tail” strategy to penetrate SME advertisement market
- Sharing income with partners
- Developing Google App, Google Phone platform and let more people to join the development.

# What's next?



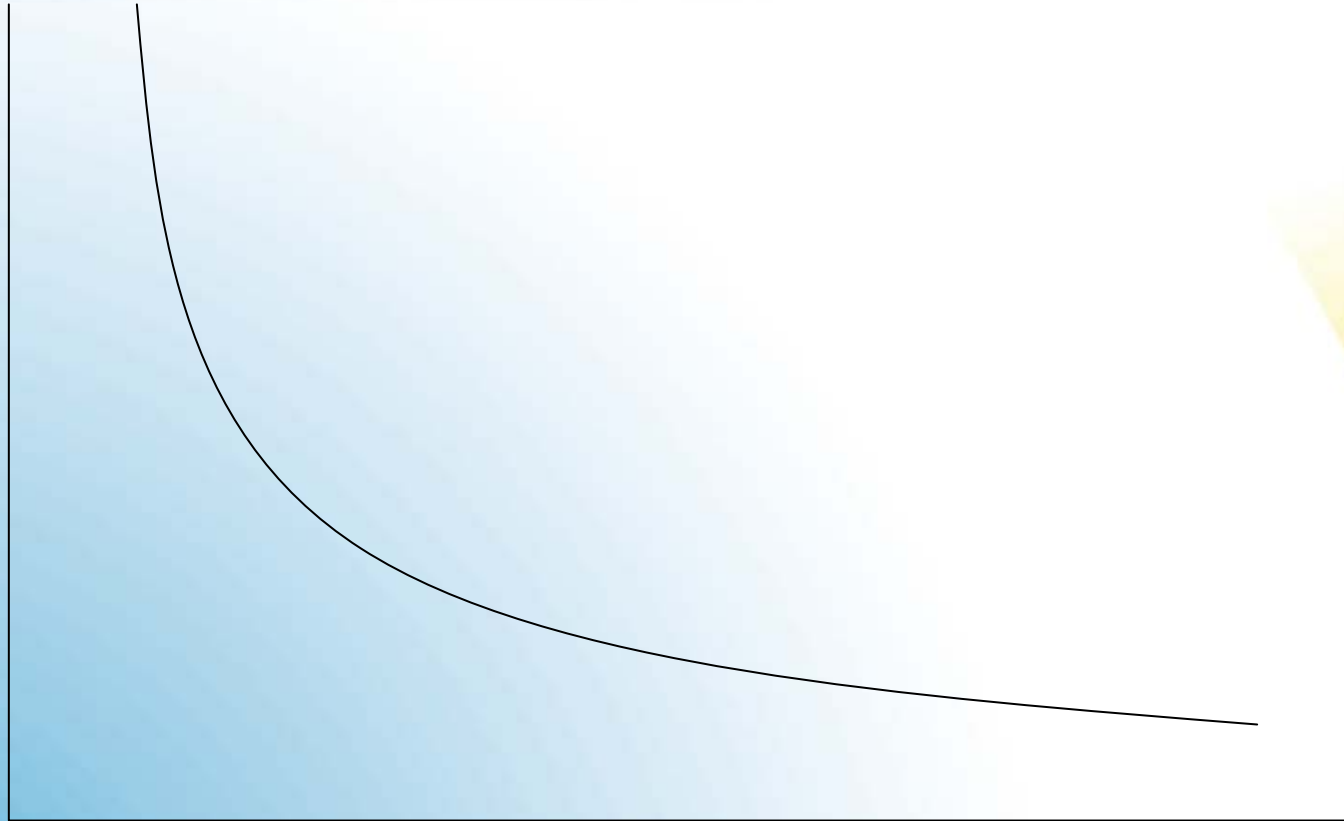
- Web 3.0?
- NGN?
- Mobile 3.0?

Open Source

Thank You!



# Long Tail Strategy



**Pareto principle (80 20 Rule)**