

Google™ 



Chrome Web Store Publisher Forum

Jason Horman, Springpad
YuChiang Cheng, World Golf Tour
Andre Behrens, New York Times

with Seth Ladd, Google
May 10th, 2011



Welcome!

- Google Moderator: <http://j.mp/cws-qa>
- Tweet it up: #io2011 #chrome
- Chat me up: [@sethladd](https://twitter.com/sethladd)



- Apps** ↑
- Education
 - Entertainment
 - Family
 - Games
 - Lifestyle
 - News & weather
 - Productivity
 - Shopping
 - Social & communication
 - Utilities

- Extensions**
- Blogging
 - by Google
 - Developer tools
 - Fun
 - Shopping
 - Sports
 - [More categories](#)

Themes ▶

- Collections**
- Art & Design
 - Books
 - Favorite Paid Apps
 - Food
 - Getting Started
 - Money
 - Music
 - New & Noteworthy
 - Photos
 - Presentation Tools
 - Sports

hootsuite
Social Media Dashboard

Jolicloud The #1 cloud desktop

GILT
For Chrome

New & Noteworthy [All »](#)

Large Document	Cargo Bridge	BeFunky Photo Effects	Cohuman	Beatlab

Featured [All »](#)

Email Game	myeatbox	Love Me Love Me Not	BeFunky Photo Effects	ShopGlider
The Champions 3D	PostPost: Your Real-Time Facebook Newspaper	Childroad Digital Library	WeatherByte	AutoCAD WS

- Favorite Paid Apps** [All »](#)
- LucidChart - Collaborative Diagramming
 - Smartsheet Project Management
 - SparkChess
 - Rdio
 - Bert and Ernie: What's Cooking?
 - Notebox - Design feedback tool
 - Wordico
 - Creately - Online Diagramming
 - Color & Draw for kids
 - MathBoard

- Staff Picks** [All »](#)
- The Fancy Pants Adventure: World 2

Chrome is a platform
120+ million active
users strong

The apps are in the Chrome Web Store

Chrome Web Store
users use Chrome

springpad 

From site to app:
What is a web app?



WORLD GOLF TOUR™

Chrome Web Store
advantages:
Why publish to CWS?

The New York Times

Building an HTML5 web app:
How to build an app

But you didn't come to listen to me...

Springpad

Jason Horman
Chief Architect

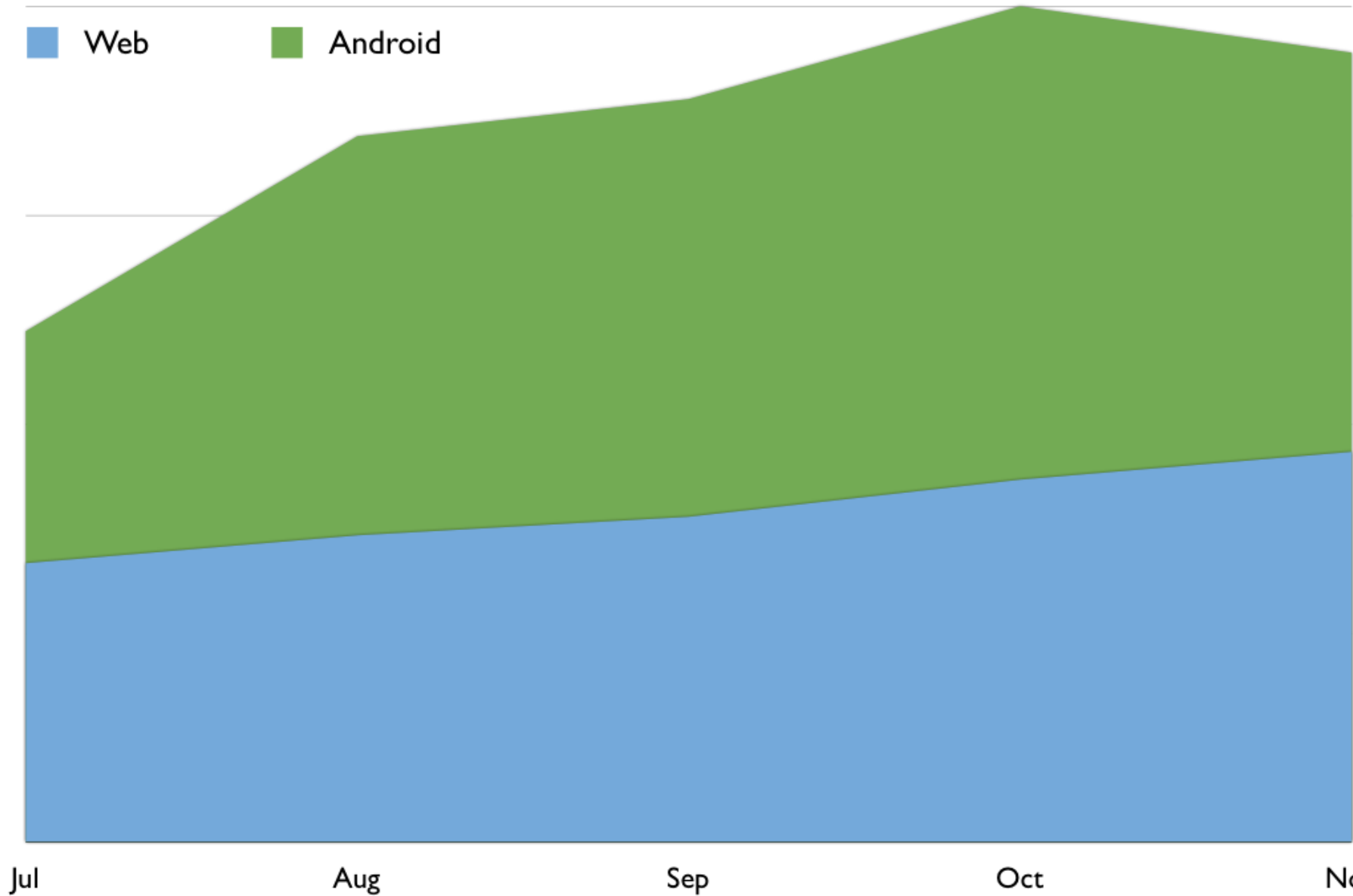
The Springpad web app



The problem (the web "site")

The old web site engagement

Monthly Usage by Client



The old web site design

The screenshot shows the Springpad website interface. The browser address bar displays 'springpadit.com/home/'. The navigation bar includes 'springpad', 'My Stuff', 'Friends Stuff', and 'Apps'. The user profile 'LaurenSleeper' is visible in the top right corner. The main content area is titled 'My Recipes' and features a search bar with the placeholder text 'add a recipe name or link' and a 'Create Recipe' button. Below the search bar, there are filters and a 'Sort Results' dropdown set to 'Added'. The recipe grid displays 16 items, including 'Easy Chocolate Mousse, Three Ways', 'Asian Shrimp, Pineapple, and Peanut', 'Steak With Golden Zucchini', 'Dark Chocolate Cake I - All Recipes', 'Chocolate Almond, and Banana Parfaits', 'Fresh Basil Pesto Recipe | Simply', 'Herb-Roasted Eggplant with', and 'Grilled Spice-Rubbed Skirt Steak'. The right sidebar contains a search bar, a 'Home' button, and sections for 'MY STUFF' (Product (23), Recipe (18), Album (13), Business (9), Restaurant (8)), 'MY PLANS' (Task (4), Event (2), Alarm (0), Task List (0)), 'MY LISTS' (Books I want to read (4)), and 'MY SAVED SEARCHES'. A 'Spring it!' button is located at the bottom of the sidebar.

Annotations on the right side of the image:

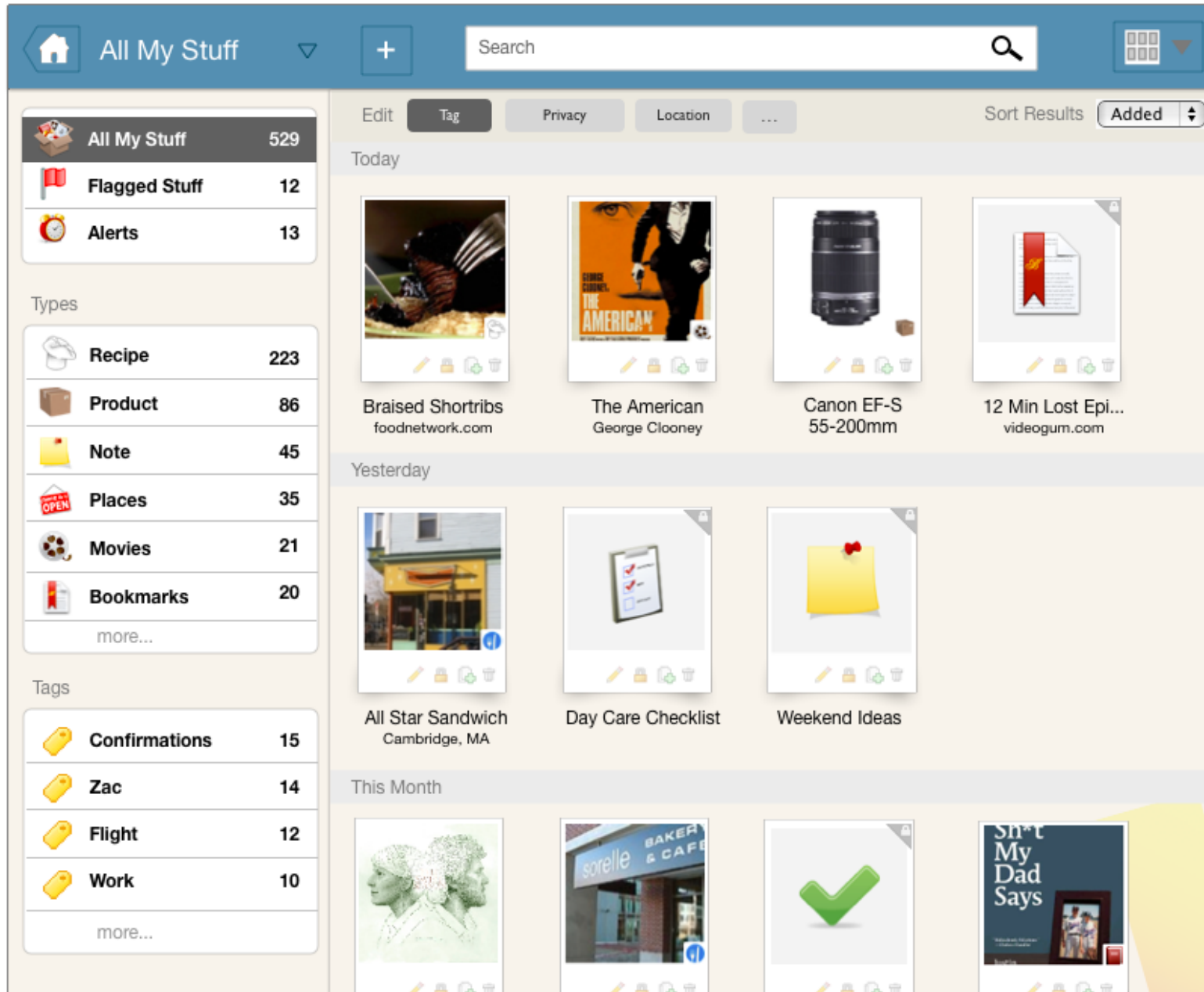
- Extraneous Information:** A red arrow points to the user profile information (jjchow, 866 items, 108 followers) in the sidebar.
- Fixed Width:** A red double-headed arrow indicates the fixed width of the sidebar.
- Navigation not persistent:** A red arrow points to the 'Task List (0)' in the 'MY PLANS' section.

From site to app

We had a frame of reference: Mobile



Step 1: Create new navigation



The screenshot displays the Springpad application interface. At the top, there is a navigation bar with a home icon, the text "All My Stuff", a plus sign, a search bar, and a grid icon. Below the navigation bar, the main content area is organized into sections based on time: "Today", "Yesterday", and "This Month". Each section contains several items, each represented by a thumbnail image and a title. The items are categorized into "All My Stuff", "Flagged Stuff", and "Alerts". The "All My Stuff" section is further divided into "Types" (Recipe, Product, Note, Places, Movies, Bookmarks) and "Tags" (Confirmations, Zac, Flight, Work). The "Today" section includes items like "Braised Shortribs", "The American", "Canon EF-S 55-200mm", and "12 Min Lost Epi...". The "Yesterday" section includes "All Star Sandwich", "Day Care Checklist", and "Weekend Ideas". The "This Month" section includes "sorelle BAKER & CAFE", a green checkmark, and "Sh*t My Dad Says".

All My Stuff 529

Flagged Stuff 12

Alerts 13

Types

- Recipe** 223
- Product** 86
- Note** 45
- Places** 35
- Movies** 21
- Bookmarks** 20

more...

Tags

- Confirmations** 15
- Zac** 14
- Flight** 12
- Work** 10

more...

Today

- Braised Shortribs
foodnetwork.com
- The American
George Clooney
- Canon EF-S 55-200mm
- 12 Min Lost Epi...
videogum.com

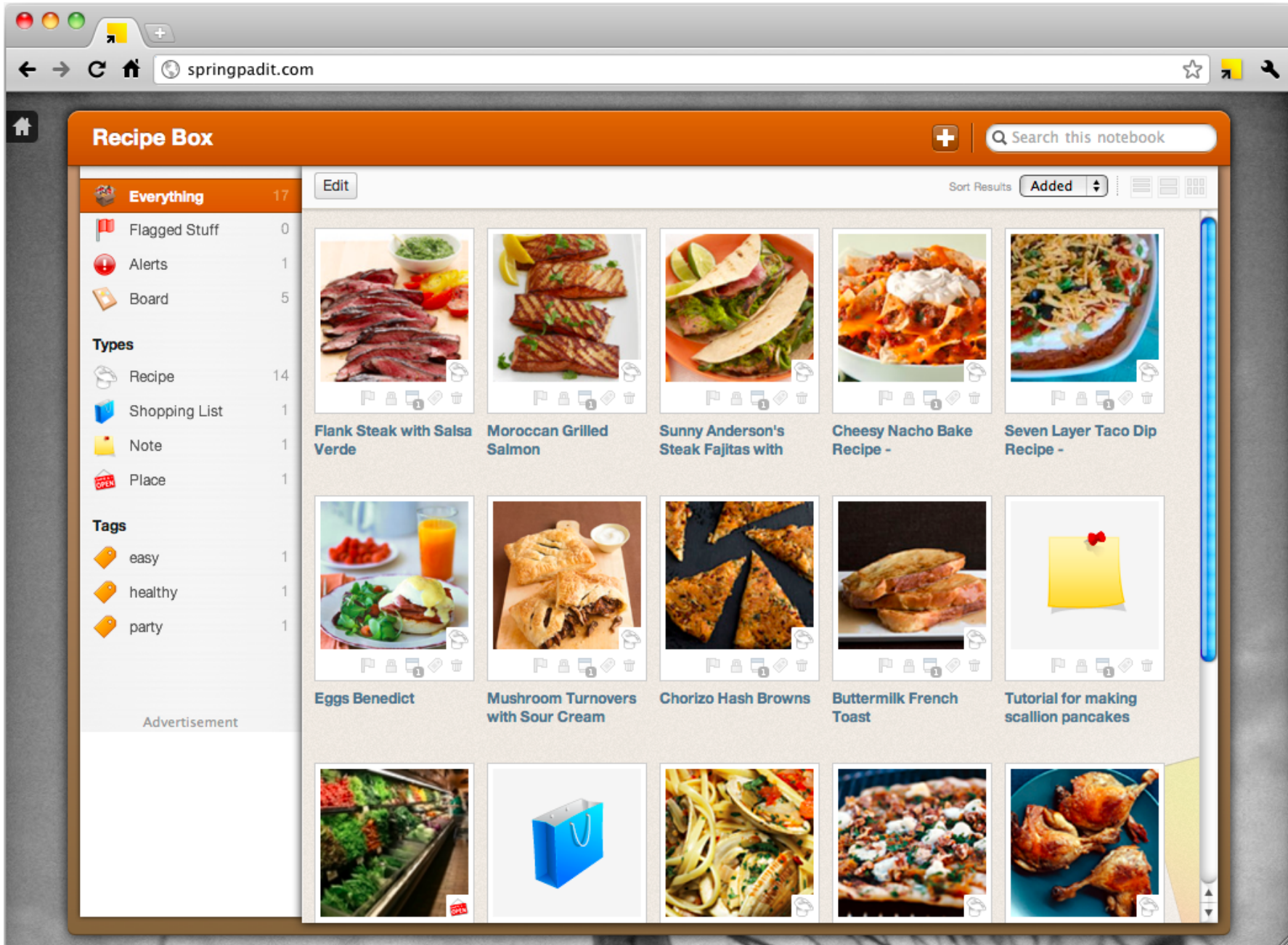
Yesterday

- All Star Sandwich
Cambridge, MA
- Day Care Checklist
- Weekend Ideas

This Month

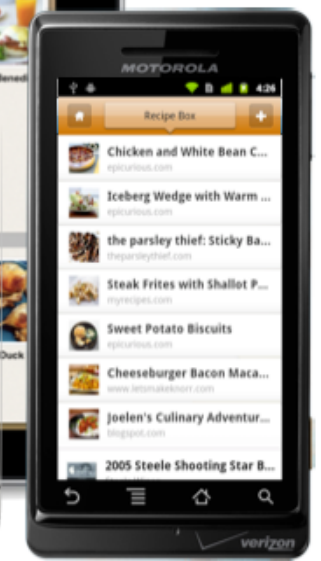
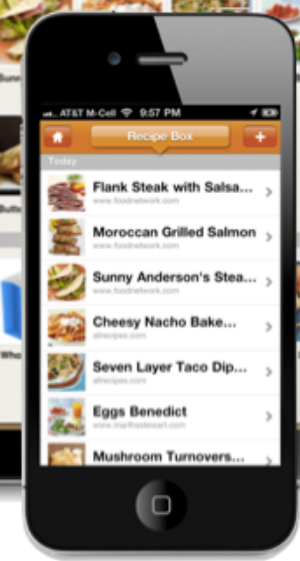
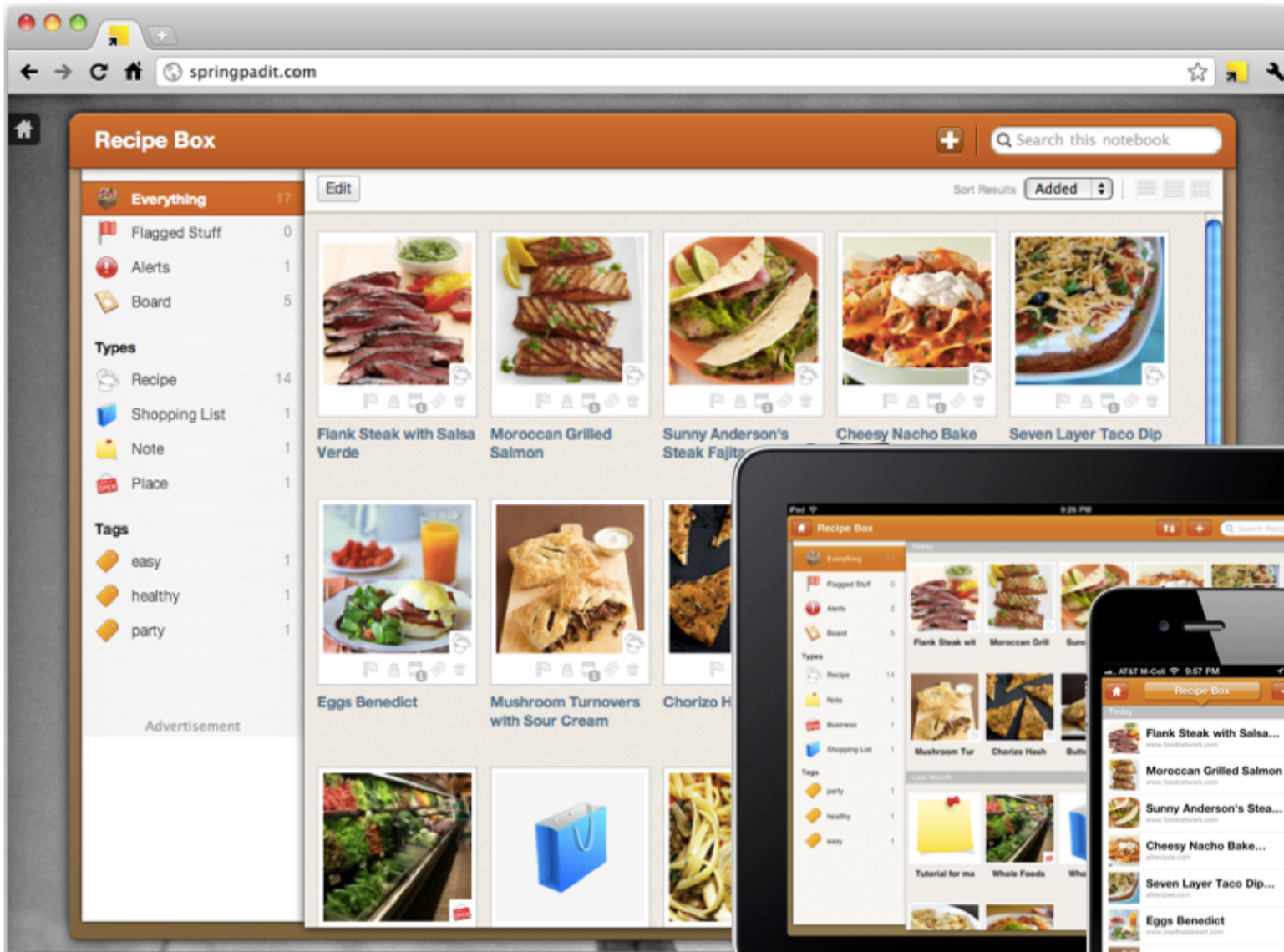
- sorelle BAKER & CAFE
- Sh*t My Dad Says

Step 2: Polish the UI, add HTML5





Consistent cross-platform experience

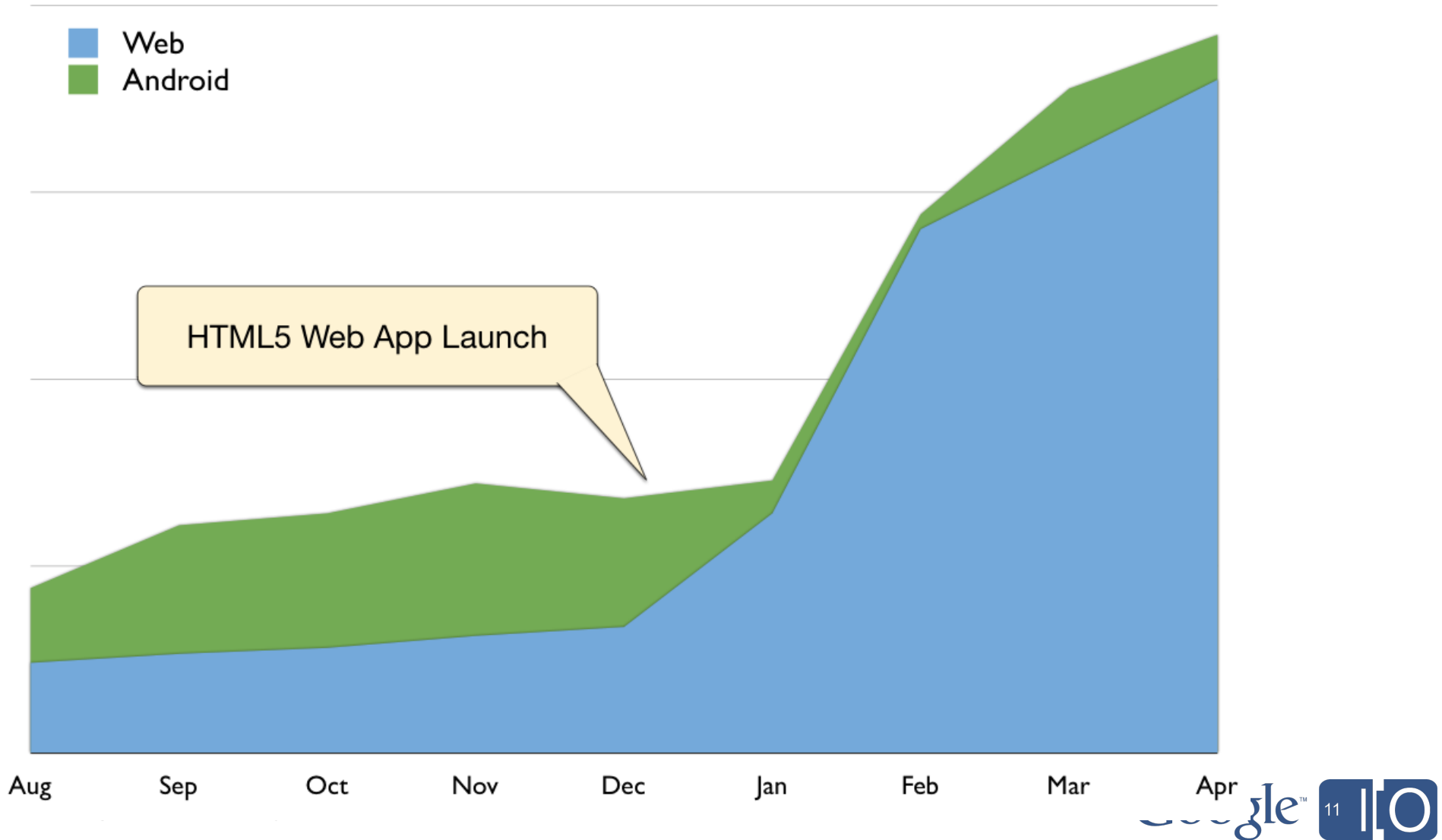


How did we do?

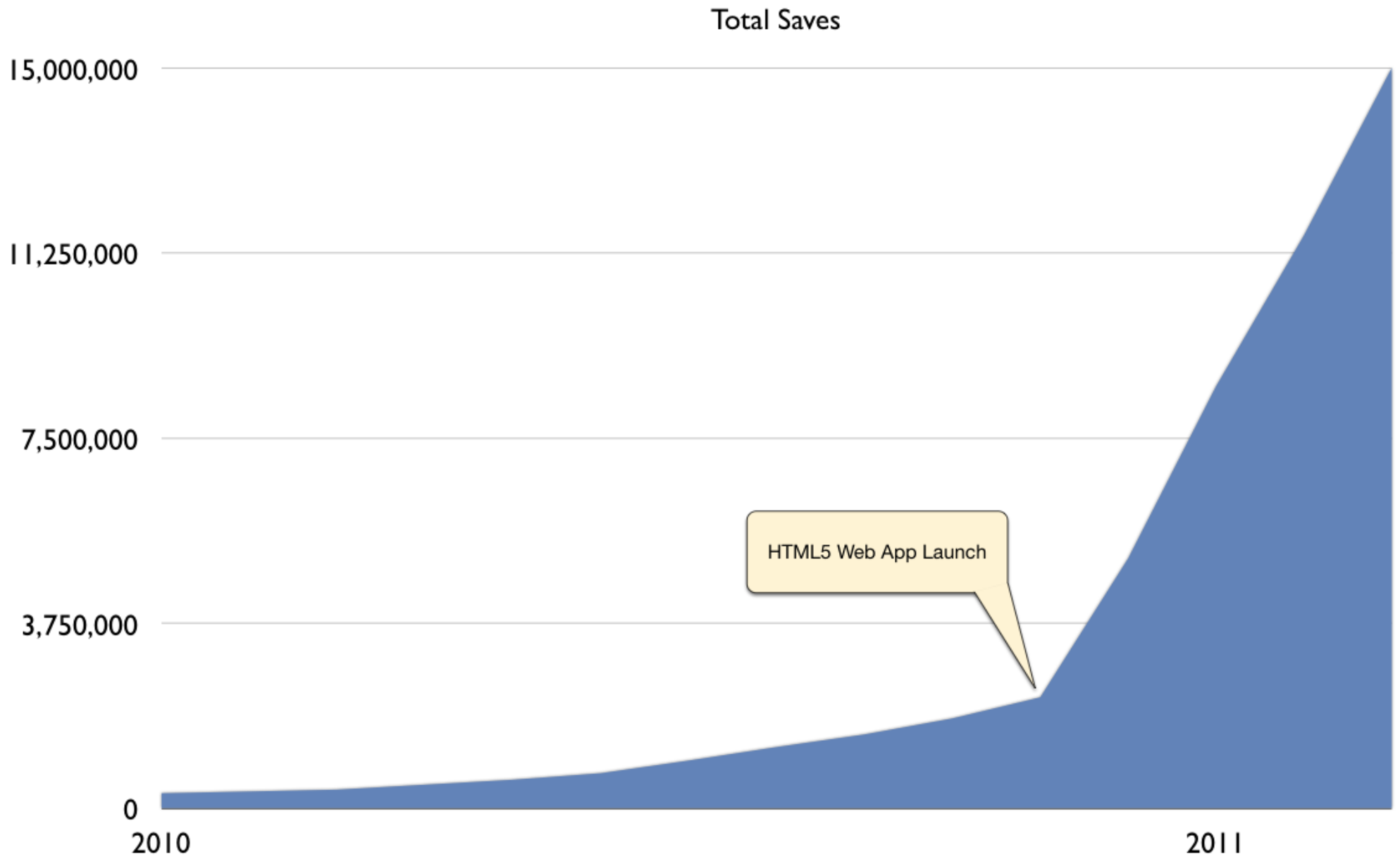
Success!

Post-launch, new and existing users grew

Monthly Usage by Client



Saves Increased!



Success!

- Doubled web user base in 3 months after launch
- 5x number of saves
- Web makes up 50% of our daily access
- Chrome users spend an avg of 30/min/day

“All I can say is it is the best, I don't know how I would ever live without it!!”

User review from Chrome Web Store

“**Wow...** this is the ONE organizational tool I have been looking for all my life.”

User review from Chrome Web Store

“Absolutely fantastic. ... Perfect.”

User review from Chrome Web Store

Web sites and apps

- Productivity people are app focused
- Web applications should be FAST
- Layout
- Task oriented (vs browse oriented)
- Apps imply additional, desktop life features.
 - Offline, notifications, background processing
- People now want Apps

App stores

- Where do you get these apps
- Provides focused, curated browse and search
- For companies, they provide a new channel to reach users.
- Enhanced permissions

Announcing today

- Announcing **Springpad Offline** today
- Productivity = speed = offline storage
- Based on Web SQL
 - We needed the power of SQL
- Based on Android (both SQLite)
- Reduces our server load by 30-40%

Conclusion

- We converted to an Web App
- Multimodal world
- Consistent UX key
- HTML5 makes it possible today
- springpadit.com
- @jhorman



World Golf Tour

YuChiang Cheng
Co-Founder and CEO

Leading the way to **CHANGE**
how sports fans engage
with their **PASSION**

triggers0202 555.10
L12 8,802
MENU FRIENDS (0) INVITES (0)

WGT beta 8 MPH 167 YDS
v 1.66.04 CHALLENGE 9



FULL 3 Iron 180 YDS WGT STARTERS WGT TOUR-GI-SD BALLS HITS

About World Golf Tour



COMPANY

- Sports social gaming startup in San Francisco
- Bringing HD console gaming to the web for free
- Blurring the line between gaming and media websites
- Free to play - Premium upgrade business model
- Providing games as an ongoing dynamic service
- Most of our players consider themselves non-gamers
- All of our players are passionate sports fans
- 3 million registered players
- Over 100 million rounds of virtual golf and growing
- 3rd largest golf website in the world

PLAY NOW

SIGN UP NOW
Available to members of WGT

REGISTER IN

First Name
Last Name
Email Address
Password
Confirm Password
Registration Fee

GO

ENTER TOURNAMENTS TO WIN CASH & PRIZES



PRO SHOP BETA

- CLUBS
 - BRANDS
- Drivers
 - Fairway Woods / Hybrids
 - Iron Sets
 - Wedges
 - Putter
 - Stays**



BETA SPECIAL! UPGRADE YOUR DRIVER FOR 100 CREDITS
More clubs and items will be added, stay tuned!

PING
G10 Drivers
Available Now!



LEARN MORE

TaylorMade
Burner Clubs
Available Now!



LEARN MORE

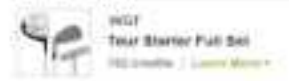
WGT
CREDITS
WORLD GOLF TOUR



LEARN MORE

FEATURED ITEMS

WGT
Tour Starter Full Set
100 credits / [Learn More](#)



TaylorMade
Burner 10.5" Driver
800 credits / [Learn More](#)



PING



WGT



About World Golf Tour



GOLF GAME

- Free online golf game -- no downloads
- Virtual item and sports sponsorship revenue model
- Photo-realistic HD virtual reality experience
- Dozen of the world's top golf courses
- Single, multi-player and tournament options
- Official host of virtual U.S. Open and British Open
- Over 30 minutes average game time!

Behind the scenes







GROUPS	NAME	POINTS	DOT COLOR	LINE COLOR	LOCK	SHOW
1	Fairway (Front)	18 pts	00FF00	00CC00	<input type="checkbox"/>	<input type="checkbox"/>
2	Fairway (B...	24 pts	00FF00	00CC00	<input type="checkbox"/>	<input type="checkbox"/>
3	Sandtrap 1	13 pts	CC0085	CC0086	<input type="checkbox"/>	<input type="checkbox"/>
4	Sandtrap 2	11 pts	CC0085	CC0086	<input type="checkbox"/>	<input type="checkbox"/>
5						

EDIT POINTS

SELECTED POINT: P06

X: 45.3920 Y: 293.6303 Z: 32.9842 D: 340.1203

UNLOCKED

MODE: LINES DOTS

SNAP: TERRAIN GRID

DISTANCE TO: END

SHOW: POINTS LINES



C NELSON

MENU

FRIENDS

MESSAGES



WGT

7 MPH

1218 YDS

USGA® HOLE 17

8 FT
221 YD

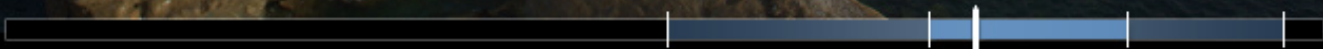
WGT TOUR STARTERS

FULL



3 IRON

215
YDS



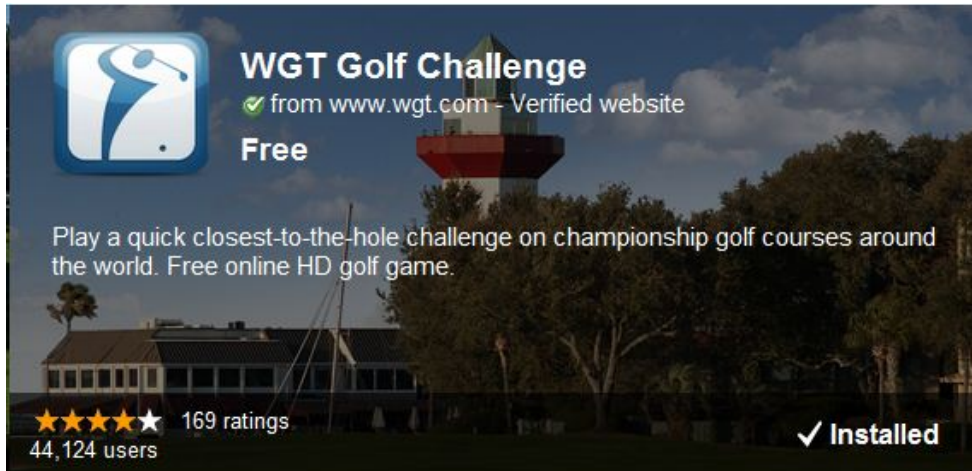
↑ ZOOM

WGT and the Chrome Web Store

What WGT was looking for...

- Alternate channels of traffic
- Less dependence on Facebook
- Customers with Higher LTV (Lifetime Value)
- Removing in-game payment friction to increase conversions
- Trackable online advertising (AdWords/Analytics)

WGT games in Chrome Web Store



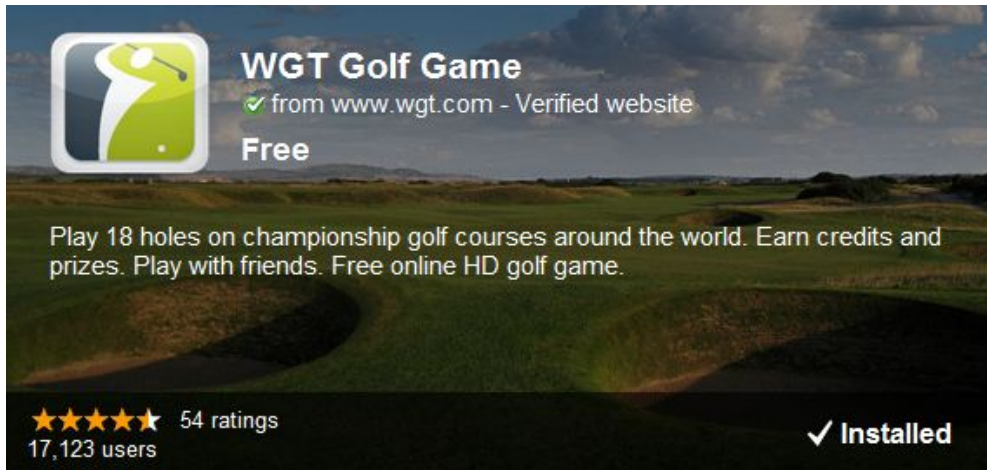
WGT Golf Challenge

- 9 great shots on a famous course that changes monthly
- #1 Sports Game in Chrome Web Store
- 4 out of 5 star ratings...

anonymous Dec 22, 2010 [Mark as spam](#)
SMASHING! THE MOST ADDICTIVE APP TO HIT THE UK
5 out of 5 people found this review helpful.

anonymous Dec 11, 2010 [Mark as spam](#)
Sorry, but 5 Stars is not enough for this game. My son has been playing for the last 9 hours and it has made me actually a video gamer. Is there a 12 step group for WGT?
4 out of 6 people found this review helpful.

WGT games in Chrome Web Store



WGT Golf Game

- Full 18 holes of golf on a dozen famous courses
- #3 sports game in Chrome Web Store
- 4.5 out of 5 star ratings...

anonymous Mar 11, 2011 [Mark as spam](#)

If you want cheap looking and unrealistic golf this is NOT the game for you. WGT has great graphics, good challenges, and a great community. Also, it's free.

3 out of 4 people found this review helpful.

coolswing Mar 21, 2011 [Mark as spam](#)

Awesome game and spectacular graphics, the best golf game ever. Also gives you the chance to play with your friends and/or make new friends, great community on here too !

5 out of 8 people found this review helpful.

Results

**WGT is the
most-popular and highest-rated
sports game
in the Chrome Web Store**

with over 60K users in just 6 months.

**...they play 23% more than
average.**

**...they spend 147% more than
average.**

What's next

- Nov 2010 - Launched Chrome Apps
- Jan 2011 - Launched Google Sign-On to streamline registration
- May 2011 - Launching Chrome Apps for the 2011 U.S. Open golf championship
- TBD - Launching Google In-App Payment to streamline in-game purchases



WGT takeaways

- Big Budget Sports Game - console quality
- Easy to Launch in CWS - less than 1 week start to finish
- Top-Rated Chrome Apps - #1 and #3 ranked sports games
- Valuable New Players with High LTV's
- New Marketing Opportunities - with Google, USGA and partners

Source: Google Chrome Web Store, Popular Game rankings, 4/30/11
and Google Chrome Web Store, Success Stories, WGT

<http://www.google.com/intl/en/landing/chrome/webstore/create/success-story-world-golf.html>

Special Offer for Google I/O Attendees

1. Install the "WGT Golf Game" app in the Chrome Web Store
2. Register for free on wgt.com
3. enter promo code **"io"**



Burner 10.5° Driver (L12+)

The New York Times

New York Times

Andre Behrens
Sr Product Designer



Photo Source: (The White House)

Even Before Al Qaeda Lost Its Founder, It May Have Lost Some of Its Allure

BY SCOTT SHANE AND ROBERT F. WORTH

Arab pro-democracy uprisings had already raised questions about the relevance of Al Qaeda.

THE CAUCUS

U.S. to Look Into Pakistan's Knowledge of Bin Laden

BY MICHAEL D. SHEAR

"We're not accusing anybody at this

Questions Focus on Pakistan's Role in Terror Fight

A Mood of Triumph and Sober Reflection

BUT NOBODY PAYS THAT : U.S. Business Has High Tax Rates but Pays Less

Turkish Leader Says Qaddafi Must Step Down Immediately

River Level Drops After Blast at

Times Skimmer / Chrome App

<http://www.nytimes.com/chrome/>

down the car's license plate.

The man in the car was Bin Laden's most trusted courier, and over the next month C.I.A. operatives would track him throughout central Pakistan. Ultimately, administration officials said, he led them to a sprawling compound at the end of a long dirt road and surrounded by tall security fences in a wealthy hamlet 35 miles from the Pakistani capital.

On a moonless night eight months later, 79 American commandos in four helicopters descended on the compound, the officials said. Shots rang out. A helicopter stalled and would not take off. Pakistani authorities, kept in the dark by their allies in Washington, scrambled forces as the American commandos rushed to finish their mission and leave before a confrontation. Of the five dead, one was a tall, bearded man with a bloodied face and a bullet in his head. A member of the Navy Seals snapped his picture with a camera and uploaded it to analysts who fed it into a facial recognition program.

And just like that, history's most expansive, expensive and exasperating manhunt was over. The inert frame of Osama bin Laden, America's enemy No. 1, was placed in a helicopter for burial at sea, never to be seen or feared again. A nation that spent a decade tormented by its failure to catch the man responsible for nearly 3,000 fiery deaths in New York, outside Washington and Pennsylvania on Sept. 11, 2001, at long last had its sense of finality, at least in this one difficult chapter.

For an intelligence community that had endured searing criticism for a string of intelligence failures over the past decade, Bin Laden's killing brought a measure of redemption. For a military that has slogged through two, and now three vexing wars in Muslim countries, it provided an unalloyed success. And for a president whose national security leadership has come under question, it proved an affirming moment that will enter the history books.

The raid was the culmination of years of painstaking intelligence work, including the

NEWS ANALYSIS

Killing Adds to Debate About U.S. Strategy and Timetable in Afghanistan

BY MARK LANDLER, THOM SHANKER AND ALISSA J. RUBIN

The raid raises new doubts about the lengthy U.S. effort to turn Pakistan into a trustworthy partner in the hunt for terrorists.

THE LEDE BLOG

Latest Updates

BY ROBERT MACKEY

On Tuesday, The Lede continues to follow the global reaction to the killing of Osama bin Laden during an American raid in Pakistan on Sunday.

CITY ROOM : Nissan Chosen as the Taxi of Tomorrow

COMMUNITIES

REAL ESTATE

MOST E-MAILED

MY ACCOUNT



CUSTOMIZE



SHORTCUTS



“I love the NYT Chrome app. It really is the best way to read the Times”

@edwinreal

“The New York Times app for Google Chrome is basically the best thing ever.”

@m1keh0gan

"It's like reading the paper"





Pete Souza/The White House

Behind the Hunt for Bin Laden

BY MARK MAZZETTI, HELENE COOPER AND PETER BAKER

WASHINGTON — For years, the agonizing search for Osama bin Laden kept coming up empty. Then last July, Pakistanis working for the Central Intelligence Agency drove up behind a white Suzuki navigating the bustling streets near Peshawar, Pakistan, and wrote down the car's license plate.

The man in the car was Bin Laden's most trusted courier, and over the next month C.I.A. operatives would track him throughout central Pakistan. Ultimately, administration officials said, he led them to a sprawling compound at the end of a long dirt road and surrounded by tall security fences in a wealthy hamlet 35 miles from the Pakistani capital.

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River Level Drops After Blast at Levee

ARTSBEAT : 'Book of Mormon' and 'Scottsboro Boys' Lead Tony Nominations

CITY ROOM : Nissan Chosen as the Taxi of Tomorrow



Reading the paper





The Web

This webpage is not available

The webpage at <http://www.google.com/> might be temporarily down or it may have moved permanently to a new web address.

Here are some suggestions:

- [Reload](#) this web page later.

Error 105 (net::ERR_NAME_NOT_RESOLVED): The server could not be found.

- **Calm**
- **Empowered**
- **Confident**



- Available
- Consistent
- Graspable





**A good app
always turns on**

Application Cache markup

```
<html manifest="/path/to/manifestfile.manifest">
```

Note: On Server, mimetype for .manifest is text/application-manifest

Application Cache manifest file

CACHE MANIFEST

#Build 62

CACHE:

/webapps/skimmer/2.0/build/app.css

/webapps/solo/1.0.1/lib/jquery/jquery-1.4.2.js

...

NETWORK:

<http://www.nytimes.com/>*

More info on Application Cache

- <http://www.html5rocks.com/> Tutorial
 - <http://bit.ly/dg7Uhh>
- <http://diveintohtml5.org/offline.html>
 - <http://bit.ly/dnb6hH>
- <http://appcachefacts.info/>

**A good app always
functions**



Storing content with offline storage

- Local Storage
- **WebSQL**
- IndexedDB

Storing content with WebSQL

```
if (window.openDatabase) {
  var db = openDatabase("nyt", 1.0,
    "Demo DB", function(db) {
    db.transaction(function(tx) {
      tx.executeSql("select * from images", [],
        function(tx, r) {
          alert(r.rows.item(0).name);
        },
        function(tx, e) {
          console.error(e);
        }
      );
    });
  });
}
```

One small problem...

Status of This Document

Beware. This specification is no longer in active maintenance and the Web Applications Working Group does not intend to maintain it further.

This section describes the status of this document at the time of its publication. Other documents may supersede this document. A list of current W3C publications and the most recently formally published revision of this technical report can be found in the [W3C technical reports index](http://www.w3.org/TR/) at <http://www.w3.org/TR/>.

This document is the 18 November 2010 Working Group Note of Web SQL Database. Publication as a Working Group Note does not imply endorsement by the W3C Membership. This is a draft document and may be updated, replaced or obsoleted by other documents at any time. It is inappropriate to cite this document as other than work in progress. The W3C [Web Applications Working Group](#) is the W3C working group responsible for this document.

This document was on the W3C Recommendation track but specification work has stopped. The specification reached an impasse: all interested implementors have used the same SQL backend (SQLite), but we need multiple independent implementations to proceed along a standardisation path.

The Web Applications Working Group continues work on two other storage-related specifications: [Web Storage](#) and [Indexed Database API](#).

Implementors should be aware that this specification is not stable. **Implementors who are not taking part in the discussions are likely to find the specification changing out from under them in incompatible ways.** Vendors interested in implementing this specification should join the aforementioned mailing lists and take part in the discussions.

If you wish to make comments regarding this document, please send them to public-webapps@w3.org ([subscribe](#), [archives](#)) or whatwg@whatwg.org ([subscribe](#), [archives](#)), or submit them using [our public bug database](#). All feedback is welcome.

The latest stable version of the editor's draft of this specification is always available on [the W3C CVS server](#). Change tracking for this document is available at the following location:

- CVS log: <http://dev.w3.org/cvsweb/html5/webdatabase/Overview.html>

Calling a Web Worker in your code

```
if (window.Worker) {  
  var worker = new Worker("/path/to/worker.js");  
  worker.onmessage = function(event) {  
    storeData(event.data);  
  }  
  
  var sections = getListOfSections();  
  for (var i=0, len=sections.length; i<len; i++) {  
    worker.postMessage(sections[i]);  
  }  
}
```

Inside the Web Worker

```
onmessage = function(event) {  
  var data = requestData(event.data.url);  
  postMessage(data);  
}
```

```
function requestData(url) {  
  // Boring ol' ajax request  
}
```




Delivered while
you sleep



Chrome Background Windows

// In your app manifest.

...

```
"permissions": [  
  "unlimited_storage",  
  "notifications",  
  "background"
```

```
]
```

...

// In your application code

```
if (isChrome && chromeVersion > 10) {  
  window.open("background.html", "bg", "background");  
}
```

Review

- Application Cache + WebSQL + Web Workers =
- The user always has something to look at
- File API + Workers + WebSQL = Offline Images
- Background
- Chrome Web Store



Pete Souza/The White House

Behind the Hunt for Bin Laden

BY MARK MAZZETTI, HELENE COOPER AND PETER BAKER

WASHINGTON — For years, the agonizing search for Osama bin Laden kept coming up empty. Then last July, Pakistanis working for the Central Intelligence Agency drove up behind a white Suzuki navigating the bustling streets near Peshawar, Pakistan, and wrote down the car's license plate.

The man in the car was Bin Laden's most trusted courier, and over the next month C.I.A. operatives would track him throughout central Pakistan. Ultimately, administration officials said, he led them to a sprawling compound at the end of a long dirt road and surrounded by tall security fences in a wealthy hamlet 35 miles from the Pakistani capital.

On a moonless night eight months later, 79 American commandos in four helicopters descended on the compound, the officials said. Shots rang out. A helicopter stalled and would not take off. Pakistani authorities, kept in the dark by their allies in Washington, scrambled forces as the American commandos rushed to finish their mission and leave before a confrontation. Of the five dead, one was a tall, bearded man with a bloodied face and a bullet in his head. A member of the Navy Seals snapped his picture with a camera and uploaded it to analysts who fed it into a facial recognition program.

And just like that, history's most expansive, expensive and exasperating manhunt was over. The inert frame of Osama bin Laden, America's enemy No. 1, was placed in a helicopter for burial at sea, never to be seen or feared again. A nation that spent a decade tormented by its failure to catch the man responsible for nearly 3,000 fiery deaths in New York, outside Washington and Pennsylvania on Sept. 11, 2001, at long last had its sense of finality, at least in this one difficult chapter.

For an intelligence community that had endured searing criticism for a string of intelligence failures over the past decade, Bin Laden's killing brought a measure of redemption. For a military that has slogged through two, and now three vexing wars in Muslim countries, it provided an unalloyed success. And for a president whose national security leadership has come under question, it proved an affirming moment that will enter the history books.

The raid was the culmination of years of painstaking intelligence work, including the

Even Before Al Qaeda Lost Its Founder, It May Have Lost Some of Its Allure

BY SCOTT SHANE AND ROBERT F. WORTH

Arab pro-democracy uprisings had already raised questions about the relevance of Al Qaeda.

THE CAUCUS

U.S. to Look Into Pakistan's Knowledge of Bin Laden

BY MICHAEL D. SHEAR

"We're not accusing anybody at this point," America's top counterterrorism official said on Monday.

NEWS ANALYSIS

Killing Adds to Debate About U.S. Strategy and Timetable in Afghanistan

BY MARK LANDLER, THOM SHANKER AND ALISSA J. RUBIN

The raid raises new doubts about the lengthy U.S. effort to turn Pakistan into a trustworthy partner in the hunt for terrorists.

THE LEDE BLOG

Latest Updates

BY ROBERT MACKEY

On Tuesday, The Lede continues to follow the global reaction to the killing of Osama bin Laden during an American raid in Pakistan on Sunday.

Questions Focus on Pakistan's Role in Terror Fight

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- **Calm**
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Summary

- Building apps make a real difference
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- Publishing to the Chrome Web Store helps users find you
 - WGT saw 60k users, playing 23% more
- HTML5 gives you the tools to build powerful apps
 - NYT has offline and background updating

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