HTML 5 – Without a Plug-in!

Is HTML 5 Cool or what! Imagine having to view any animation without the use of Flash, Silverlight, or any other plug-in! Well it's here, check http://mugtug.com/sketchpad/

This site needs no plug-in at all, you can view this from your iPhone, or any other current browser that supports HTML 5.

So which browsers support HTML 5? Safari 4, Firefox 3.6, Opera 10.5, and Internet Explorer 9.

In addition to no reliance on Silverlight, and Flash you won't need a plug-in to watch videos! Adobe Flash is commonly known as the product that supports vector graphics, well now HTML 5 can do this too, but in saying that there are many arguments; Flash has many rich front end websites that may be found to be difficult to create unless there are tools to create them with, like Adobe Flash. Flash is fairly simple to use, and can prove to be a tool that allows gorgeous graphics with interactivity to be created quickly. HTML on the contrary does require coding and is married with JavaScript.   Another great site to check HTML 5 examples is http://html5demos.com/

There is a place for Flash, as well as for HTML 5. But, if you're a small business about to get into the market and gain some market share without a lot of marketing cash, then HTML 5 would be the best option because:

1. Flash requires a plug-in, though a large percentage of computers do have Flash Players, there is a percentage that don't, and that could most likely be a loss of sale.
2. Overall Flash is found to be a hindrance on SEO, and Flash files (.swf files) are not readable via SEO spiders.
3. Navigation & Usability issues are another setback for flash, as specific pages cannot be book marked; also pressing on the back button does not take you to the last page.
4. Based on the size of the Flash website/animation, there can be a period where the visitor has to wait while the page is being loaded.
5. You're launching a video, and are aware that a large customer base does not have Flash players (based on your analytics research), and then HTML 5 would be ideal.

So where is Flash best used, if you're a established business, and need to push your marketing campaign with solid rich interactivity and animating content, then Flash would be ideal.

Summary of HTML & Flash (0 – low end, 10 – upper end)

	HTML	Flash
Interactive, intuitive, clear interface	2	10
Handle asynchronous function calls	3	10
Search Engine friendly	8	1
Processing video / audio	5	9

The Video Processing was scored low for HTML 5 due to the performance. The following examples from The *Stream Learning Center* show that Flash overall was found to perform better during video playback.

MacBook Pro - YouTube	Safari - HTML5	Safari - Flash	Chrome - HTML5	Chrome Flash	FireFox Flash	
CPU utilization Flash Player 10.0	12.39	37.41	49.89	50.39	40.25	
Flash 10 vs HTML5		202%		1%		
CPU utilization Flash Player 10.1	12.39	32.07	49.89	49.79	42.07	
Flash 10.1 vs HTML5		159%		0%		
Change from 10.0 to 10.1		-14%		-1%	5%	

HP 8710p/Windows	Safari - HTML5	Safari - Flash	Chrome - HTML5	Chrome Flash	FireFox - Flash	IE - Flash
CPU utilization Flash Player 10.0	Did not Play	23.22	25.66	19.55	22.00	22.41
Flash 10 vs HTML5		NA		-24%	NA	NA
CPU utilization Flash Player 10.1	Did not Play	7.43	25.66	10.73	6.00	14.62
Flash 10.1 vs HTML5		NA		-58%	NA	NA
Change from Flash 10.0 to Flash 10.1		-68%	NA	-45%	-73%	-35%

HTML 5 managed a decisive victory on Safari on a MacBook Pro. In nearly every other situation, the two were equal - the distinguished exception being on Google Chrome for PC, where Flash was a clear winner. The biggest issue HTML 5 ran into was browser compatibility. Firefox, Internet Explorer, and Safari on PC simply don't support HTML 5's video decoder. Meanwhile, every browser supports Flash (provided that there is a plug in installed).

So in summary HTML 5 is going to be clearly pushed into the market, yet Flash will still remain to have its prominent place, be it in the online entertainment or specific websites that require high end rich content.