

BIGGER EARNINGS? Corporations that want a functional, knockout website in today's mobile marketplace are increasingly doing so using HTML5. In fact, over 30% of Fortune 500 companies are taking advantage of all

DO FORTUNE 500

COMPANIES THAT

EMBRACE HTML5 SEE

the markup language has to offer as of July this year.

HTML5 lets developers deliver in-browser experiences that previously required separate apps or additional software. It is especially useful because it supports video and geolocation services, and includes touch features among other benefits. **INCORE** recently conducted research

that leads to some interesting insights about how HTML5 is being adopted by these mega-companies and what the future holds for the success of the platform. The research was performed using

the Worldwide Web Consortium (W3C) Markup Validation Service. HTML5 IS GAINING, **BUT NOT** LEADING...YET

organizations a stable platform from which to launch their Web and mobile services. There are several types of HTML language; HTML5 is the most recent version.

With 30.6% of all Fortune 500

companies using HTML5 and the

standard not set to change, it's offering

We found that the most popular HTML used by Fortune 500 companies is XHTML 1.0 Transitional; 32.2% of the companies use the platform (it was released in 2000). The third most popular choice was HTML 4.01 Transitional, which 16.4% of Fortune 500 companies utilize.

MOST BROWSERS SUPPORT HTML5, DATA SHOWS According to a new Forrester report,

about 75% of users in North America and 83% in Europe are running browsers that support most HTML5 features. Between the second quarter of

2011 and the second quarter in 2012,

penetration of HTML5-compatible brows-

ers surged from 57% to 75%. Additional

data from ABI Research indicates that

consumers will be using 1.4 billion mobile devices by the end of this year. The markup language is certainly growing in use, especially among Fortune 500 companies. But just how many of these organizations are deploying it, can it lead to bigger earnings, and which industries are using it most?

What industries are embracing this technology the most as of July 2013? HTML5 is most widely implemented among building materials suppliers, computer software companies, beverage compa-

FIELD

HTML5 ADOPTION

DEPENDS ON THE

nies, entertainment outlets, airlines, packaging providers, network/communications equipment companies, and mutual property and casualty insurers. Industries that weren't so keen on using HTML5 were in the outsourcing, publishing, and transportation and logistics fields, among a few others.

500 companies using HTML5 beats out those using XHTML 1.0 Traditional, but we see strong growth ahead for the language in order to meet the

Time will tell if the number of Fortune

ever-changing demands of savvy technology users.

HTML5 LEADS TO BETTER

XHTML 1.0 Transitional may be the most

popular choice as of now among the

500 companies analyzed, but results

PROFITABILITY?

indicate that those using HTML5 seem to bring in more revenue and profits.

Of the 153 Fortune 500 companies that use HTML5, they generated a higher average revenue than 161 companies using XHTML 1.0 Transitional, though

those companies earned the highest revenue overall. Companies using HTML5 had an average revenue of \$27,088,888,889 and an average profit of \$2,159,867,974, while those using XHTML 1.0 Transitional had an average revenue of \$21,681,987,578 and an aver-

age profit of \$1,099,666,460. RESEARCH **METHODOLOGY** The Fortune 500 list, with organization names, their corporate website address-

es, profit and revenue data were all

collected from CNNMoney. In March

2013 we used that information and que-

ried The W3C Markup Validation Service

in order to receive each website's doc-

type version.

50

30.6% HTML 5 32.2% XHTML 1.0 Transitional

HTML VERSION

breakdown among Fortune 500 companies

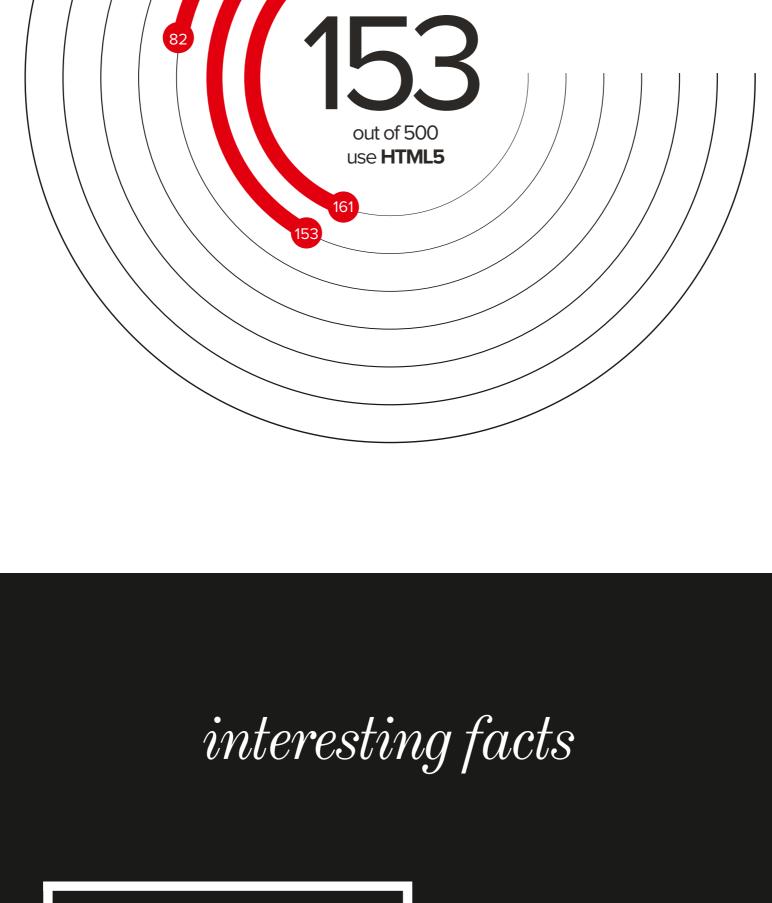
2.4% HTML 4.0 Transitional

3.4% HTML 4.01 Strict

10.0% XHTML 1.0 Strict

16.4% HTML 4.01 Transitional

5.0% Other



COMPANIES USING XHTML 1.0

153 COMPANIES USING

MORE PROFITS THAN 161

HTML5 ON THEIR CORPORATE

WEBSITES IN 2012 GENERATED

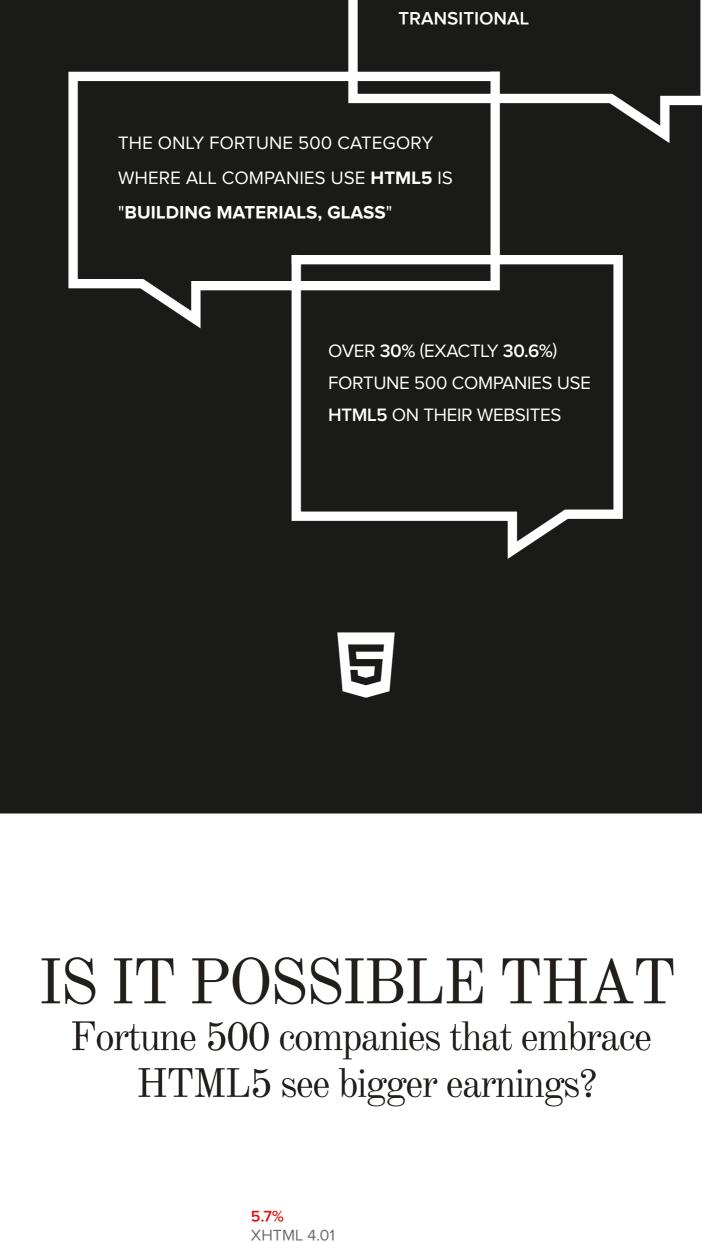
XHTML 1.0 TRANSITIONAL IS STILL

MOST POPULAR (32.2%) EVEN

RELEASED ON THE 26TH

THOUGH IT WAS

OF JANUARY, 2000



28.9% XHTML 1.0 Transitional

- \$200 billion

Fortune 500

revenue

breakdown

Strict

9.2% XHTML 1.0

Strict/

\$

14.7%

XHTML 4.01

Transitional

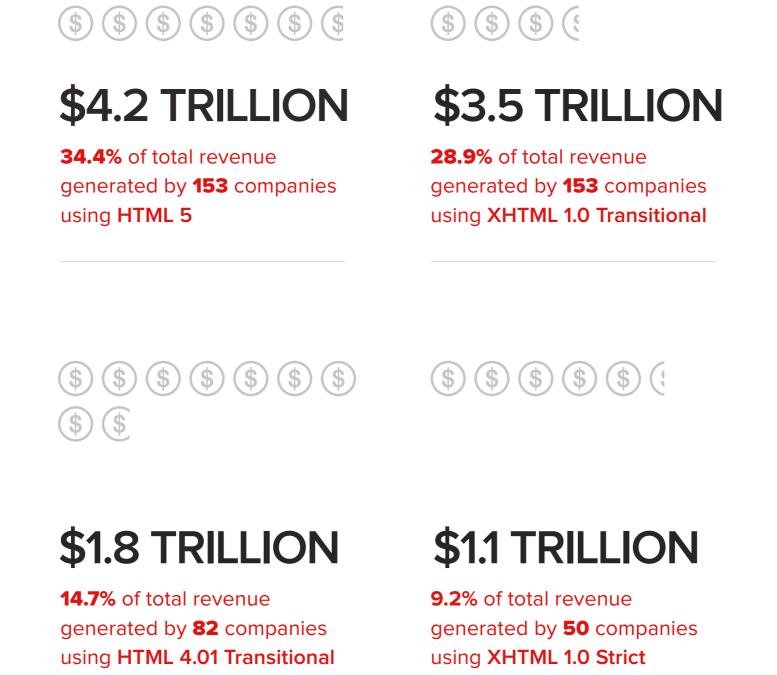
3.7% Other

3.4%

•

34.4% HTML 5

XHTML 4.0 Transitional



(\$)(

using Other

\$442 BILLION

generated by 25 companies

\$27.1 BILLION

Latest technology

HTML5

100.00%

71.43%

66,67%

66.67%

66,67%

66,67%

66,67%

2/8

1/4

1/4

5/22

3/15

1/5

1/6

1/6

1/6

1/7

1/8

1/8

1/8

1/9

1/10

1/10

1/10

1/12

0/3

0/1

0/3

0/1

0/5

0/3

0/3

0/13

0/2

0/3

0/4

0/2

3.7% of total revenue

average revenue **XHTML 1.0 Transitional** Most popular

\$21.7 BILLION

VS

TOP 10 CATEGORIES

of Fortune 500 dominated by HTML5

(\$) (\$) (

5.7% of total revenue

using HTML 4.01 Strict

\$686 BILLION

generated by 17 companies

\$412 BILLION

generated by **12** companies

using HTML 4.0 Transitional

3.4% of total revenue

Computer Software three out of four companies

Entertainment

five out of seven companies

four out of six companies

four out of six companies

four out of six companies

two out of three companies

two out of three companies

Insurance: Property and Casualty (mutual)

Airlines

Tobacco

Computers, Office Equipment

Network and Other Communications Equipment

Building Materials, Glass

one out of one company

Companies using HTML5

75.00%

Computer Peripherals two out of three companies 66,67% **Beverages** two out of three companies 66,67%

1/2 Waste Management Wholesalers: Electronics 1/2 Temporary Help and Office Equipment 1/2 Advertising, Marketing Wholesalers: Diversified 3/7 Insurance: Life, Health (mutual) Metals 2/5 Securities Health Care: Medical Facilities

2/5

2/5

6/17

6/18

4/7

4/7

4/7

4/7

5/10

3/6

3/6

2/4

2/4

Packaging, Containers

Diversified Financials

General Merchandisers

Hotels, Casinos, Resorts

Food Production

Industrial Machinery

Insurance: Property

and Casualty (stock)

Commercial Banks

Chemicals

Real Estate

Publishing, Printing

Specialty Retailers: Other

Miscellaneous

Pharmaceuticals

Telecommunications

Food Consumer Products

Aerospace and Defense

Financial Data Services

Apparel

Internet Services and Retailing

Automotive Retailing, Services

Home Equipment, Furnishings

1/3 1/3 1/3 7/22 4/13 **Diversified Outsourcing Services** 5/17

Handmade by INCORE Digital Agency (http://incore.com)

More about the research: http://inco.re/fortune500HTML5

Infographic release date: July 2013

Fortune 500 companies' information based on money.cnn.com

Doctype information gathered using validator.w3.org

more categories

Food and Drug Stores

Health Care: Pharmacy

Utilities: Gas and Electric

Motor Vehicles and Parts

Wholesalers: Health Care

Wholesalers: Food and Grocery

Construction and Farm Machinery

Insurance: Life, Health (stock)

Health Care: Insurance

Engineering, Construction

and Managed Care

and Other Services

Food Services

Energy

Pipelines

5/15 Petroleum Refining 5/15 Trucking, Truck Leasing 4/12 Transportation Equipment Transportation and Logistics Toys, Sporting Goods Specialty Retailers: Apparel Scientific, Photographic, and Control Equipment Railroads Mining, Crude-Oil Production Mail, Package, and Freight Delivery Forest and Paper Products Electronics, Electrical Equipment

3/9 Semiconductors and Other **Electronic Components** Oil and Gas Equipment, Services 2/6 Medical Products and Equipment 2/6 Information Technology Services 2/6 Household and Personal Products 2/6