

*Everyone's a winner

Fancy being hailed as the Empress or Emperor of Accessibility? Then visit Accessibility In Focus (www.accessibilityinfo.co.uk) and nominate yourself for an award. There are four categories: charitable organisations, commercial sites, best design and an interactive award. The winning sites must conform to the W3C WAI A standard, and impress a tough judging panel comprising Andy Budd and Richard Rutter from Clearleft, Rob Ford from the FWA design awards and Phil Jones, chairman of the Mook design consultancy.

Accessibility in Focus is the work of three Brunel University multimedia students in conjunction with the Reading Room agency. As co-creator and site developer, John Stewart explains: "The awards focus on breaking down the preconception that accessible web design has to be dull and boring. We want to show people the beautiful, accessible design out there, and encourage people to become more accessible in their next projects."

So what has the standard of entries been like so far? "High," says Stewart. "We're really excited by the number of freelancers getting involved, as well as government agencies. We're still looking for the big design agencies to submit their sites, [but] by looking at our mailing list, it seems they're interested."

Nominations are open until 1 August. .net is helping to sponsor the awards, so we'll be showcasing the winners in due course. ● GM



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IT Figures

Things you never knew you never knew

>> 19.2%

IE7's share of the browser market in April, according to w3schools.com's monthly analysis of its server logs. IE6 has 37.3%, IE5 1.7%, Firefox 32.9% and other browsers 1.3-1.7%.

>> 5.7 million

The number of UK users who accessed the internet using their phone in January, according to Comscore. We suspect that the number "5.7 million" also turned up in their February phone bills.

>> 10%

The percentage of web pages carrying malware, Google researchers have discovered. They found that 450,000 of 4.5 million pages tested contained net nasties such as Trojans and other spyware.

>> 52%

11- to 16-year-olds who use social networking sites daily, says the NSPCC. The survey also found that 50.4% of children have had an "unwanted experience" online, ranging from nastiness to grooming.



The brains behind... The Trailer Mash

Movie trailer mashups have established themselves as a new online genre. The Trailer Mash (www.thetrailermash.com), set up by Thomas Johns and Dominic Grant, collects them all



.net: Who's running your site?

TJ: Two university students from Brisbane, Australia. We spend a few minutes a day reading email, and about 10 minutes a day adding new trailers to the site. I'm studying IT and Communication Design, and Doc [Dominic Grant] is studying Film and Screen Media. The two degrees gave us a pretty firm background knowledge to build the site on.

.net: How did you come up with the idea for the site?

TJ: There was a hole in the market. Trailer mashes were springing up all over video sites, but no one was

going to any effort to put them all together. We decided to give it a go and instantly found our niche.

.net: Which one was the first big trailer mash to start it all off?

TJ: There were a few. The Shining mash was probably the first big one, and with Brokeback Mountain, they really started to take off. People cut all sorts of films to appear gay.

.net: Why did Brokeback to the Future become so huge on the web? And why has recutting trailers turned into an internet phenomenon?

TJ: Sites like YouTube and other social bookmarking services have made it very easy for things to spread. What's so great about Web 2.0 is that sharing content is incredibly easy. All the video on our site is powered by YouTube, which stops us needing several servers for the huge influx of traffic that a big site can bring.

.net: What makes a particularly good trailer mash?

TJ: Two things. First, convincing the audience that the trailer could be

legit. There are loads of comments on our site from people saying how they could really believe a movie was real. Second, cutting a movie people have seen before. If they haven't seen the movie, they're not going to notice that the genre has been changed!

.net: How popular is trailer mashing in general right now, and how popular is your site?

TJ: The site sees anywhere between 600 and 10,000 unique visitors a day. Trailer mashing is growing as more and more film students use it as an easy and entertaining way to show off their editing talent.

.net: In your opinion, what's the future of trailer mashing?

TJ: I think it's only going to get bigger. Services like YouTube have enabled people to show their video off to millions at no cost to themselves. Just a few years ago, this was more or less impossible without a fat wallet.

WWW: Want to find out more about trailer mashing? Check out the full interview on www.netmag.co.uk



Overheard

The Googles of the world, they are the Custer of the modern world. We are the Sioux nation. They will lose if they go to war.

Richard Parsons, CEO, Time Warner
tinyurl.com/yv4ht