

## Thoughts On Flash - Revisited

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Thanks to [@bryngfors](#) for pointing out what we all suspected all along: Apple is all talk and little action when it comes to supporting open standards. Prime example: visit [trailers.apple.com](#) without the QuickTime plugin installed and you see... not much in form of video. A plugin. On Apple's website? Good grief.

Now I'm not particularly bothered about browser plugins - I am after all of Flash heritage - but what bothers me is dishonesty. I mean come on, it's almost 2012 and even I as a seasoned Flash developer can tell you that it is possible to serve up web video these days without plugins. Isn't that what Steve Jobs told us? Remember the 'Thoughts on Flash'?

"We strongly believe that all standards pertaining to the web should be open."

Hmm, either QuickTime is open (hint: it isn't), or it's not a standard (that's my guess) or it's not pertaining to the web.

Here's another gem: "When websites re-encode their videos using H.264, they can offer them without using Flash at all. They play perfectly in browsers like Apple's Safari and Google's Chrome without any plugins whatsoever [...]."

Let's put the fact that most Flash video is already encoded in H.264 aside - what's changed since April 2010 when Steve Jobs wrote those words? Adobe seems to have moved with the times quite substantially and are re-focusing efforts on open standards - but is Apple doing the same? If so, then why are they trying to prevent progress by [teaming up with patent trolls](#)? How come the W3C has an [axe to grind](#) with Apple?

Come on Apple, you can do better. I really want to like you more, but you don't make it easy.