



# HTML5 by Default

Proposal

# Disclaimer

The following represent very rough mocks, meant to give an approximate idea about the proposed user flow and prompts. Details will evolve, though the tone and spirit should remain fairly consistent.

# Proposal

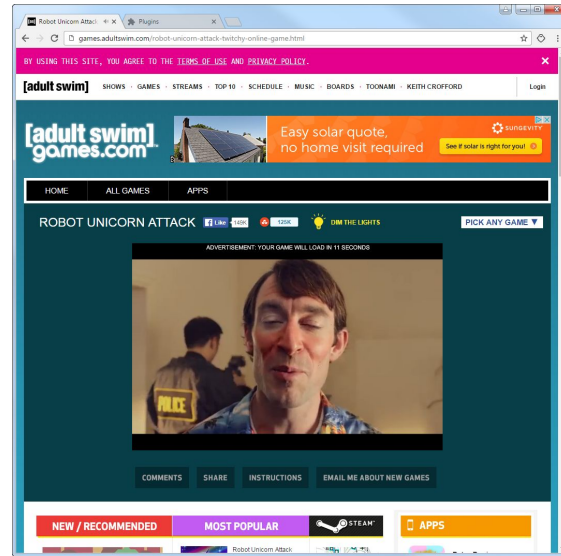
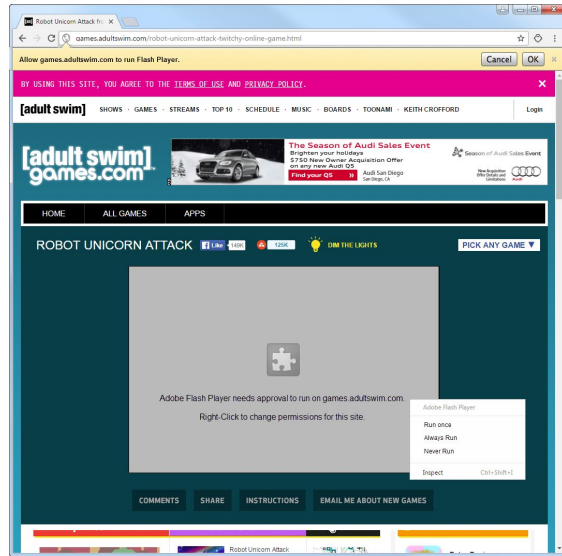
- Flash Player will come bundled with Chrome, however its presence will not be advertised by default<sup>1</sup>.
- If a site offers an HTML5 experience, this change will make that the default experience.
- When a user encounters a site that needs Flash Player, a prompt will appear at the top of the page, giving the user the option of allowing it for a site (see mocks on the [following slide](#)).
- If the user accepts, Chrome will advertise the presence of Flash Player, and refresh the page.
- Chrome will honor the user's setting for that domain on subsequent visits.
- To avoid over-prompting users, we will initially ship with a whitelist of the then top 10 sites (based on aggregate usage). This whitelist will expire after one year.

(1) Not listed in `navigator.plugins[]` or `navigator.mimeTypes[]`

# Site Loads Flash Content Directly

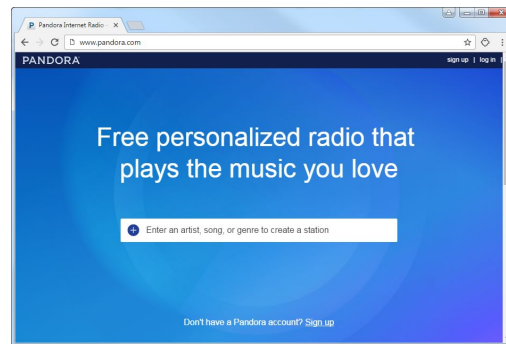
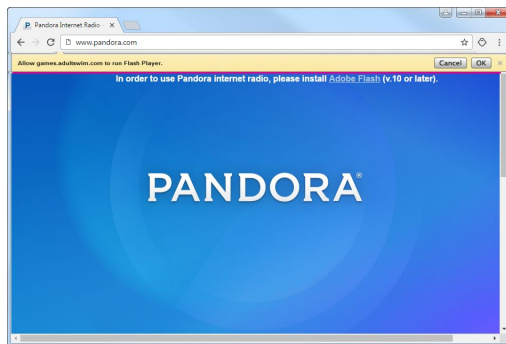
When the user encounters a site that attempts to load Flash Player, which they have not previously approved, a prompt will appear requesting approval to run Flash Player on that domain.

If the user allows Flash Player to run we will store that preference and refresh the page w/ Flash Player enabled.



# Site Redirects to Adobe's Download Page

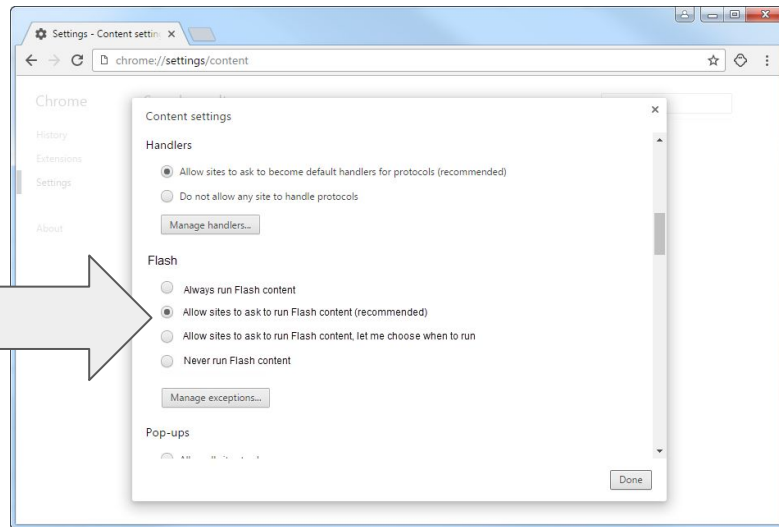
Some sites, like Pandora.com, direct users to download Flash Player, when they don't see it advertised. Once the user clicks on the download link (i.e. [get.adobe.com/flashplayer](http://get.adobe.com/flashplayer)) we will intercept the request, cancel the navigation, and instead present an “Allow Flash Player ...” infobar, with behavior consistent to the previous flow.



# Additional Controls

- Enterprises will be given a policy setting to “Always run Flash content”
- Under Content Settings, users may opt to “Always run Flash content” and manage their individual site preferences.

**Always run Flash content** = Never prompt  
**Allow Sites to ask to run Flash** = Ask the first time only  
**Allow Sites... let me choose** = Right-click to play, always  
**Never run Flash content** = Disable the plugin entirely



# Caveats

- The acceptance language will likely differ, but the pattern will be approval by site.
- We need to evaluate the granularity of options for future prompting:
  - Run Once
  - Run Always
  - Never Ask Again
- Alternate UI treatments will likely be explored (e.g. a page action prompt)
- Even for allowed sites, people may still want PPS or Click to Play enabled, so we need to resolve how that experience would work (mock is one possibility)
- The term “Plugins” will likely be replaced by Flash Player (our final “Plugin”)