

# Services, Apps, and the Emerging API Economy

(also known as "The Web is dead, long live the Internet, and why you might be interested")

a lecture by

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3scale provides tools and services to companies opening APIs to partners and developers and helps them reach their audiences.

**UPDATED!**

**Wednesday Nov 24, 16:15, KN:E-301 !**

Wired Magazine's article on the **'Death of the Web'** may have used some questionable reasoning but underlined how quickly the structure of the Web and the Internet are changing. One of the biggest factors of change is in how companies delivering services and content are re-orientating their offerings around Web Services and APIs in order to server partners and users in new ways - making HTML websites just one of the many channels for creating Web/Internet experiences.

While this trend still has much to play out, in this talk we'll cover trends, examples and changes that are already visible and guess at how they might play out in the future.

Co-organized events (part of the course **A4M3AOS**, but not limited to):

**! Wednesday Nov 24 18:00, KN:E-301:** Web Services in the Real World

**Thursday Nov 25 11:00, KN:E-301:** Starting a Tech Startup (A few hacks, tips and tricks)