

# HTML Microdata using the item attribute

## The item attribute

### Using the item attribute for microdata in HTML 5

The item attribute specifies the type of item and may be any of the following:

• an empty string (`item=""`)

• an absolute URL (`item="http://ExampleOnly.com/microdata/"`)

• a dotted reverse (top down) domain name (`item="com.exampleonly.microdata"`)

• a predefined type name:

**item="vcard"**

contact information

**item="vevent"**

information about a real world event

**item="work"**

information about a licensed work

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## HTML 5 Examples

### Examples of the item attribute in HTML 5

### Changes in HTML 5

#### What's new in HTML 5

Microdata, supported by the item attribute, is new in HTML 5.

#### Differences between HTML 5 and earlier versions

The whole microdata concept, including the item attribute did not exist as part of the standard in prior versions of HTML.

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