Strategy for Serving the World


Presented by
Steve Bratt (steve@w3.org)
Chief Executive Officer
World Wide Web Consortium (http://www.w3.org)
Open Forum for Standards Developers
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W3C’s Strategy for Serving the World

- High ideals
- Global requirements, value, use
- Global sensibility, presence, outreach
- Credible Process delivering quality standards
- Global participation (challenging)
- Global cooperation, outside sanction where needed
One Web for Everyone

"The social value of the Web is that it enables human communication, commerce, and opportunities to share knowledge. One of W3C's primary goals is to make these benefits available to all people, whatever their hardware, software, network infrastructure, native language, culture, geographical location, or physical or mental ability."

Sir Tim Berners-Lee
W3C Director and Inventor of the World Wide Web
> 1 Billion Served

<table>
<thead>
<tr>
<th>World Regions</th>
<th>Population (2006 Est.)</th>
<th>Population % of World</th>
<th>Internet Usage, Latest Data</th>
<th>% Population Penetration</th>
<th>Usage % of World</th>
<th>Usage Growth 2000-2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>915,210,928</td>
<td>14.1 %</td>
<td>32,765,700</td>
<td>3.6 %</td>
<td>3.0 %</td>
<td>625.8 %</td>
</tr>
<tr>
<td>Asia</td>
<td>3,667,774,066</td>
<td>56.4 %</td>
<td>378,593,457</td>
<td>10.3 %</td>
<td>35.2 %</td>
<td>231.2 %</td>
</tr>
<tr>
<td>Europe</td>
<td>807,289,020</td>
<td>12.4 %</td>
<td>311,406,751</td>
<td>38.6 %</td>
<td>28.9 %</td>
<td>196.3 %</td>
</tr>
<tr>
<td>Middle East</td>
<td>190,084,161</td>
<td>2.9 %</td>
<td>19,028,400</td>
<td>10.0 %</td>
<td>1.8 %</td>
<td>479.3 %</td>
</tr>
<tr>
<td>North America</td>
<td>331,473,276</td>
<td>5.1 %</td>
<td>231,001,921</td>
<td>69.7 %</td>
<td>21.5 %</td>
<td>113.7 %</td>
</tr>
<tr>
<td>Latin America/Caribbean</td>
<td>553,908,632</td>
<td>8.5 %</td>
<td>85,042,986</td>
<td>15.4 %</td>
<td>7.9 %</td>
<td>370.7 %</td>
</tr>
<tr>
<td>Oceania / Australia</td>
<td>33,956,977</td>
<td>0.5 %</td>
<td>18,364,772</td>
<td>54.1 %</td>
<td>1.7 %</td>
<td>141.0 %</td>
</tr>
<tr>
<td>WORLD TOTAL</td>
<td>6,499,697,060</td>
<td>100.0 %</td>
<td>1,076,203,987</td>
<td>16.6 %</td>
<td>100.0 %</td>
<td>198.1 %</td>
</tr>
</tbody>
</table>

Source: http://www.internetworldstats.com/stats.htm

1995, there were ~16,000,000 Internet users, or 0.4% of global population

graphic link
> 100 Million Serving

http://www.zakon.org/robert/internet/timeline/
Global Standards as Enablers

- Open Web standards
  - Interoperability between data and applications across the Internet and across the Globe
- Foundation of today's Web
  - e.g., HTML, CSS, XML, Architecture
- Foundation for tomorrow’s Web
  - e.g., Web 2.0, Web services, semantics, ubiquity
- Key efforts focus on universality, in particular:
  - Web Accessibility Initiative, Internationalization, Mobile Web, Security/Privacy, Offices, Developing Countries
Growing International Presence

- Multi-stakeholder organization open to the world
  - 445 Members from 40+ countries
- Expanding corps of volunteer translators of standards and reports and press releases into 45+ languages
- International press coverage extensive and expanding
- 1,000 participants in 60 Groups
- 1,000s of participants on mailing lists

MIT   ERCIM   Keio   Australia   Benelux   中国   Suomi   Deutschland und Österreich   Ελλάδα   香港   Magyarország   ___   ___   Italia   한국   ___
Southern Africa   España   Sverige   UK and Ireland
Credible Process, Accountable to Public

- Member and country neutral
- Engineering Web architecture and dependencies
- Public Web sites, mailing lists, drafts
- Must address all Member and public comments
- W3C's industry-leading, Royalty-Free Patent Policy
- Reduced Membership fees (40 to 85%) for small companies and not-for-profit orgs in the developing world.
International Relations and Liaisons

- The Consortium maintain liaisons with over 40 national, international and regional organizations around the globe
  - UN (IGF), ISO, ITU, IETF, OGF, Unicode, OMA, OASIS
- Our goals:
  - Improved mutual understanding of Web technologies
  - Better Web standards
  - Broader uptake of Web standards
  - Share W3C’s experience