



北京2007开放标准国际大会

Open Standards International Convention



W3C[®] WORLD WIDE WEB
consortium

The World Wide Web Needs Worldwide Standards



World Wide Web Consortium's

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<http://www.w3.org/2007/Talks/1128-Bratt-BeijingStdsConf/Bratt-BeijingStdsConf.pdf>

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World Wide Web Consortium (<http://www.w3.org>)

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> 1 Billion Served and Growing

WORLD INTERNET USAGE AND POPULATION STATISTICS

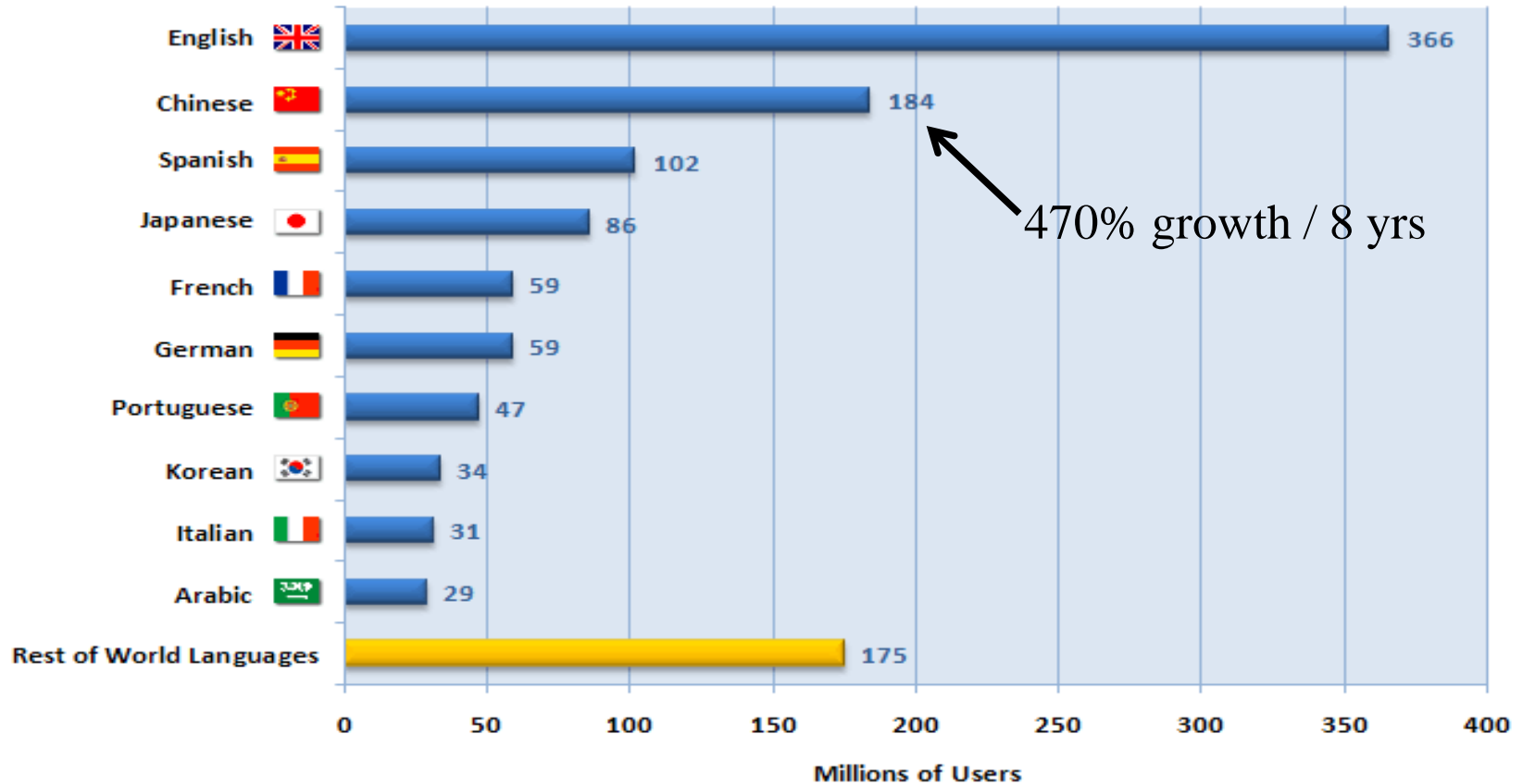
World Regions	Population (2007 Est.)	Population % of World	Internet Usage, Latest Data	% Population (Penetration)	Usage % of World	Usage Growth 2000-2007
Africa	933,448,292	14.2 %	43,995,700	4.7 %	3.5 %	874.6 %
Asia	3,712,527,624	56.5 %	459,476,825	12.4 %	36.9 %	302.0 %
Europe	809,624,686	12.3 %	337,878,613	41.7 %	27.2%	221.5 %
Middle East	193,452,727	2.9 %	33,510,500	17.3 %	2.7 %	920.2 %
North America	334,538,018	5.1 %	234,788,864	70.2 %	18.9%	117.2 %
Latin America/Caribbean	556,606,627	8.5 %	115,759,709	20.8 %	9.3 %	540.7 %
Oceania / Australia	34,468,443	0.5 %	19,039,390	55.2 %	1.5 %	149.9 %
WORLD TOTAL	6,574,666,417	100.0 %	1,244,449,601	18.9 %	100.0 %	244.7 %

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

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

Top Languages

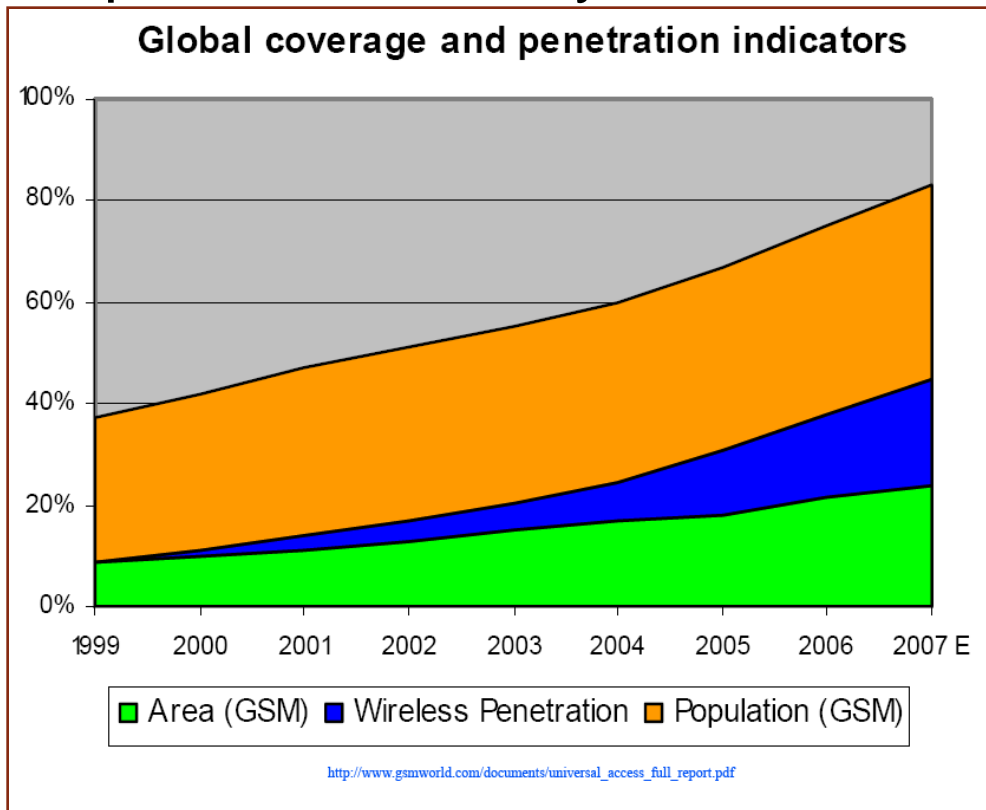
10 Top Internet Languages



<http://www.internetworldstats.com/stats7.htm>

Mobile: Breaking Digital Divide

- ❑ 2+ billion people own mobile phones with Web browsers
 - *300-400 million are actively used*
- ❑ 2-3 million new mobile phones sold / day
 - *Most new phones will continue to include simple Web browsers*
- *Potential for bringing the Web to more people is huge*



Graphic: Nokia

World Wide Web Consortium's Strategy for Serving the World



- ❑ Set high ideals
- ❑ Global requirements + global participation = global use
- ❑ Good process delivering quality standards
- ❑ Global cooperation + outside sanction as needed
- ❑ Global sensibility, presence, outreach

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

Worldwide Participation in the World Wide Web Consortium

Global Standards = Global Enablers

- ❑ W3C's Open Web standards
 - Provide *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 the Web of tomorrow
 - e.g., Web 2.0, Web services, semantics, mobile, ubiquity
- ❑ Key efforts focus on universality, in particular:
 - Web Accessibility Initiative, Internationalization, Mobile Web, Security/Privacy, Offices, Emerging economies

Good Process, Accountable to Public

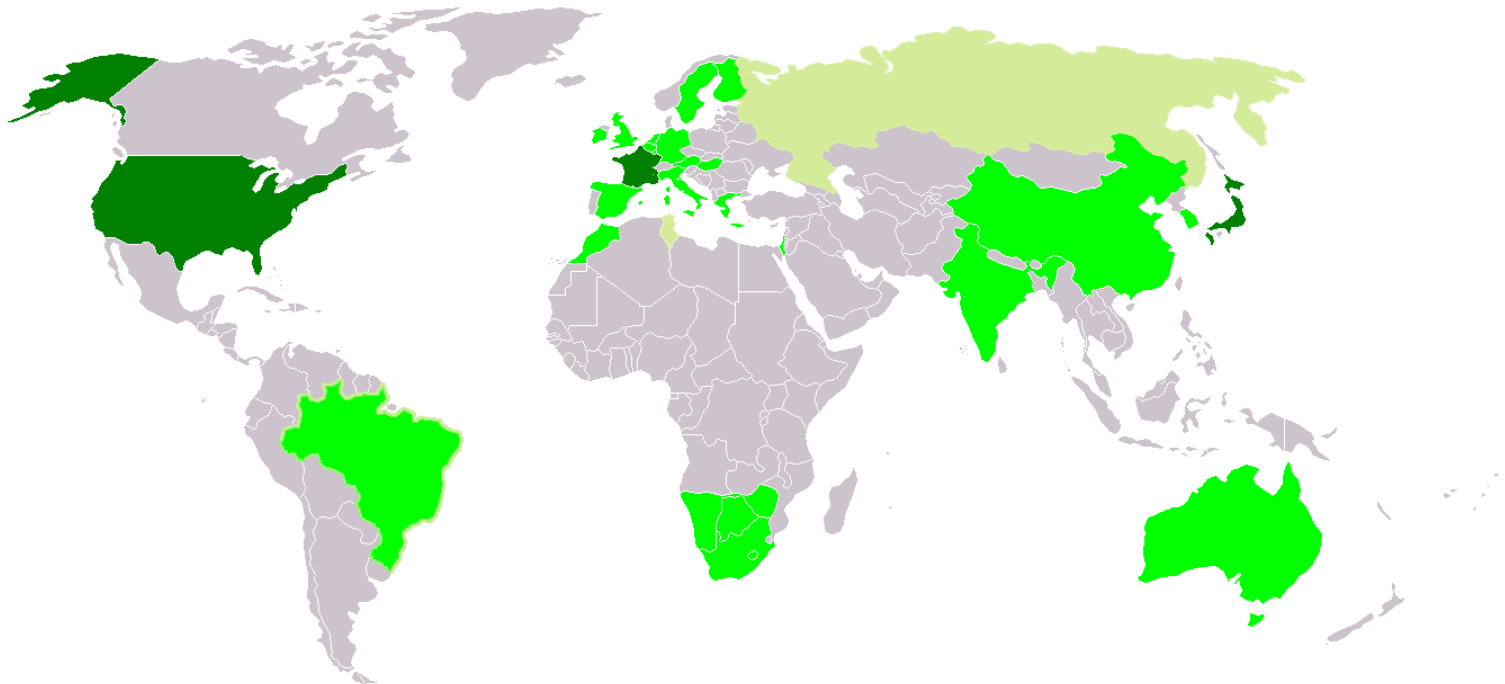
- ❑ W3C is Member, vendor and country neutral
- ❑ Public Web sites, mailing lists, drafts
- ❑ Must address all Member and public comments
- ❑ Royalty-Free Patent Policy
- ❑ Reduced Membership fees (40 to 85%) for small and not-for-profit orgs in emerging economies

Growing International Presence

- ❑ 430+ Members (corporate, government, non-profit, academia) from 40+ countries
- ❑ Translations of standards into 45+ languages
- ❑ Liaisons with 40+ global standards organizations, e.g.
 - UN (IGF), ISO, ITU, IETF, OGF, Unicode, OMA, OASIS ...
- ❑ 1,400 participants in 60+ Groups
- ❑ 30,000 people subscribed to mailing lists
- ❑ 8,000,000 hits/day on www.w3.org

21 W3C Offices. More planned.

Now: MIT, ERCIM, Keio, Australia, Benelux, Brasil, 中国, Suomi, Deutschland / Österreich, Ελλάδα, 香港, Magyarország, _____, _____, Italia, 한국, _____, Southern Africa, España, Sverige, UK / Ireland



Offices pictures



Welcoming and Servicing the Web Community in China



- ❑ W3C's China Office
 - Beihang University
 - Office manager: Prof. Huai Jinpeng
- ❑ Providing a home for the Web community in China
- ❑ Saying in China: ***"Third-class companies make products; second-class companies develop technology; first-class companies set standards."***

Slide 12