



Web that Empowers All People

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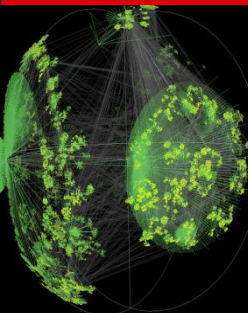
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Maputo, Mozambique





- **History**
- **Vision**
- **Challenge**
- **World Wide Web Foundation**
 - **Web Science**
 - **Web Standards**
 - **Web for Development**
- **The Future**



WORLD WIDE WEB
FOUNDATION

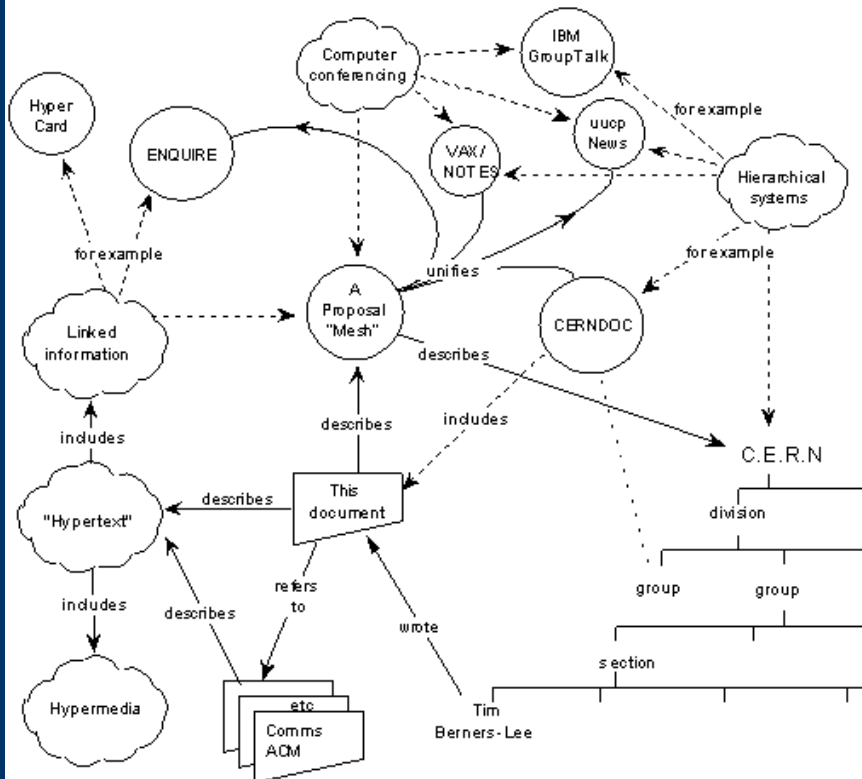
History: The Web is Changing the World



1989: The Web is Born – Killer App for the Internet

“Information Management: A Proposal”

By Tim Berners-Lee, March 1989



**HTML, URI
HTTP**

<http://www.w3.org/History/1989/proposal.html>



1.5 Billion Served (by language)

Top Ten Languages Used in the Web
(Number of Internet Users by Language)

TOP TEN LANGUAGES IN THE INTERNET	% of all Internet Users	Internet Users by Language	Internet Penetration by Language	Language Growth in Internet (2000 - 2008)	2008 Estimated World Population for the Language
<u>English</u>	29.4 %	430,802,172	21.1 %	203.5 %	2,039,114,892
<u>Chinese</u>	18.9 %	276,216,713	20.2 %	755.1 %	1,365,053,177
<u>Spanish</u>	8.5 %	124,714,378	27.6 %	405.3 %	451,910,690
<u>Japanese</u>	6.4 %	94,000,000	73.8 %	99.7 %	127,288,419
<u>French</u>	4.7 %	68,152,447	16.6 %	458.7 %	410,498,144
<u>German</u>	4.2 %	61,213,160	63.5 %	121.0 %	96,402,649
<u>Arabic</u>	4.1 %	59,853,630	16.8 %	2,063.7 %	357,271,398
<u>Portuguese</u>	4.0 %	58,180,960	24.3 %	668.0 %	239,646,701
<u>Korean</u>	2.4 %	34,820,000	47.9 %	82.9 %	72,711,933
<u>Italian</u>	2.4 %	34,708,144	59.7 %	162.9 %	58,175,843
TOP 10 LANGUAGES	84.9 %	1,242,661,604	23.8 %	278.3 %	5,218,073,846
Rest of the Languages	15.1 %	220,970,757	15.2 %	580.4 %	1,458,046,442
WORLD TOTAL	100.0 %	1,463,632,361	21.9 %	305.5 %	6,676,120,288

(*) NOTES: (1) Internet Top Ten Languages Usage Stats were updated for June 30, 2008. (2) Internet Penetration is the ratio between the sum of Internet users speaking a language and the total population estimate that speaks that specific language. (3) The most recent Internet usage information comes from data published by Nielsen//NetRatings, International Telecommunications Union, Computer Industry Almanac, and other reliable sources. (4) World population information comes from the U.S. Census Bureau . (5) For definitions and navigation help in several languages, see the [Site Surfing Guide](#). (6) Stats may be cited, stating the source and establishing an active link back to [Internet World Stats](#). Copyright © 2008, Miniwatts Marketing Group. All rights reserved worldwide.



Number of Public Web Pages

1990: 1

1998: 26 million (~26,000,000)

2008: >1 trillion (~1,000,000,000,000)

***... more than the number of
neurons in the human brain***

public pages, <http://googleblog.blogspot.com/2008/07/we-knew-web-was-big.html>



The Web Has Changed the [Developed] World

The Web has changed ...

- ... the way we connect to people, to information, to services
- ... the way we communicate, buy, sell, learn, meet, work, govern, prevent, cure, move, create, consume, understand
- ... the balance of power from centralized to decentralized, by fostering individual creation and consumption of information and services.



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Vision



*“The social **value of the Web** is that it enables human communication, commerce, and opportunities to share knowledge [and] 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, inventor of the World Wide Web
[Worldwide Participation in the World Wide Web Consortium](#)



Challenge



State of the Web for the Developing World?

- Similar to the Web in the developed world ...
... but in the mid 1990s
 - Base of billions of under-served people
 - Huge potential for value
 - Huge base of potential content providers, including entrepreneurs, NGO, governments, individuals
- But many challenges exist ...



Challenge: Limited Usability and Usefulness

- Reach of the Internet is increasing
 - Mobile phones: 4 billion and growing
- Less than 25% of world's people are accessing the Web
 - Smaller percentage are creating content
- Life-critical services on the Web are rare, especially for those who need them most



Challenge: Limited Usability and Usefulness

- Barriers to creating and consuming content:
 - Low computer literacy
 - Low language literacy
 - Literacy in languages not well supported on the Web
 - Physical and cognitive disabilities
 - Cost



Challenge: Technology and Policy Threats

- Creative, robust evolution of the Web is impeded
 - Incomplete knowledge of this humanity-tech system
 - Knowledge is important to improving the Web
- The Web as a single, universal medium for the sharing of information, is threatened
 - Censorship
 - Insecurity
 - Trustworthiness
 - Uninformed policies
 - Incompatible and proprietary technologies



The World Wide Web Foundation



Announcing the creation of the **World Wide Web Foundation**

- **\$5 million seed grant from John S. and James L. Knight Foundation**

Awarded on 14 Sep 2008 by Knight President Alberto Ibargüen to Web Foundation founder Tim Berners-Lee (right) ([press release](#))

- **5 yrs funding for operations, raising program funds and creating an endowment**
- **Operational launch of the Web Foundation planned for 2009**





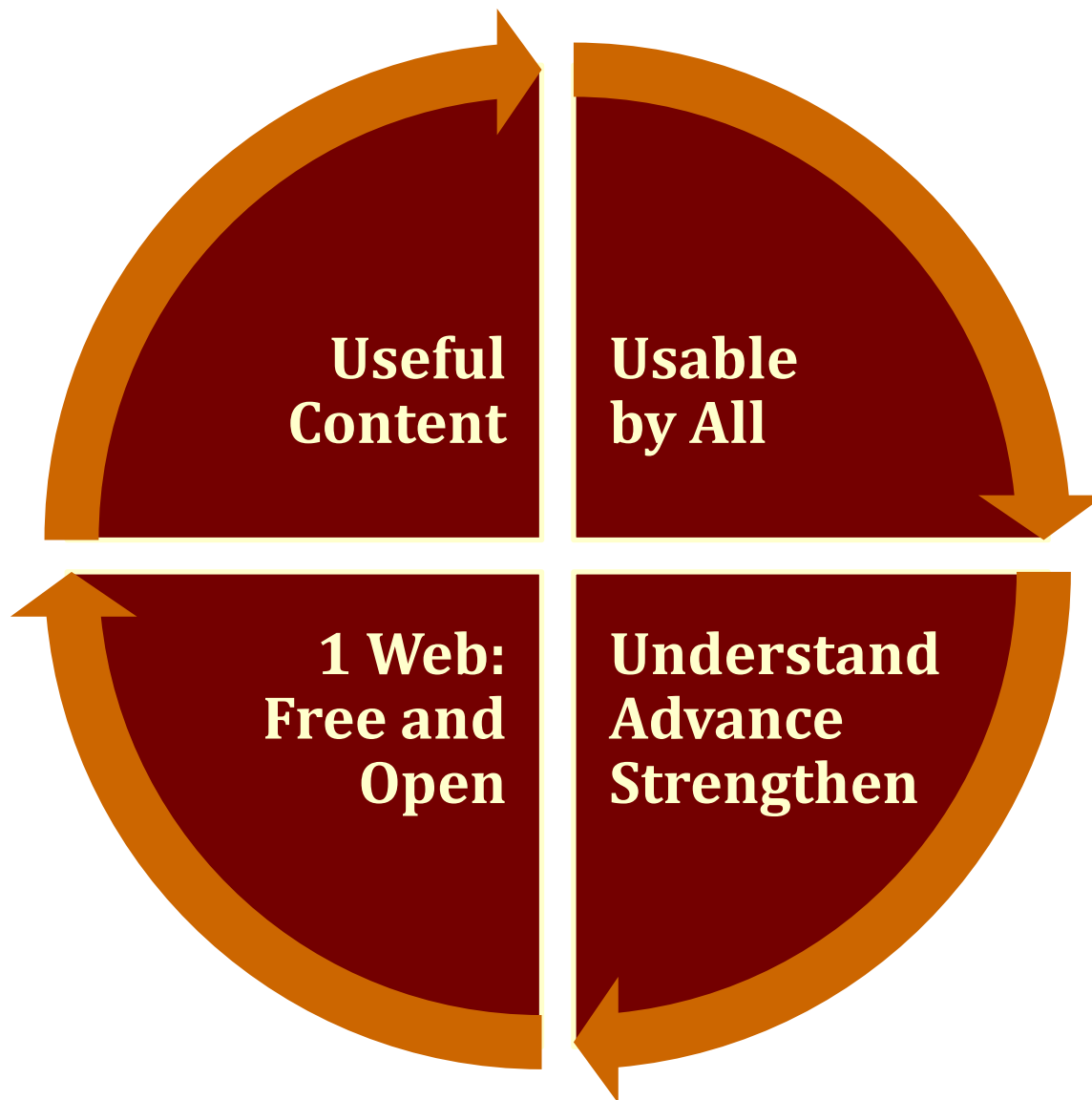
The Mission of the World Wide Web Foundation:

- *Advance the Web.*
- *Connect Humanity.*
- *Empower People.*



**WORLD WIDE WEB
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4 Objectives to Engage Challenges





2 Types of Programs

- Until now, there has been no **coordinated effort** to address the full range of challenges and opportunities for the Web.
- The Foundation will fill this gap with programs that enable **local action and impact** that scale to affect change on a **global level**.



Web in
Society

- Focused
- Bottom-up



Web
Leadership

- Big picture
- Top-down



Web Leadership Programs



Web Leadership Programs

Top-down / Big picture

- Web Science, to understand the Web and explore new concepts
- Web Standards, toward One Web that works for all people
- Consider challenges such as censorship, uninformed policies, incompatible and proprietary technologies, etc.
- Plan future Web in Society programs
- “Web Index”





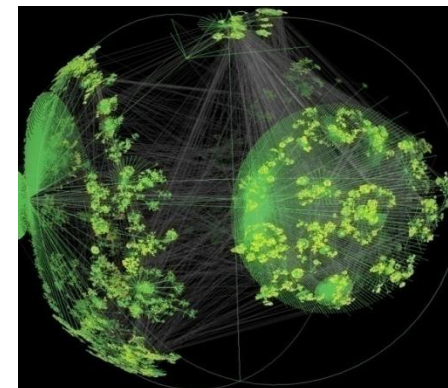
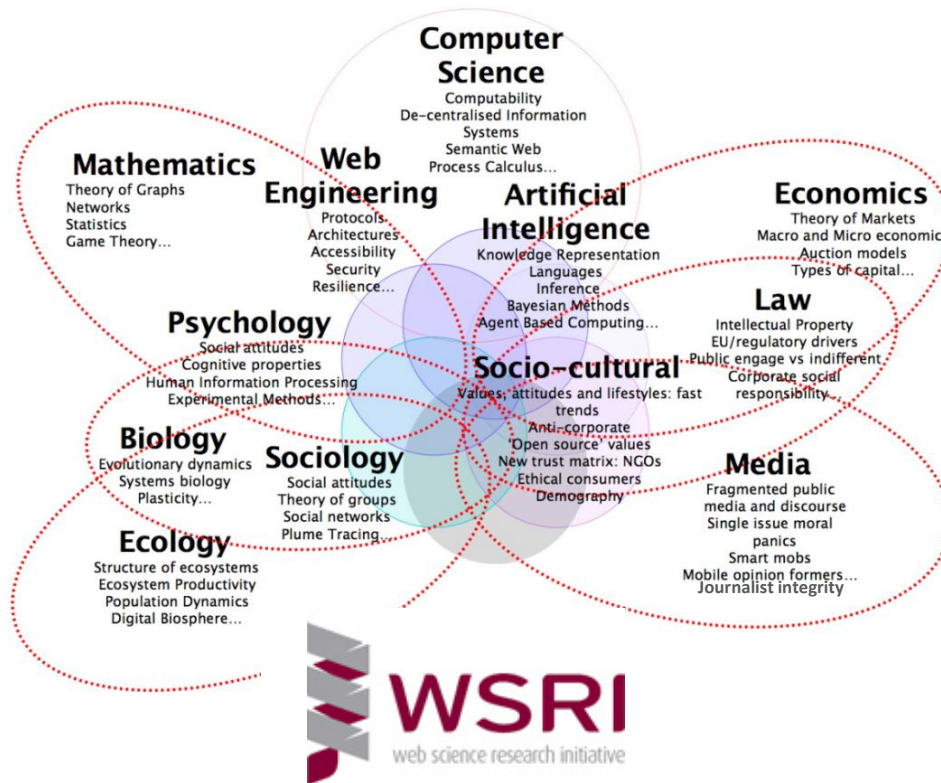
Web Leadership Programs: Support of Web Science

Goals

- Understand how the Web works
- Technical and non-technical issues
- Take the Web to new levels

Activities. Fund:

- Overall coordination
- Advocacy
- Global expansion
- Web science curricula
- Conferences
- Connection to Standards
- Research to support Web in Society programs





Web Leadership Programs: Support of Web Standards

Goals

- There is One Web ... and it works
- Web expands in a robust manner
- Web remains free and open for all



Idioma de la interfaz

- ☐ العربي
- ☐ English
- ☐ Sueco
- ☐ Français
- ☐ Italiano
- ☐ 日本語
- ☐ Русский
- ☐ Español
- ☐ Svenska



Activities. Fund:

- Conferences and workshops
- Education and outreach
- Increased global participation
- Connection to Web Science
- Deployment to support Web in Society
- Uncovered gaps



- Founded in 1994 by Tim Berners-Lee
 - inventor of the Web
(current W3C Director)
- Fair and effective process
- Royalty-free patent policy
- Global focus
- 400 Member organizations
- Tens of thousand participating





Delivering Web Content to Mobile Phones

10 ways to mobilize



Design for One Web



Rely on Web standards



Stay away from known hazards



Be cautious of device limitations



Optimize navigation



Check graphics & colors



Keep it small



Use the network sparingly



Help & guide user input



Think of users on the go




W3C WORLD WIDE WEB
consortium

Leading the Web to Its Full Potential

[Activities](#) | [Technical Reports](#) | [Site Index](#) | [New Visitors](#) | [About W3C](#)

The World Wide Web Consortium (W3C) develops interoperable technologies (specifications, guidelines, and potential. W3C is a forum for information, commerce, communication, and collective understanding. On this page, we provide information about W3C and its activities. New visitors can find help in [Finding Your Way at W3C](#). We encourage you to get involved.

Validator Donation Program	News
<p>I ♥ VALIDATOR Make a donation or become a sponsor of the W3C Validator.</p>	<p>Improving Access to Government through Better Use of the Web: First Public Draft</p> <p>2009-03-10: The eGovernment Interest Group has published the First Public Working Draft of Improving Access to Government through Better Use of the Web. The term "eGovernment" refers to the use of the Web or other information technologies by governing bodies (local, state, federal, multi-national) to interact with their citizenry, between departments and divisions, and between governments themselves. Recognizing that governments throughout the World need</p>
<p>W3C Supporters</p> <p>Help W3C by making a donation through the W3C Supporters Program.</p>	
<p>Employment</p> <p>W3C is seeking a Managing Director.</p> <p>Current W3C Fellows Program openings are Business and Technology Communications Specialist; Software Engineer.</p>	
<p>W3C A to Z</p>	



Standards and Technology (NIST)

NIST
National Institute of
Standards and Technology
Technology Administration
U.S. Department of Commerce

NIST, a world-class research and technology laboratory within the U.S.



Web In Society Programs



First Web in Society Program: Web for Development

- Focus on under-served populations at the tipping point
- Achieve measurable impact





First Web in Society Program: Web for Development

- **Accelerate the number of:**
 - People who can create content
 - Web sites and applications providing useful content
 - Health care/nutrition
 - Education
 - Government services
 - Commerce
 - Web sites that are accessible and usable by people on mobile phones and other devices
 - Web-connected and -empowered people

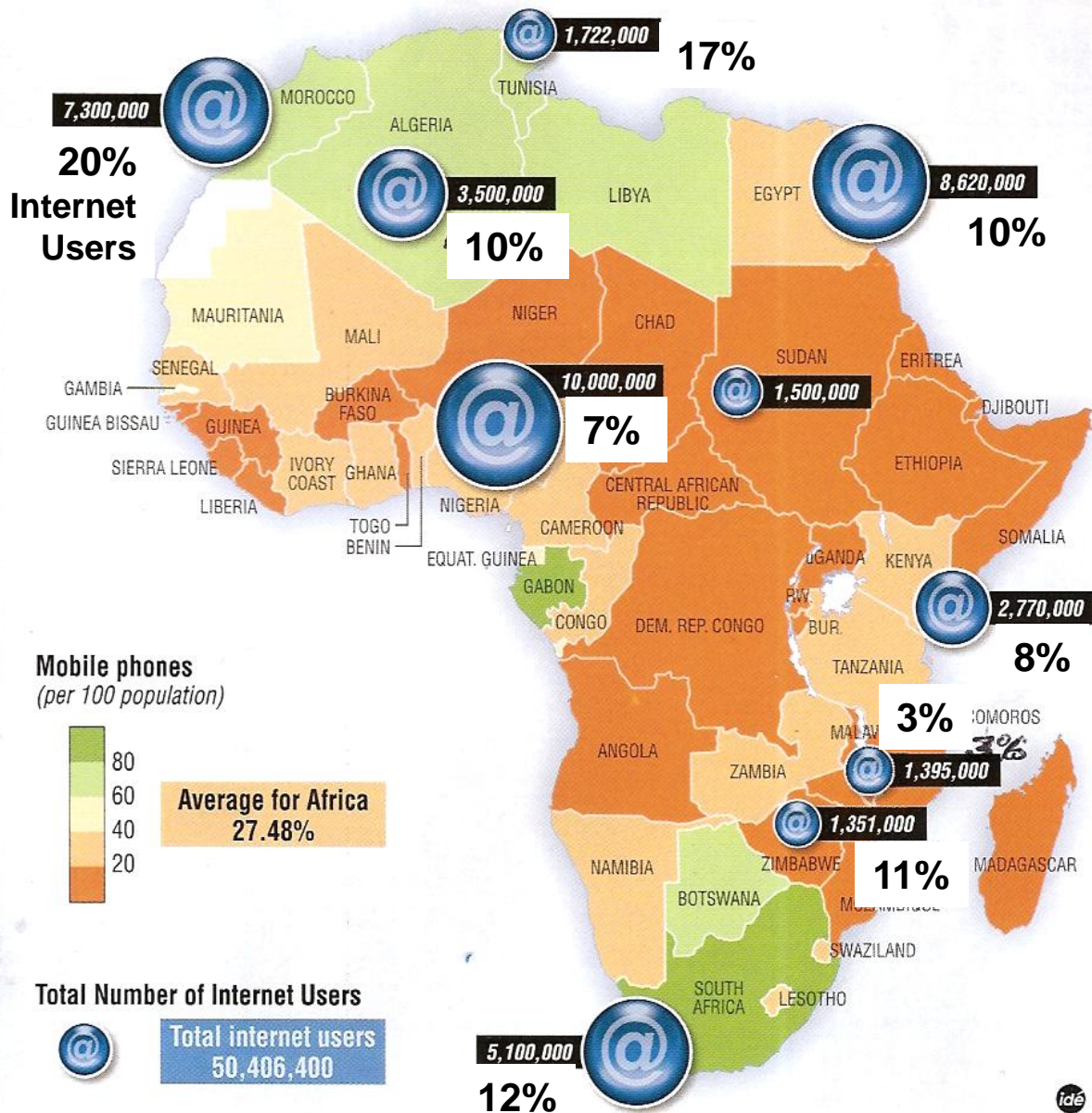




Internet Users and Mobile Phone Owners in Africa

(2008 Sep/Oct)
Africa Report

Mobile phone density and top ten countries in internet use





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Web for Development Projects

Break Barriers, Accelerate Opportunities

Community Building

- *Convening groups of thought leaders, developers, users ...*
- *Social networking (wikis, blogs, twitter, fora...)*
- *Annual event and prize for the Innovative mobile Web applications*
- *Travel and study fellowships*

Science

- *Field research on mobile Web usage*

Standards

- *Web for people with low reading skills*
- *Web for people with little experience*
- *Web serving under-served languages*

Tools

- *Software and tools to develop, deploy and access Mobile Web content*
- *Open-source community software development projects*

Training

- *Training on mobile Web technologies for IT sector, NGOs, entrepreneurs...*
- *Curriculum and Degree at Universities*

Deployment

- *Pilot projects*
- *Full-scale projects*



Detailed plans and budgets available on request



Conclusion



- **The Web Foundation - about ready to launch**
- **Mission = globally unique, critically important**
- **Resources = experienced and world-class**
- **Impact = significant, scalable, multiplicative**
- **There is now a unique opportunity to become a founding partner, and work with the Web Foundation to advance the Web, connect humanity and empower people**



Thank You

For more information:
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<http://webfoundation.org/>