

Power to the People



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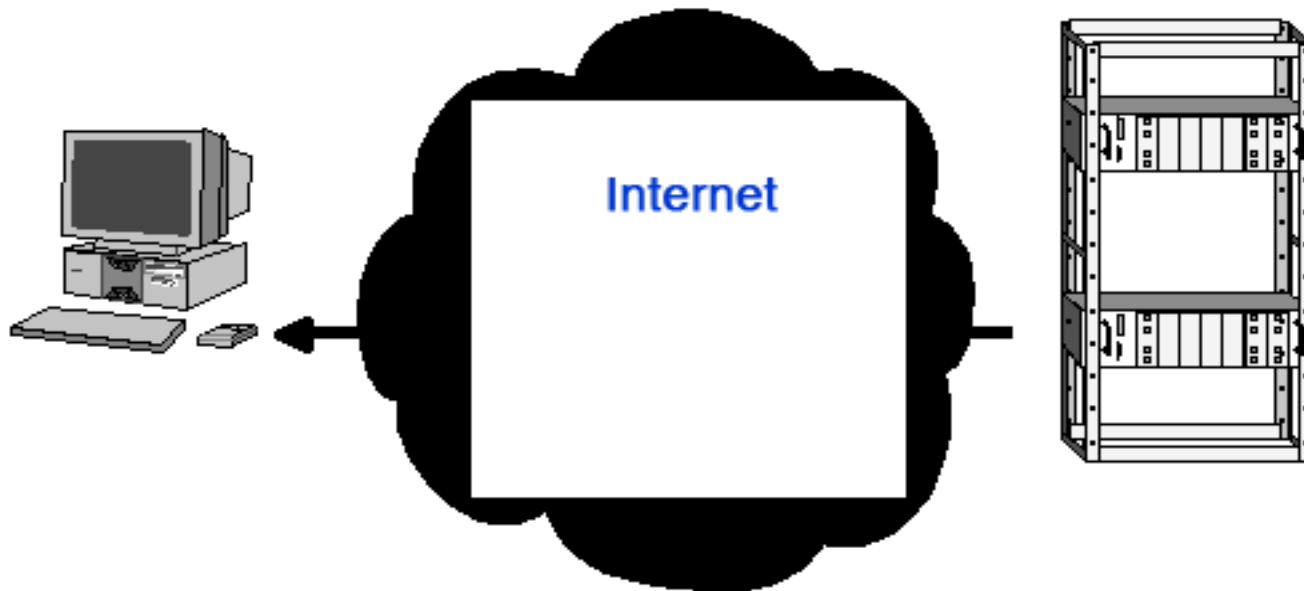


What is ISOC ?

- NGO founded in 1991 by Internet pioneers
- 24.000 members worldwide
 - provide a corporate structure to support the Internet standards process by the IETF
 - ISOC is the parent company of the Public Interest Registry, which runs the .ORG top-level domain.
 - Not only a global clearing house for Internet information and education but also a facilitator and coordinator of Internet-related initiatives around the world.
- Luxembourg chapter founded 2000

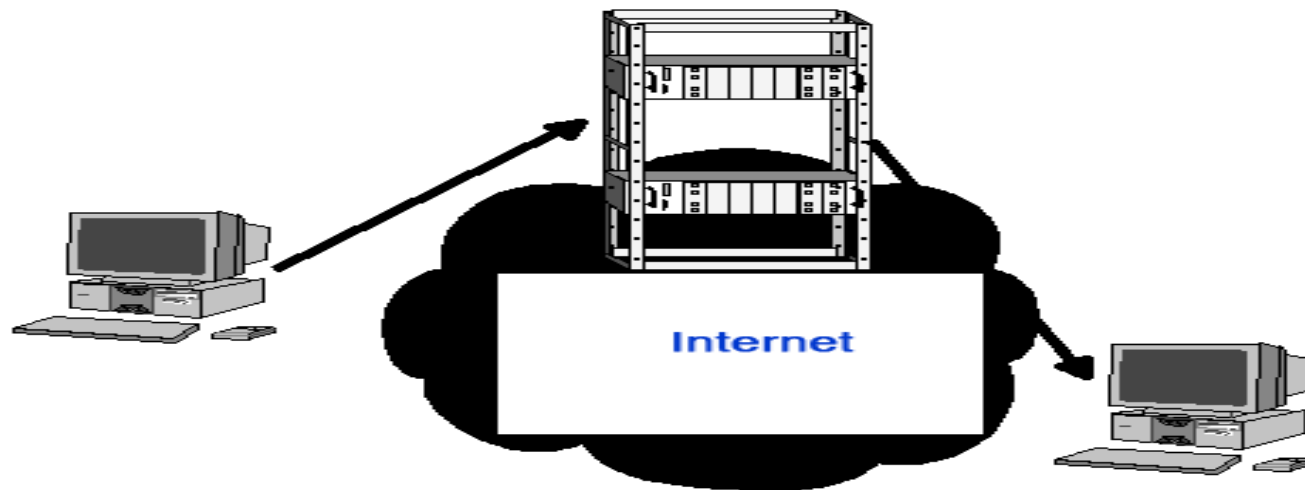
Internet 1.0

- Centralized information
 - information checked before going on-line
- User is mostly a “consumer” of information.
- Top-down approach



Web 2.0

- De-centralized content provision
- User is also content provider
- New tools:
 - Blogs and related technologies: RSS feeds, Wikis
 - File sharing platforms: You Tube, Flickr, etc.
- **Two way communications**



Web 2.0



Which content ?

- News, opinions:
 - Blogs and online forums
 - Wiki (Wikipedia)
 - Societal issues lead to creation of web sites (e.g. Luxembourg flag issue)
- Media:
 - Photos (Flickr)
 - Movies (You Tube)
- The society as a whole provides the content
- Global network but localized content (e.g. Google.lu)

Web 3.0 Enablers

- Cheap devices
 - Computer hardware for home is cheap and powerful.
 - Run your public blog on your home computer
 - Other devices: mobile phones, PDAs
- "Real" broadband
 - Not ADSL: slow, asymmetrical
 - FTTH, FTTP, Fiber to the home
- IPv6
 - Available IPv4 space exhausted between **2009** and 2012
 - Reinstates the end-to-end principle. An unique IP address for everyone and every single device

What for ?

- Stream content from your computer, mobile phone, car, fridge
 - Real time remote diagnosis of your health or car
 - Your fridge would place an order with your grocery store or suggest recipes
 - High definition video conferencing with friends and relatives with no third parties along the way.
 - Share voluminous information between places (office, home, friends, colleagues)
 - Efficient teleworking

What for ? E-democracy

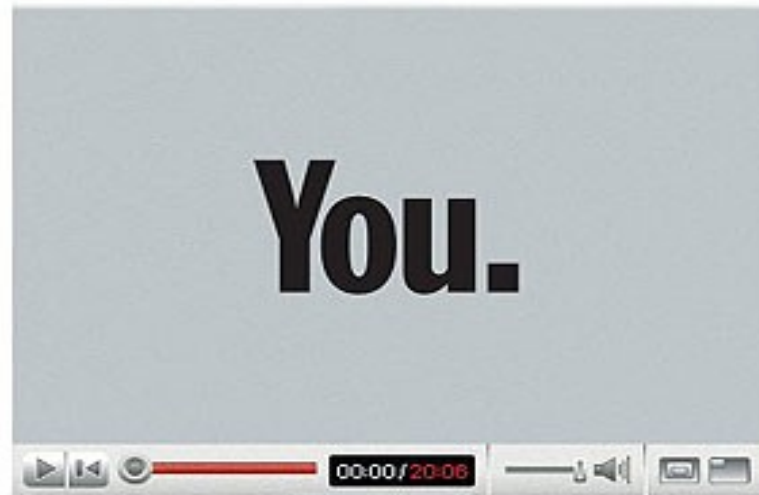
- Participate in political and social life and decisions
 - Can citizens devote enough time and competence ?
 - Companies and some non-profit groups can
- Influence society through exposure of views:
 - Blogs, incl. company promotion on blogs
 - Some NGOs like Amnesty International now use the web rather than traditional media
- Think about how bloggers torpedoed the CBS anchorman Dan Rather

DECEMBER 25, 2006 / JANUARY 1, 2007

www.time.com

TIME

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Yes, you.
You control the Information Age.
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Shift in business model

- Users are in charge of content
 - Time Magazine named the « Internet user » person of the Year 2006.
 - Also specialised community radio/TV programs. The world is your audience. Will reach a critical mass audience.
 - Centralized broadcasts by radio/TV networks are just one kind of programs.

Shift in business model (2)

- Developments that will take place by 2010
 - 90% of Internet bits will be video traffic
 - VoIP traffic exceeds the PSTN traffic
- Access providers just deliver « the pipes »
- Access ≠ Content. Different models/industries

Net Neutrality

- Not yet discussed in Europe, but will come
- The network is agnostic about content
- All content treated the same way
- If some content is privileged by way of agreements between content providers and network operators
 - Risks for smaller content providers
 - Some content might not be carried at all
 - Freedom of expression ?
 - Censorship based on commercial rules

Issues

- Average Joe User thinks everything he reads on the Net is true
- Showing a man being hanged: is this e-democracy ? But maybe showing a drunk politician is.
- Promotional blogs under disguise: ethical ?
- With IP everywhere: privacy issues
 - What if your fridge calls your doctor ?
 - What if your car calls home to say you are not at the office but at the local bar ?

Further info

Internet Society: www.isoc.org

Internet Society Luxembourg: www.isoc.lu

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THANK YOU

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