



**GLOBAL STANDARD SETTING 2007**  
*An Interactive Discussion*



## Strategy for Serving the World

<http://www.w3.org/2007/Talks/0620-Bratt-ANSI/Bratt-OpenForum-07p.pdf>

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Open Forum for Standards Developers

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**Global Standard Setting 2007: An Interactive Discussion**  
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Slide 1

# 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

*Worldwide Participation in the World Wide Web Consortium*

# > 1 Billion Served

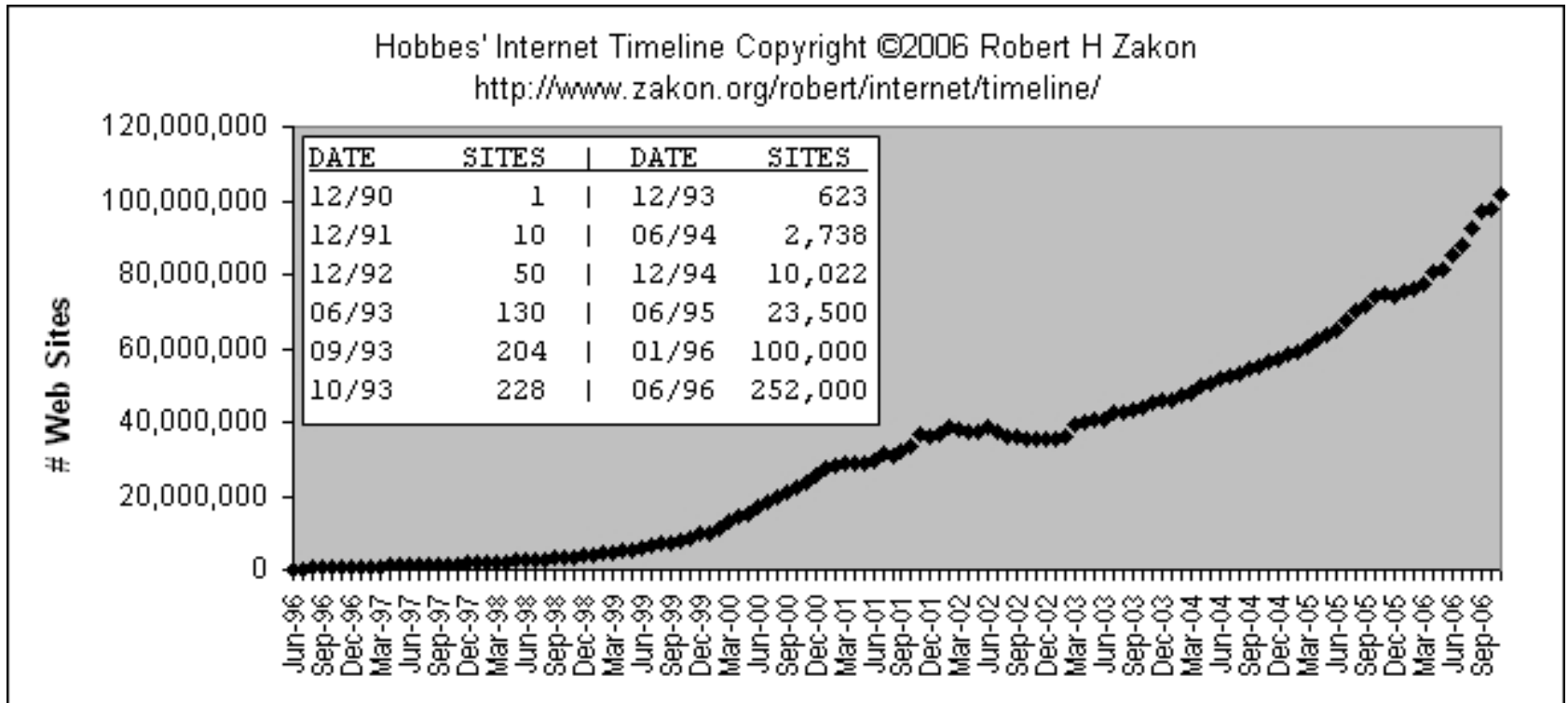
WORLD INTERNET USAGE AND POPULATION STATISTICS						
World Regions	Population ( 2006 Est.)	Population % of World	Internet Usage, Latest Data	% Population Penetration	Usage % of World	Usage Growth 2000-2006
<a href="#">Africa</a>	915,210,928	14.1 %	<b>32,765,700</b>	3.6 %	3.0 %	625.8 %
<a href="#">Asia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

<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

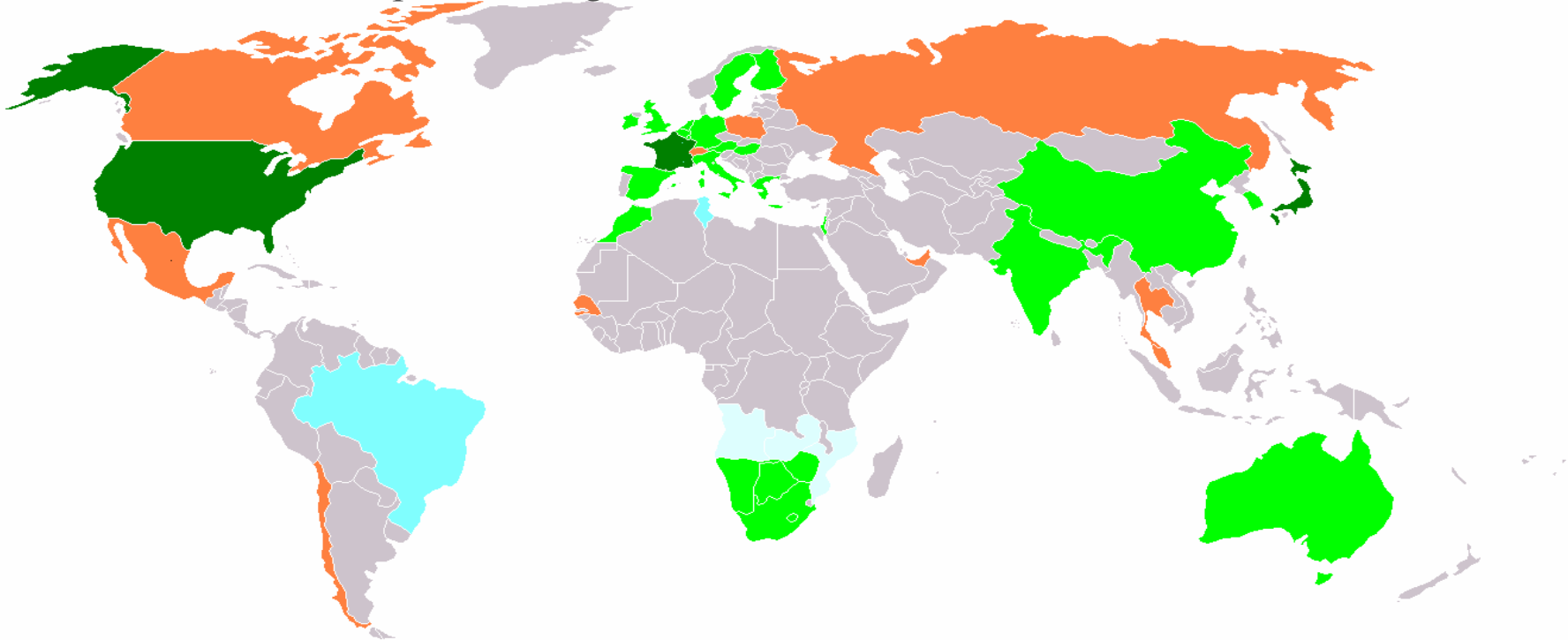
- Open Web standards
  - Interoperability between data and applications across the Internet and across the Globe
- Foundation of today's Web
  - e.g., HTML, CSS, XML, Architecture
- Foundation for tomorrow's Web
  - e.g., Web 2.0, Web services, semantics, ubiquity
- Key efforts focus on universality, 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

## 20 Hosts and Offices. More on the Way.

MIT ERCIM Keio Australia Benelux \_\_\_ Suomi Deutschland und  
Österreich Ελλάδα \_\_\_ Magyarország לישראל المغرب \_\_\_ Italia भारत  
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*