

Advance the Web
and Empower People



WORLD WIDE WEB
FOUNDATION

The Web Foundation Breaking Barriers to Empowerment

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Limerick, Ireland





DO NOT WALK OUTSIDE THIS AREA
DO NOT WALK OUTSIDE THIS AREA





- **Vision for the Web?**
- **What stands in the way?**
- **Why act now?**
- **What will we do?**
- **What impact do we aim to have?**
- **How will we do it?**
- **What is the role of language, I18N & L10N?**
- **Wrap-up**



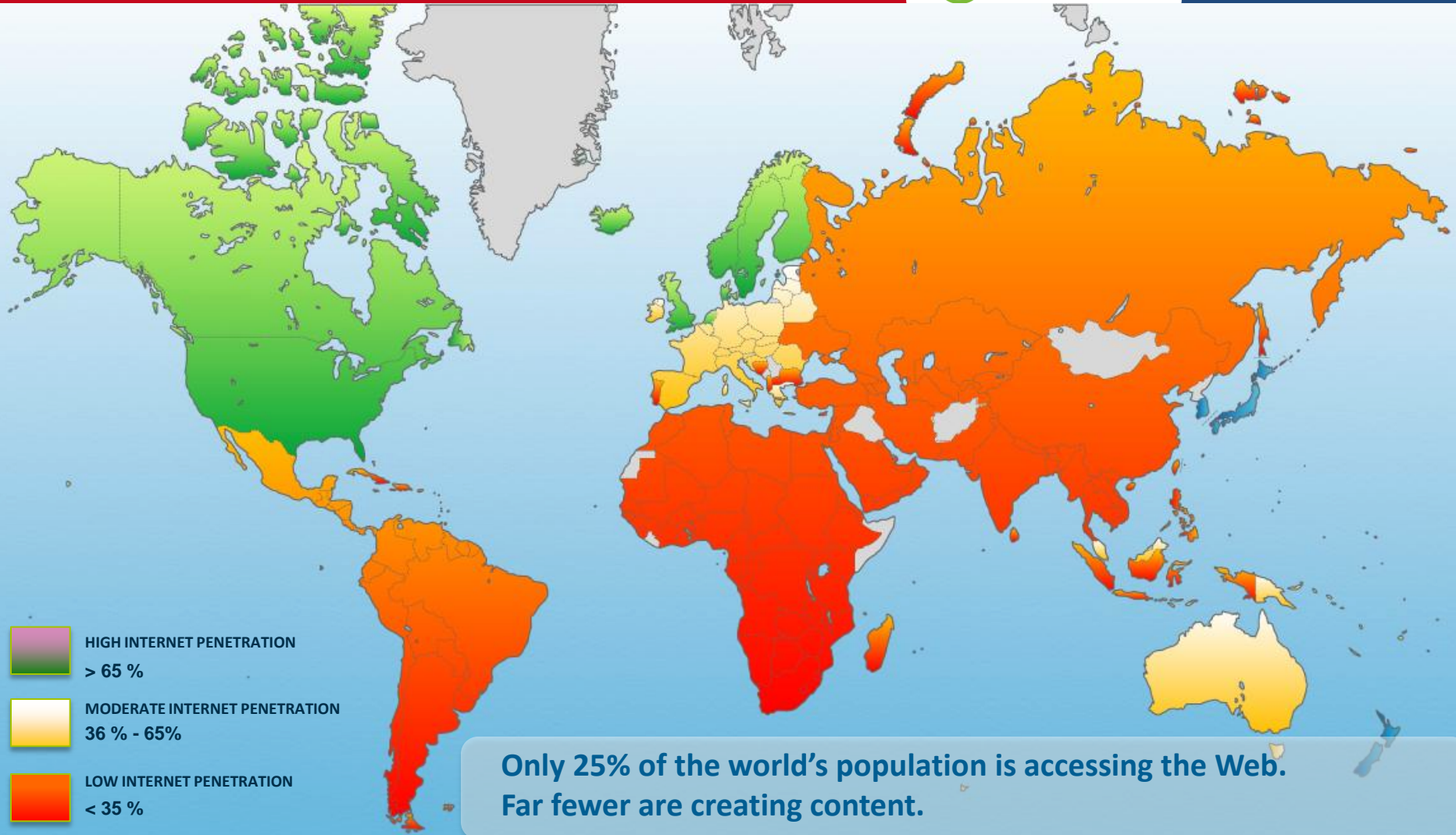
The Web is a powerful (net) positive force in the world



- **all people** can author, access and communicate across the Web
- the Web will **empower all people**
- the Web help to **address all global grand challenges**



But, the Web is not used by all people



**Only 25% of the world's population is accessing the Web.
Far fewer are creating content.**



... and the Web is not accessible
or valuable for most people



- Barriers to creating and consuming:
 - Low reading skills
 - Languages not well supported on the Web
 - Physical and cognitive disabilities
 - Lack of awareness, knowledge, experience
 - Cost

- Life-critical services in limited supply on Web, especially for those most in need



■ Evolution of the Web impeded

- Knowledge of this medium of “humanity connected by technology” incomplete

■ Web as universal medium is threatened

- Censorship
- Uninformed policies
- Incompatible & proprietary technologies
- etc.

Why now? (and, Why a Web Foundation?)



- **Internet** connectivity & bandwidth are **increasing**
- The **Web** is the “**killer app**” for the Internet
- Significant **challenges** and risks
- Until now, **no coordinated response**

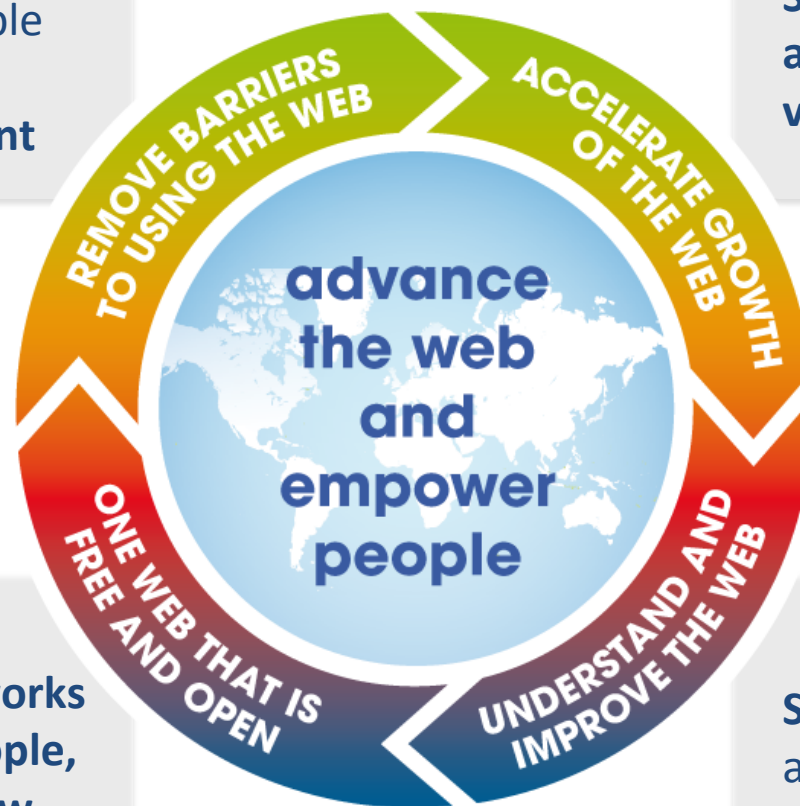
**The Web Foundation aims to provide
the necessary, coordinated action**

Our Mission and Objectives



Fill technical gaps that impede 1+ billion people from creating and consuming Web content

Stimulate and substantially accelerate growth of valued content



Promote a Web that works world wide, for all people, for today and tomorrow

Study the Web and its use, and explore new concepts and new capabilities

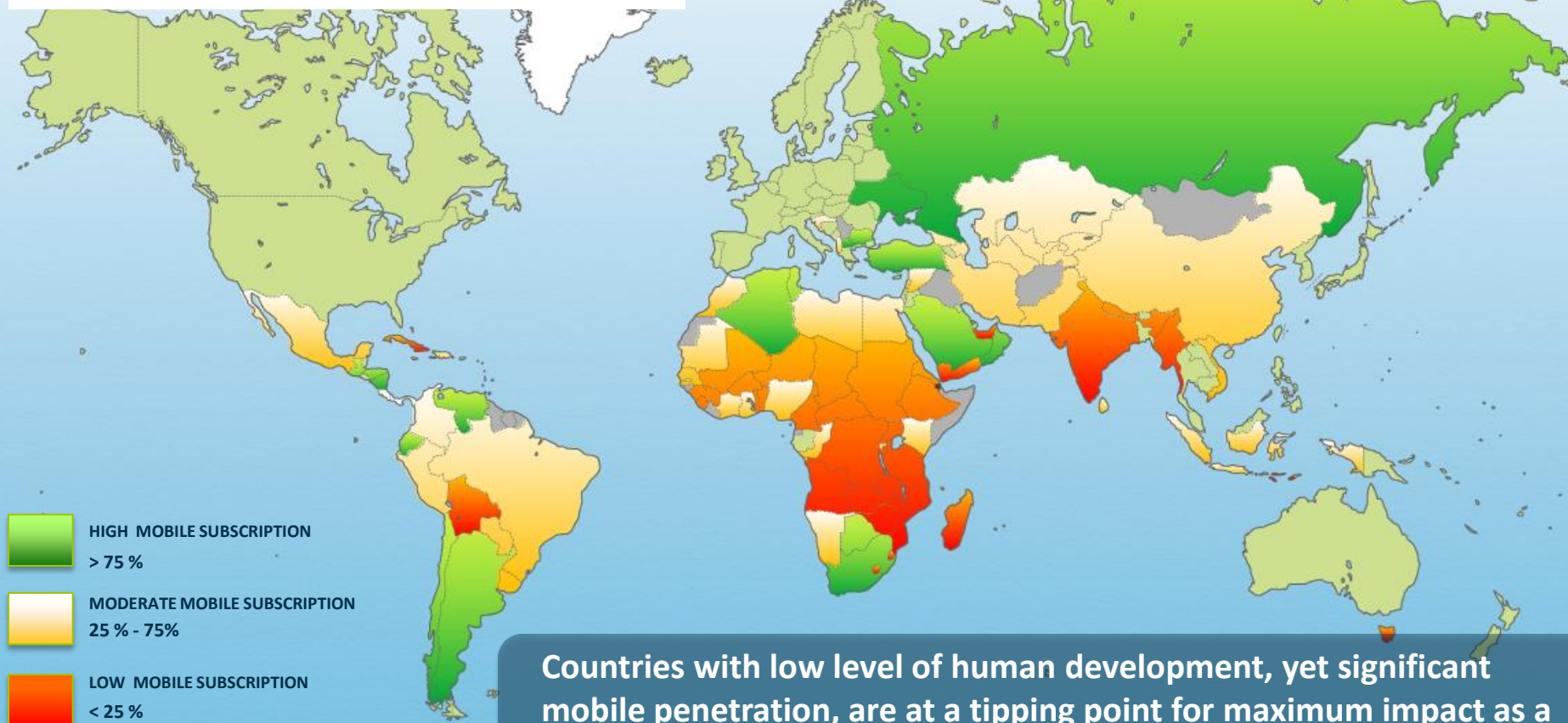
Types of activities the Web Foundation supports



Mobile Web opportunity



**1.7 billion Web users vs.
4+ billion mobile subscribers**



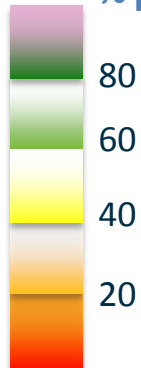
Countries with low level of human development, yet significant mobile penetration, are at a tipping point for maximum impact as a result of the Foundation's interventions in the near future

The opportunity for Africa



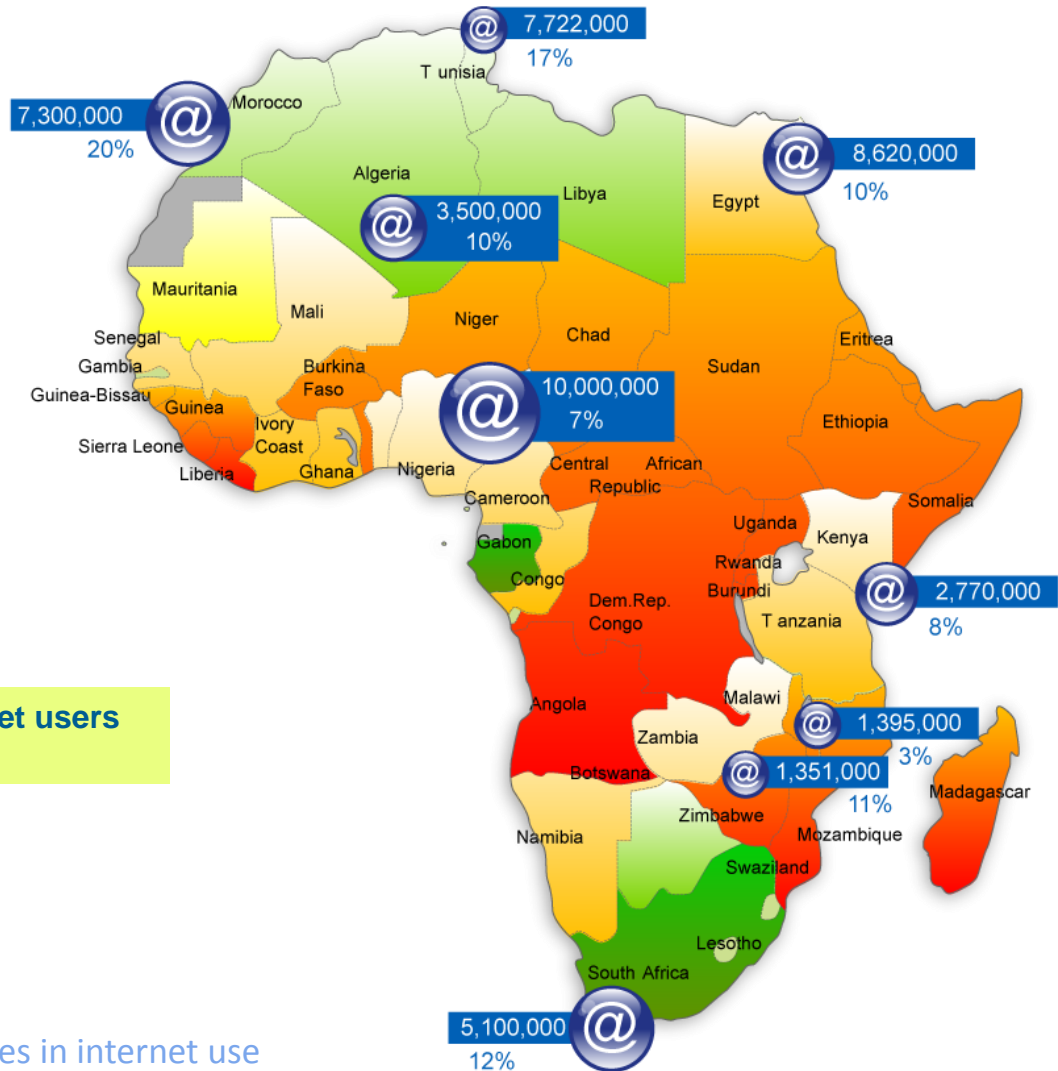
Internet Users and Mobile Phone Owners in Africa (2008 Sep/Oct) Africa Report

Mobile phones % population



Average for Africa 27%

@ Total Internet users ~6%



Mobile phone density and top ten countries in internet use



- Being founded by Tim Berners-Lee, Web inventor
- Spun out from the World Wide Web Consortium
- Seed grant from the
John S. and James L.
Knight Foundation
- Launch => end of 2009



■ ■ ■
■ ■ ■
■ ■ ■
Not starting from scratch



W3C's Mobile Web for Social Development Group

- <http://www.w3.org/2008/MW4D/>
- Stories that give hope:
 - <http://www.w3.org/2008/MW4D/wiki/>

W3C's Web Accessibility and Internationalization groups

- <http://www.w3.org/WAI/>
- <http://www.w3.org/International/>





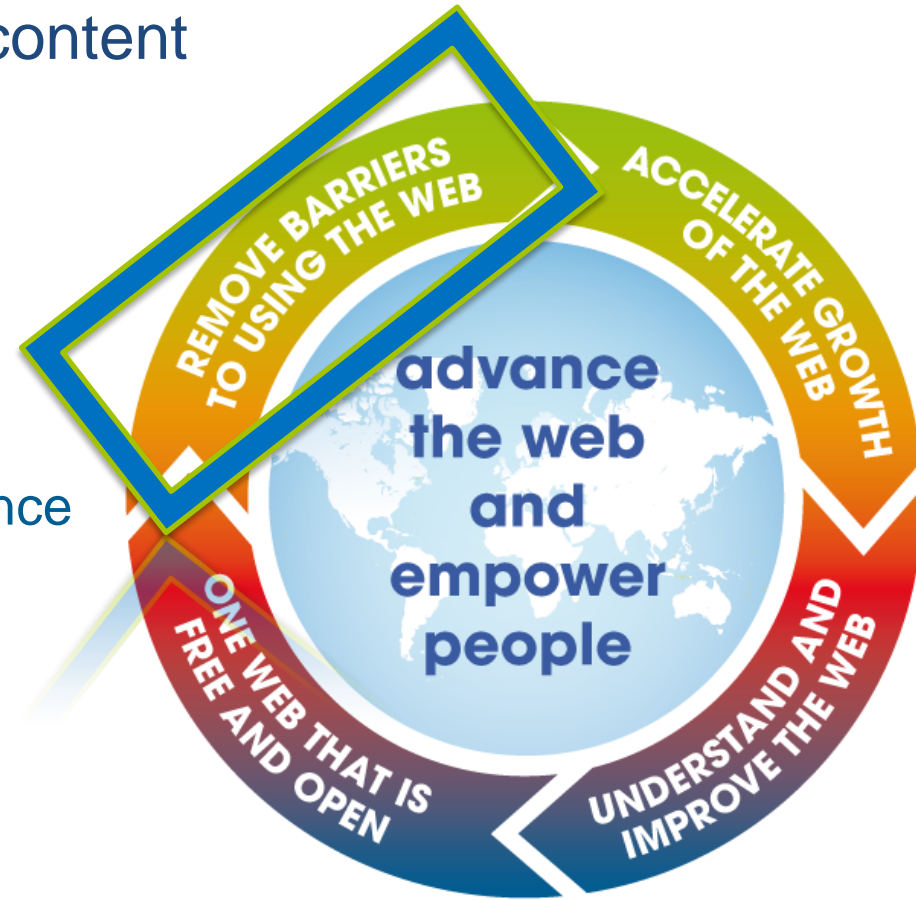
TimBL creating
blog for users on
Ghana (20 Sep
2009)



Removing barriers to using the Web



- Fill technical gaps that impede 1+ billion people from creating and consuming Web content
- Enable use by:
 - People w/ low reading skills
 - **People who communicate in languages not well-supported**
 - People w/ little computer experience
 - People w/ disabilities
 - Etc.



Remove barriers: General types of activities



Community building around topics. Conferences.



Research best solutions



Build global consensus to develop standard guidelines



Develop authoring and validation tools

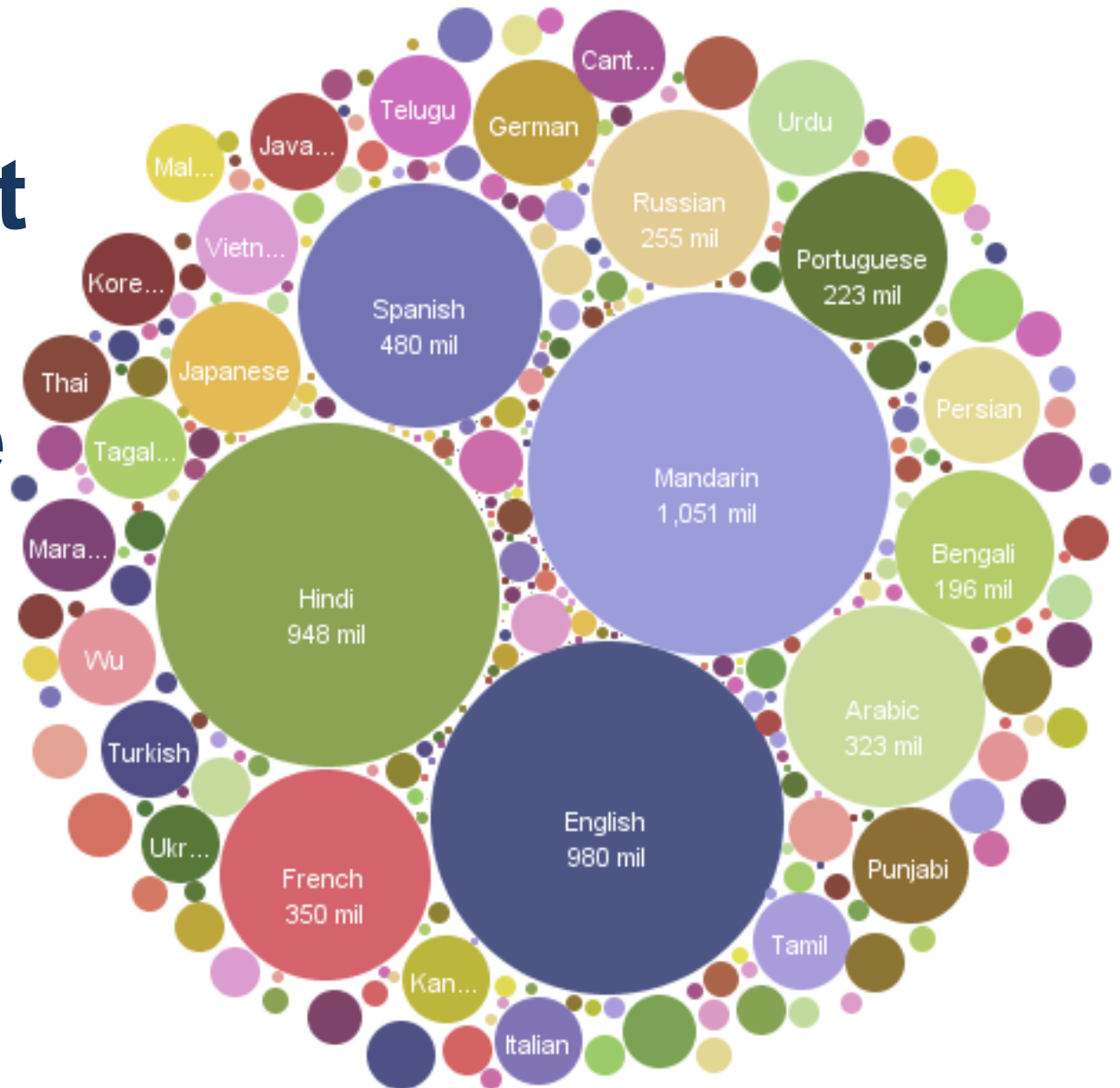


Education and outreach to promote guidelines, tools and breaking of barriers. Fellowships.



Measure impact

How important is language to the future of the Web?



Number of proficient speakers (wikipedia, IBM ManyEyes))



VERY!



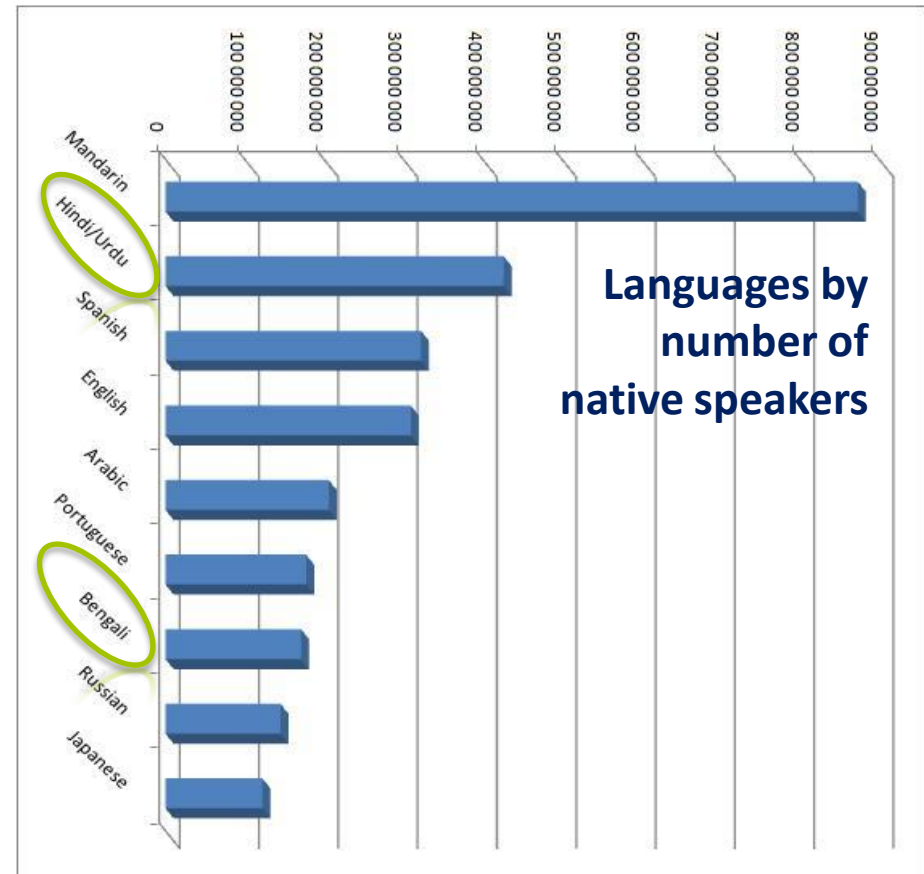
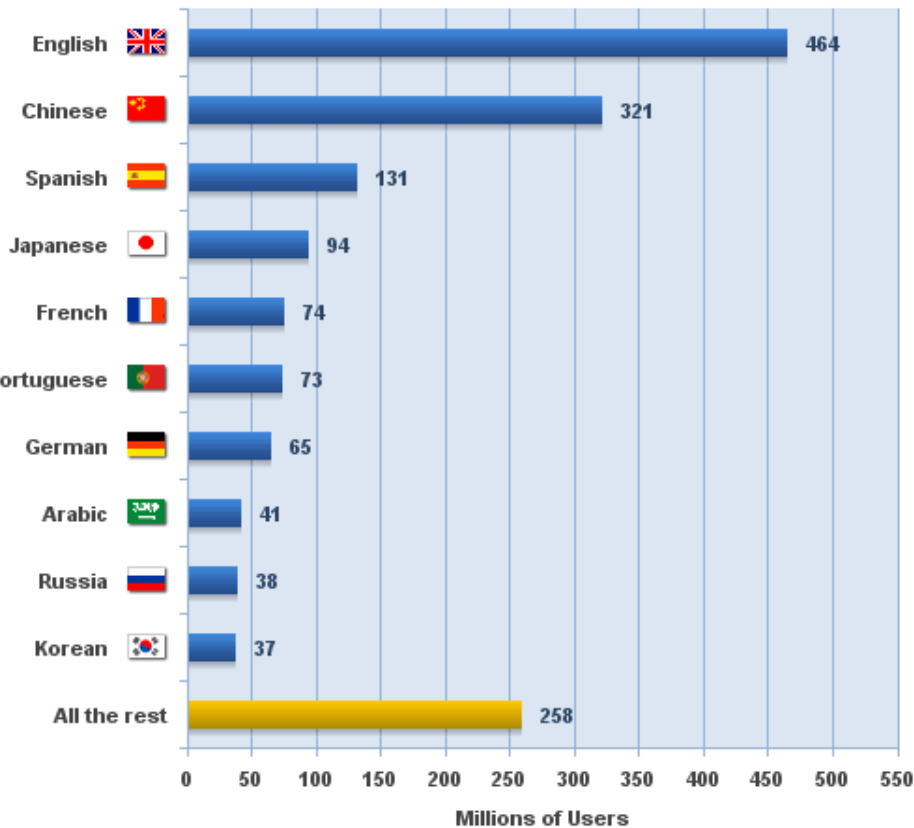


- Close to 6,909 languages
- 8 (1st) languages = 39% of all speakers
- Other 61% of world speak 6,901 languages
 - How many of these are well supported on today's Web?

http://www.ethnologue.com/ethno_docs/distribution.asp?by=size



Top 10 Languages in the Internet millions of users



http://en.wikipedia.org/wiki/List_of_languages_by_number_of_native_speakers

Source: Internet World Stats - www.internetworldstats.com/stats7.htm
Estimated Internet users are 1,596,270,108 for 2009Q1
Copyright © 2009, Miniwatts Marketing Group



- Web must be available in people's mother tongues
- Need to understand the technical building blocks to enable a complete language
 - fonts, OS, standards, apps, browsers, etc.
 - authoring, rendering
- Need to understand motivators and de-motivators
 - availability of building blocks
 - awareness, understanding
 - cost
 - supply vs. demand

How to prioritize Foundation's work in light of our objective?



- What languages are read by the largest number of people who only read languages not current well-supported on the Web
 - Is this the right question?
- What about the connected vs. the unconnected?
- What about the 4 billion (and growing) mobiles?
- What about voice interfaces, and support of new languages in text-to-speech and speech-recognition engines will be critical?

We need your help





■ Web = increasingly positive force for good, but

- opportunities, challenges, risks
- must continue to advance responsibility
- enable **all people** to be empowered

■ The Web Foundation

- Preparing for action
- Next steps: fund-raising campaign and launch

■ Advice and support needed

