

# New Rules and Roles in the Digital Age

Matthew Shears

Director of Public Policy, Internet Society

ITU Telecom World 2006



# New worlds

- Borderless world – anytime/anywhere world – virtual worlds – multiple worlds
  - Global reach = immediacy
  - Multiple addresses, identities
  - A weave of real life, Second Life, other lives
- Worlds defined by
  - Information
  - Degrees of access
  - Patterns of consumption
  - User-centricity
  - Individual and communal identity
  - The 1st Billion
  - Opinion and acclamation
  - Doing rather than watching.

# New Worlds (2)

- Worlds in which everyone can have a say
  - A stage, a podium, a speaker's corner
    - Network Neutrality
- Worlds in which individuals and communities are
  - Consumers, producers, innovators
  - Self-promoters and communicators
  - Critics and social commentators
  - Activists and participants
  - Communications service providers (the next telcos?)
- Worlds in which participation and engagement are facilitated and encouraged
  - Empowerment through technology.

# New Players

- Individual/community
  - The individual has a voice – technology is a megaphone
  - Community based on geography and/or interest?
    - Broadband to rural areas
  - Instant community, instant cause
    - Activism is just a click or SMS away – click your congressman, text your member of parliament
- Stakeholderism
  - Who/what are stakeholders?
    - Those who can demonstrate an interest?
    - Taking the pulse...
  - In Internet governance
    - Governments, international organizations, private sector, Civil Society, technical community are stakeholders

# New players (2)

- (Technologically-savvy) Youth
  - “So they are expecting, by using Amazon, by using MySpace, by chatting, by SMS'ing, they want complete freedom and instant response and to be online when they can. So they are not going to -- If somebody puts up a border, it's really not obvious to them why that thing is there. They see it as a problem, and the sooner that they can get around it, the better.”
    - Steve Vosloo, Emerging Issues panel, IGF Athens
  - Empowered!
    - Traditional = notional?
    - Technological = real?
  - What is their role? How do they engage? How do they change the rules?
    - Youth Forum issue: how do they play a role in policy-making?
- The next Billion users
  - How will they shape rules and roles?

# Old and new models

- Old models
  - Top down
  - Command and control
  - Imposed
  - Hierarchy driven
  - Secrecy defined
  - Centralized responsibility
- New models
  - Bottom-up
  - Partnership
  - Agreed
  - Stakeholder driven
  - Open, transparent
  - Distributed responsibility

# New dimensions and issues

- New issues require new approaches
  - Spam
    - Borderless
    - Individual, community, national, global
      - Culture of cyber security
    - Multi-stakeholder
      - Governments, private sector, Civil Society, technical community, international organizations, individuals
    - Inhibits access – impacts the 1<sup>st</sup> Billion and delays the 2<sup>nd</sup>
  - New dimensions may require the creative application of old rules and new, old roles and new.
  - Traditional models, traditional rules apply only so far
    - Hard regulation, soft regulation, co-regulation, self-regulation.

# Internet: new rules, new roles?

- Internet model
  - Dynamic – evolving based on need
  - Interest and expertise driven
  - Bottom-up, open and multistakeholder
  - Transparent
  - Consensus-driven
  - Decentralized yet collaborative and coordinated
- Internet community
  - ISOC, IETF, NRO/RIRs, ICANN, etc.
    - DNS, IP addressing, Internet public policy
  - Model matches the need in its purpose and execution
    - No one always sits at the front...
  - It is driven by community interest and need
  - Purpose is to maintain and promote the Internet's security, stability and availability.

Visit **The Internet Pavilion**  
ISOC, ICANN and the NRO  
Stand 8053

And pick up a USB stick!

