



# Sustainable Futures: Funding the Web Ecosystem

Stephanie Stimac | Igalia Web Platform PM

Imagine...



# Imagine...

An ecosystem that provides a massive wealth generating resource



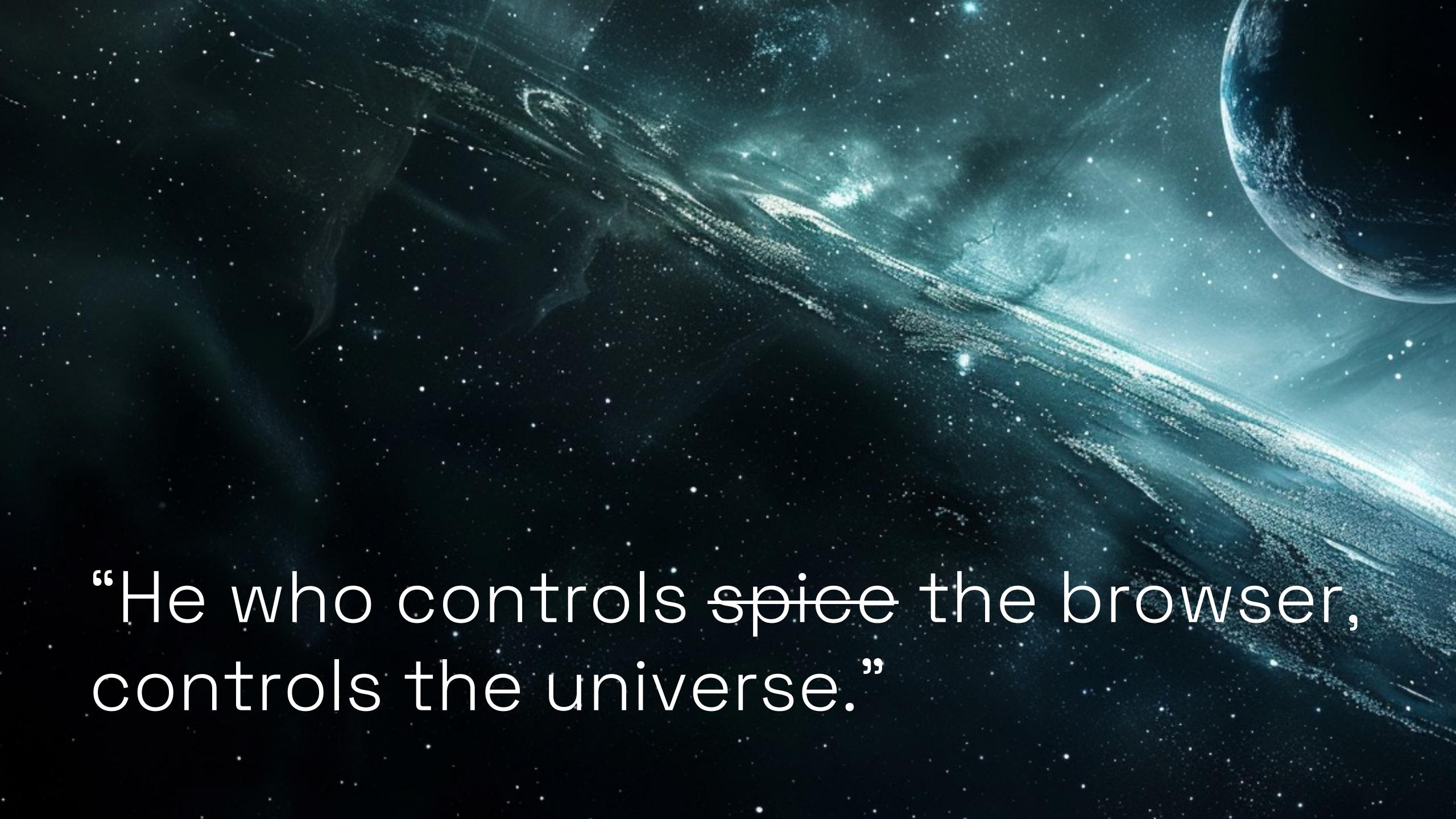






The background of the image is a dark, deep space scene. It features a dense field of stars of various sizes and colors. A prominent, large planet is visible on the right side, showing a detailed surface with continents and oceans. The overall atmosphere is mysterious and vast.

“He who controls spice,  
controls the universe.”

The background of the image is a dark, star-filled space scene. A large, partially visible planet with a bright ring system is located in the upper right corner. The foreground features a large, white, sans-serif font quote.

“He who controls ~~spice~~ the browser,  
controls the universe.”



A hand is shown interacting with a glowing blue globe, symbolizing the Information Age. The globe is covered in a network of glowing blue lines and dots, representing global connectivity and data flow. The background is dark blue, with more glowing particles and lines, creating a futuristic and dynamic feel.

Information Age: 1970-present

A hand is shown interacting with a glowing blue globe, symbolizing the interconnected nature of the Information Age and Internet Age. The globe is surrounded by a complex network of glowing blue lines and dots, representing global communication and data flow. The background is dark, making the blue glow stand out.

Information Age: 1970-present  
Internet Age: 1990-present





Browsers are  
critical  
infrastructure



Browsers are  
critical  
infrastructure  
(and complex)

Over  
**5 Billion**

Internet Users

# 67%

of the global  
population





# Google



Google Search

I'm Feeling Lucky

# PROBLEMS WITH THE SYSTEM



## 1. It pays for browsers, not engines



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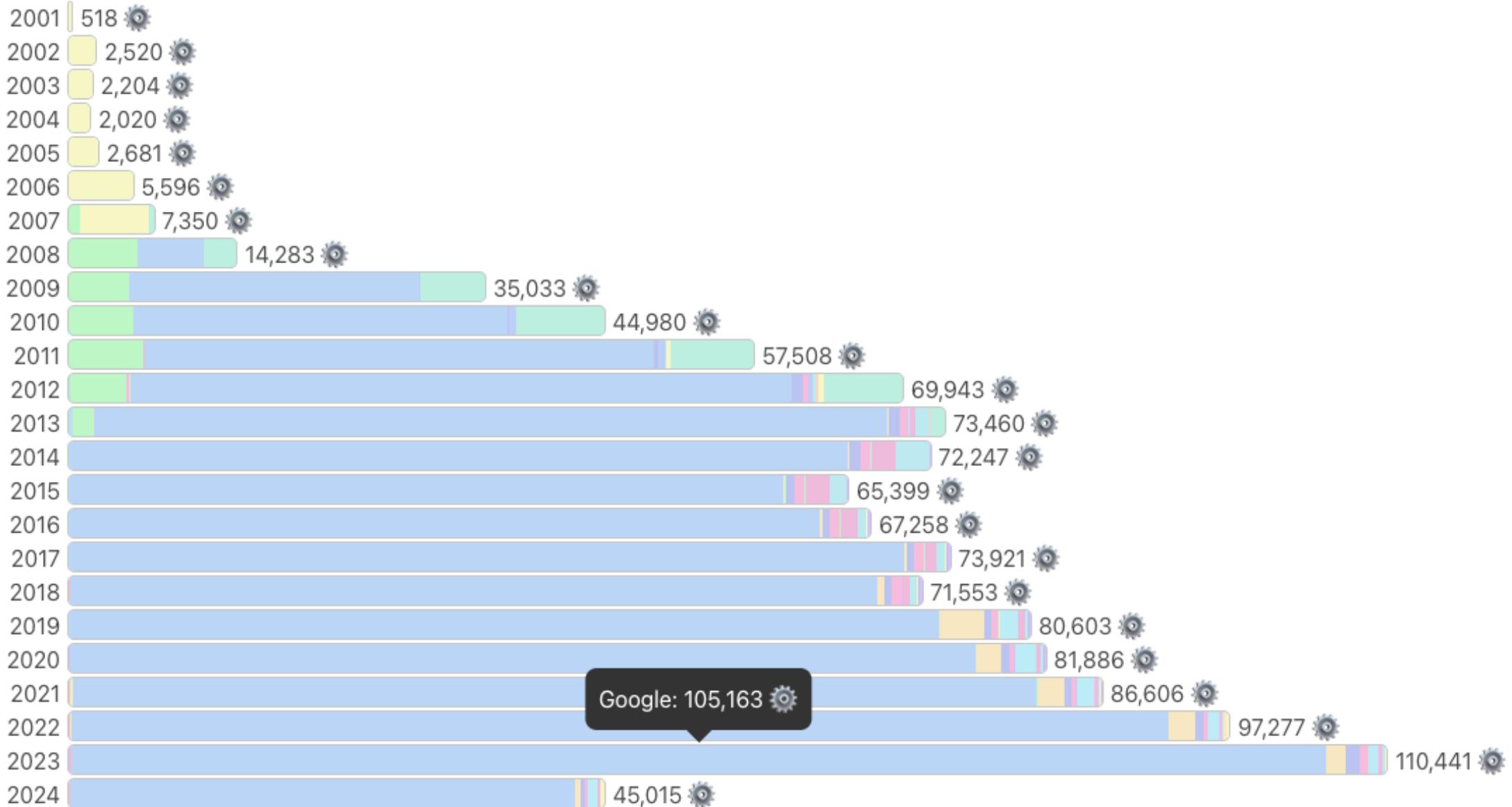
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2. Smaller browsers don't get a cut of the deal (unclear processes)
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4. Legal & regulatory pressure
5. Owned by corporations

INTRUSIVE THOUGHTS: WORST CASE SCENARIO EDITION...

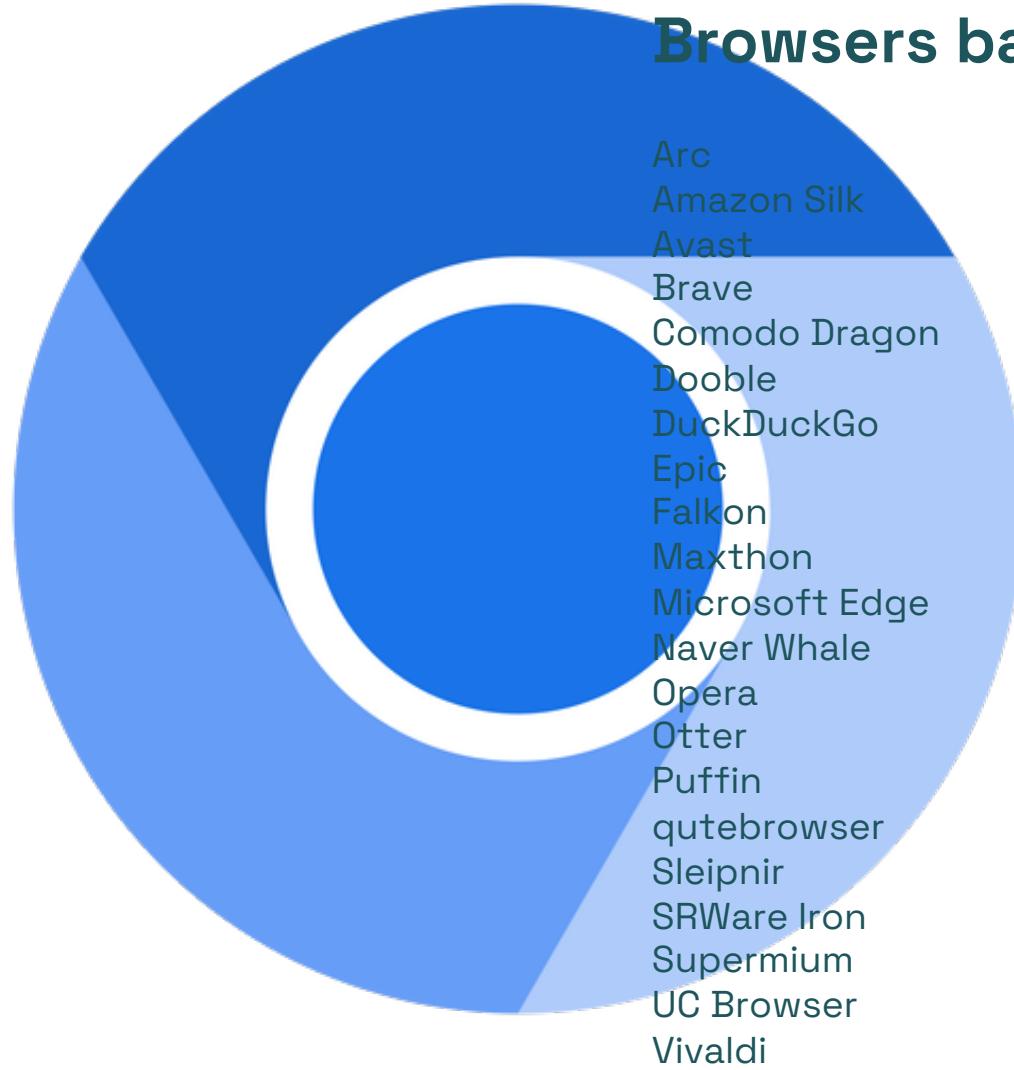
WHAT HAPPENS IF  
THOSE CORPORATIONS  
DISAPPEAR?



### Year # commit



## Browsers based on Chromium



INTRUSIVE THOUGHTS: WORST CASE SCENARIO EDITION...

WHAT HAPPENS IF  
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DISAPPEAR?

But it's Open Source?

# Open Source Is at a Crossroads

The cracks are beginning to show in this global ecosystem, as many projects lack the basic funding to sustain the software that literally runs the world.

May 7th, 2024 10:00am by [Bill Doerrfeld](#)

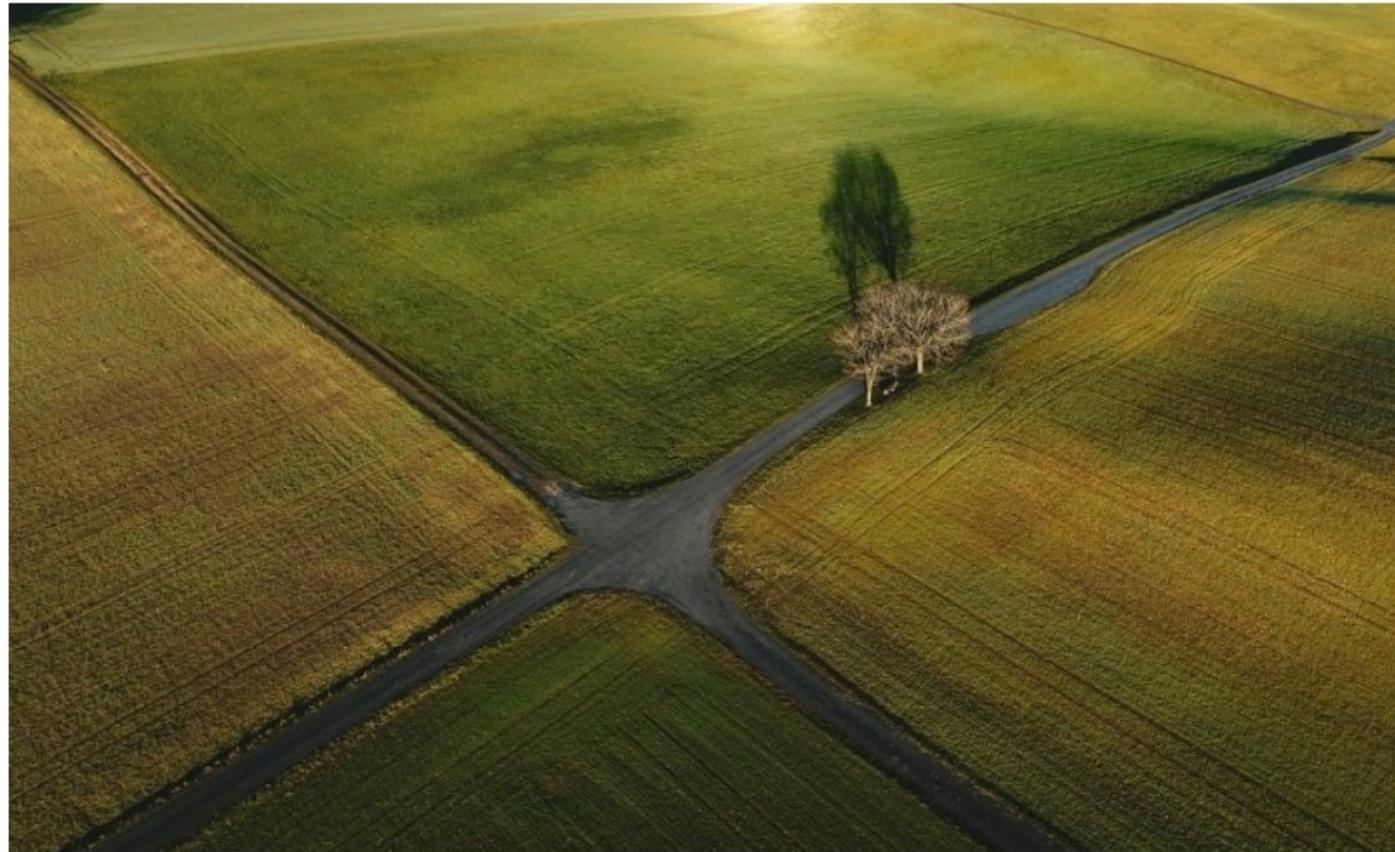


Image via Pixabay.

## The Digital Economy Runs on Open Source. Here's How to Protect It.

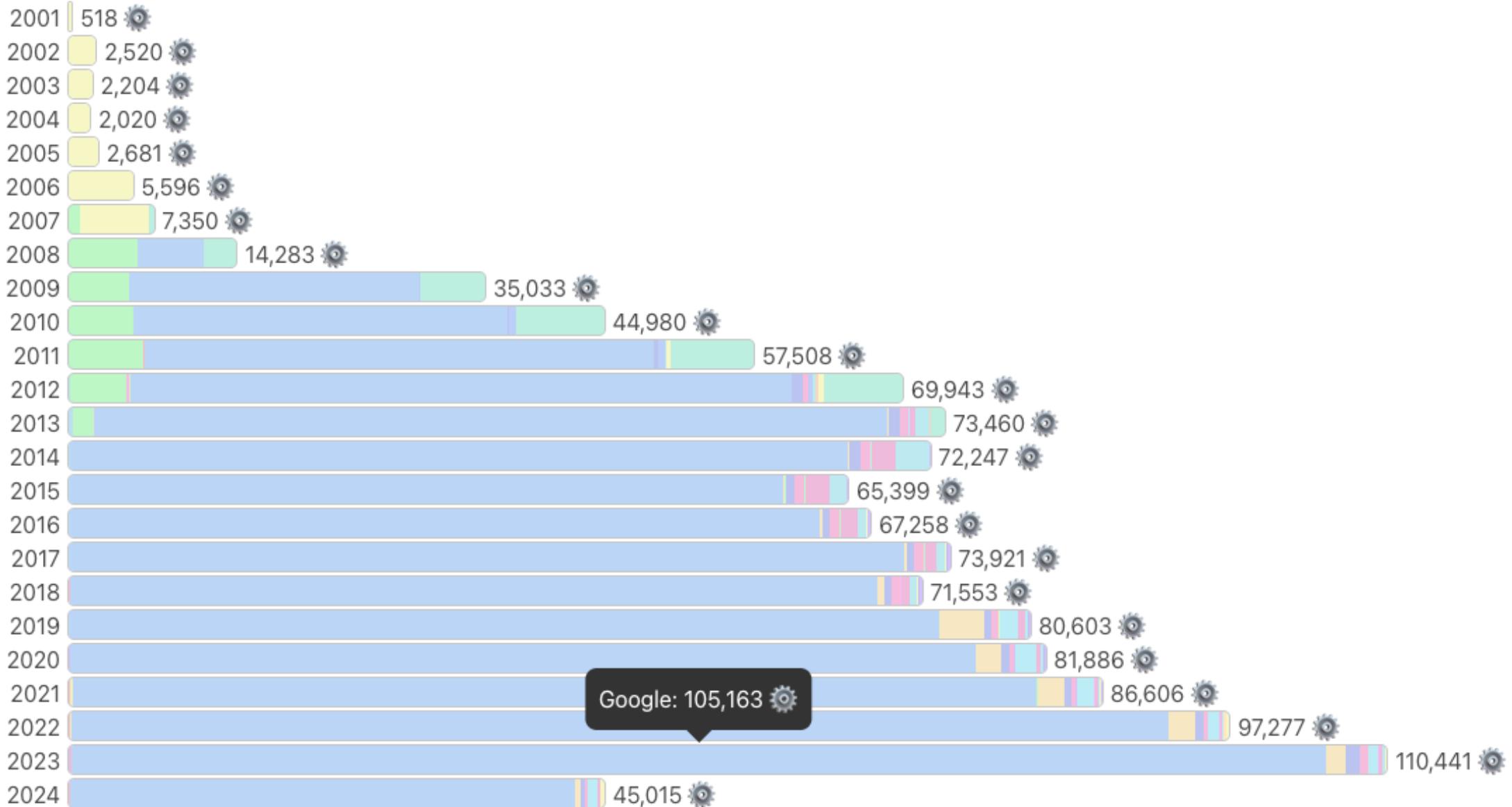
by Hila Lifshitz-Assaf and Frank Nagle

September 02, 2021



Artur Debat/Getty Images

**Year # commit**

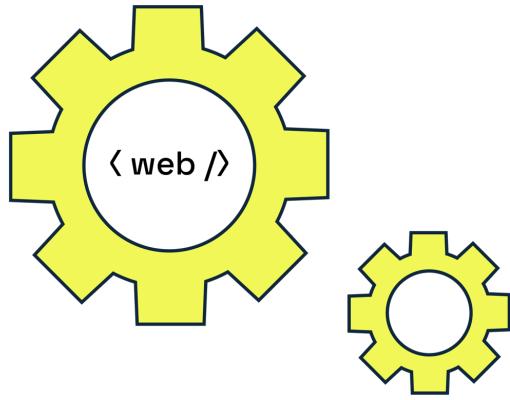


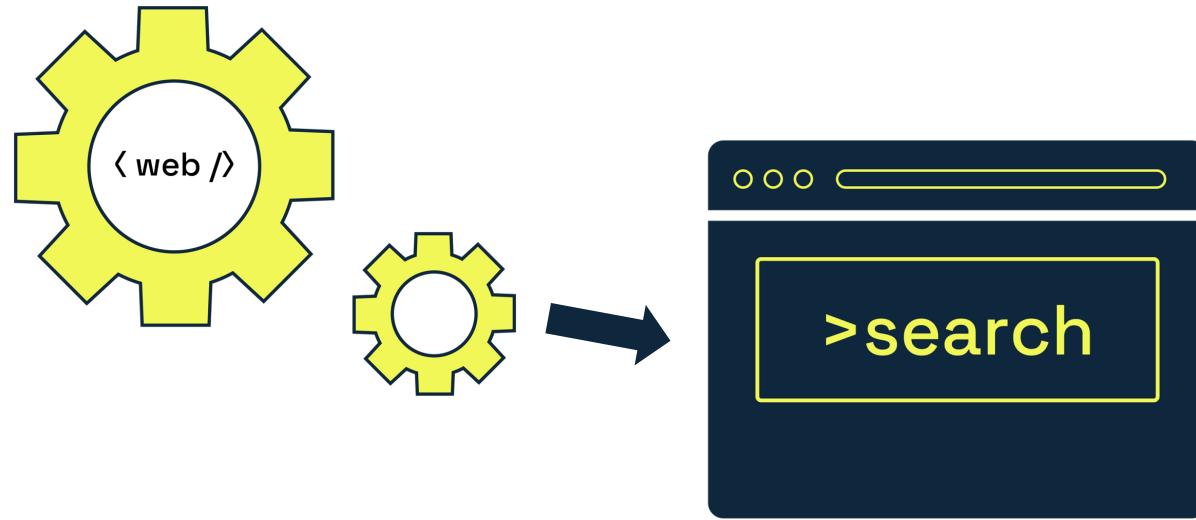
Open Source needs  
sustainable funding

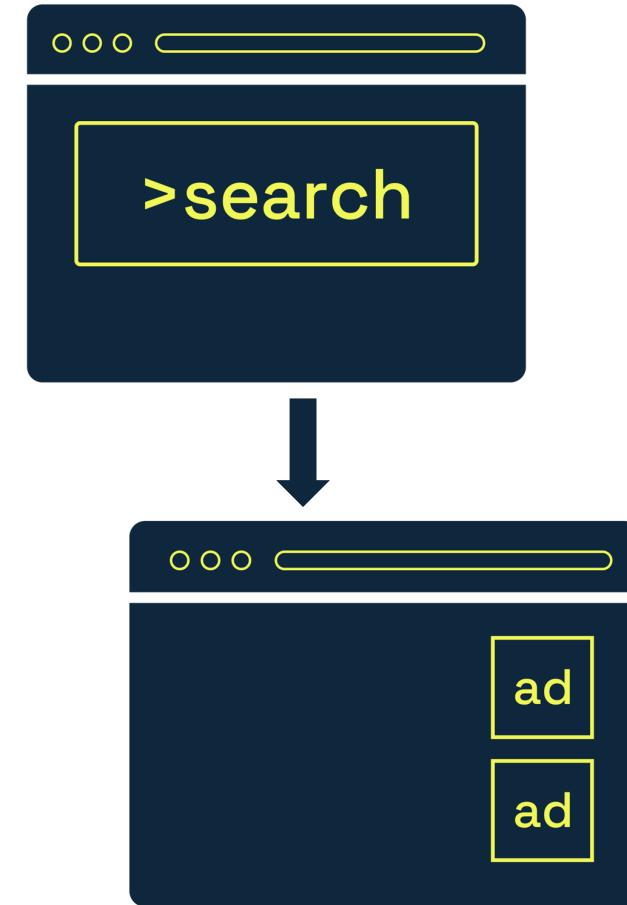
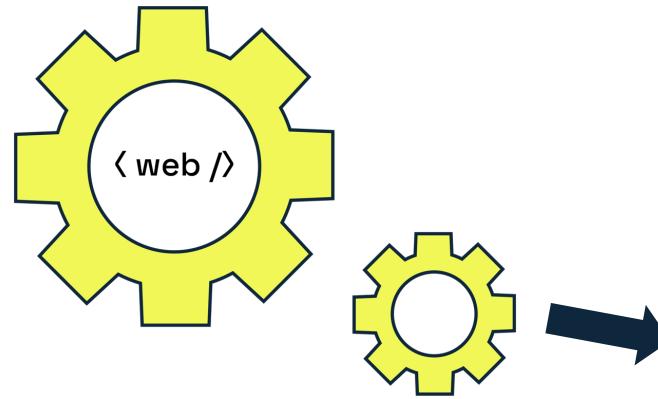
The Web Ecosystem  
needs sustainable  
funding

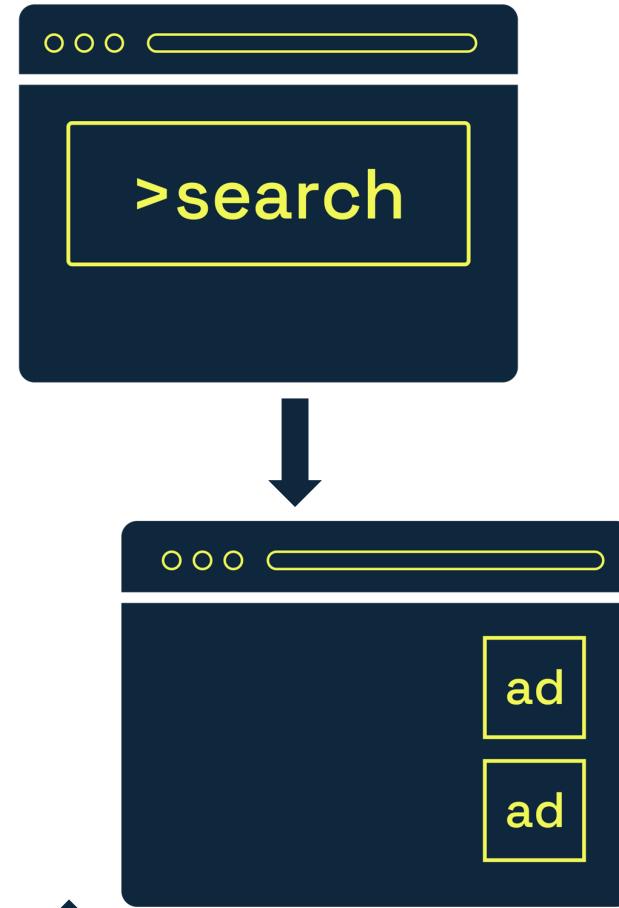
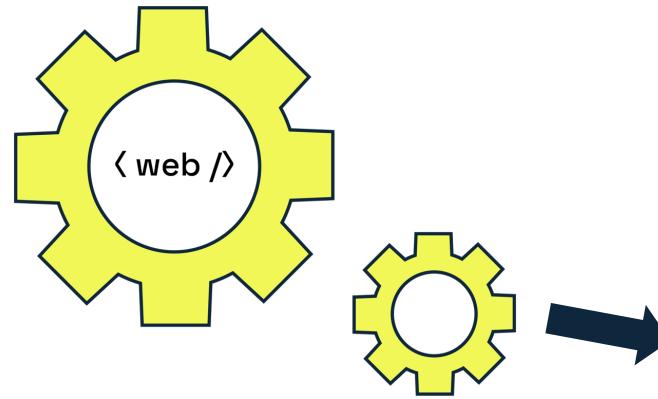


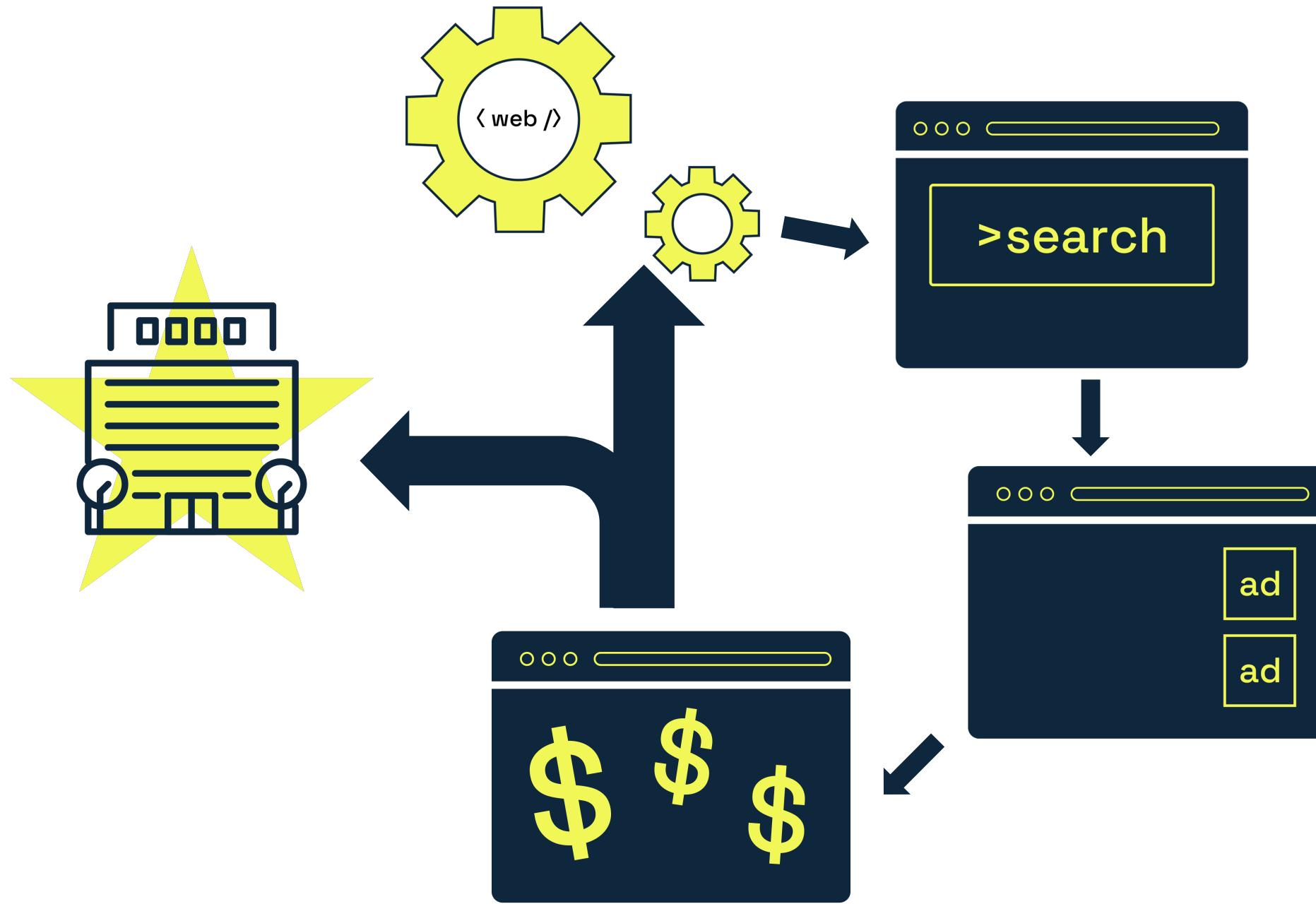


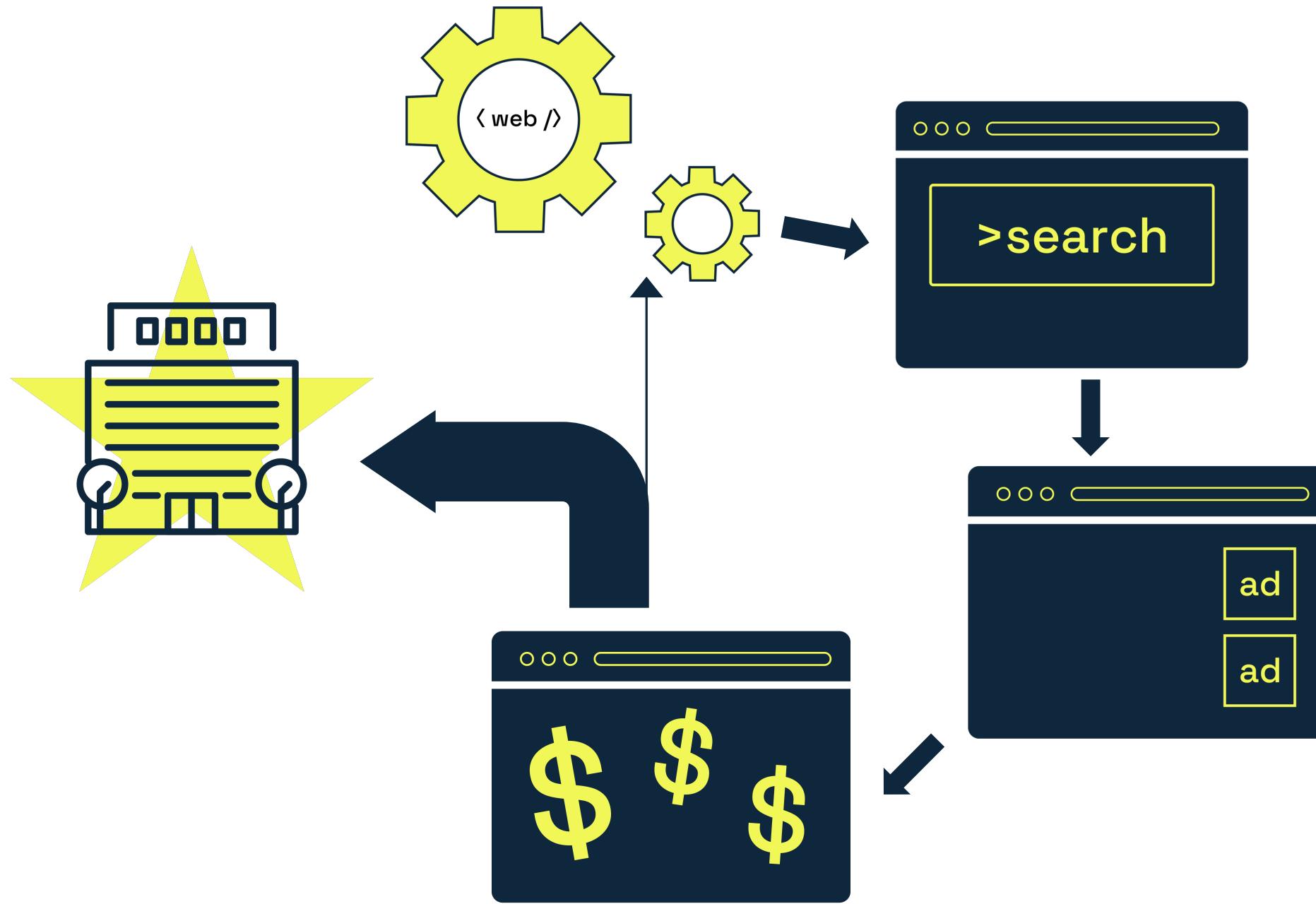


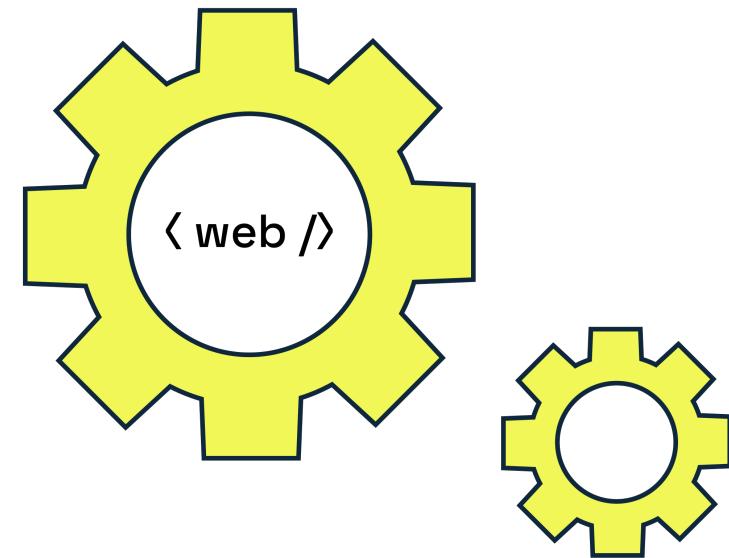












How do we fix this?

**It Won't Be Easy**

**Disclaimer:**

This isn't going to be solved today or  
tomorrow...

**Disclaimer:**

This isn't going to be solved today or  
tomorrow...or even next week

The Goal

Start the conversations,  
start exploring solutions

Start to fix things before  
the system collapses

*doomer:*

# *doomer:*

“[a term] which arose primarily on the Internet to describe people who are extremely pessimistic or fatalistic about global problems...”



# Money



# Money

How do we get it or how do we encourage it?

- 
1. Donation-based systems  
(voluntary/cultured-based)

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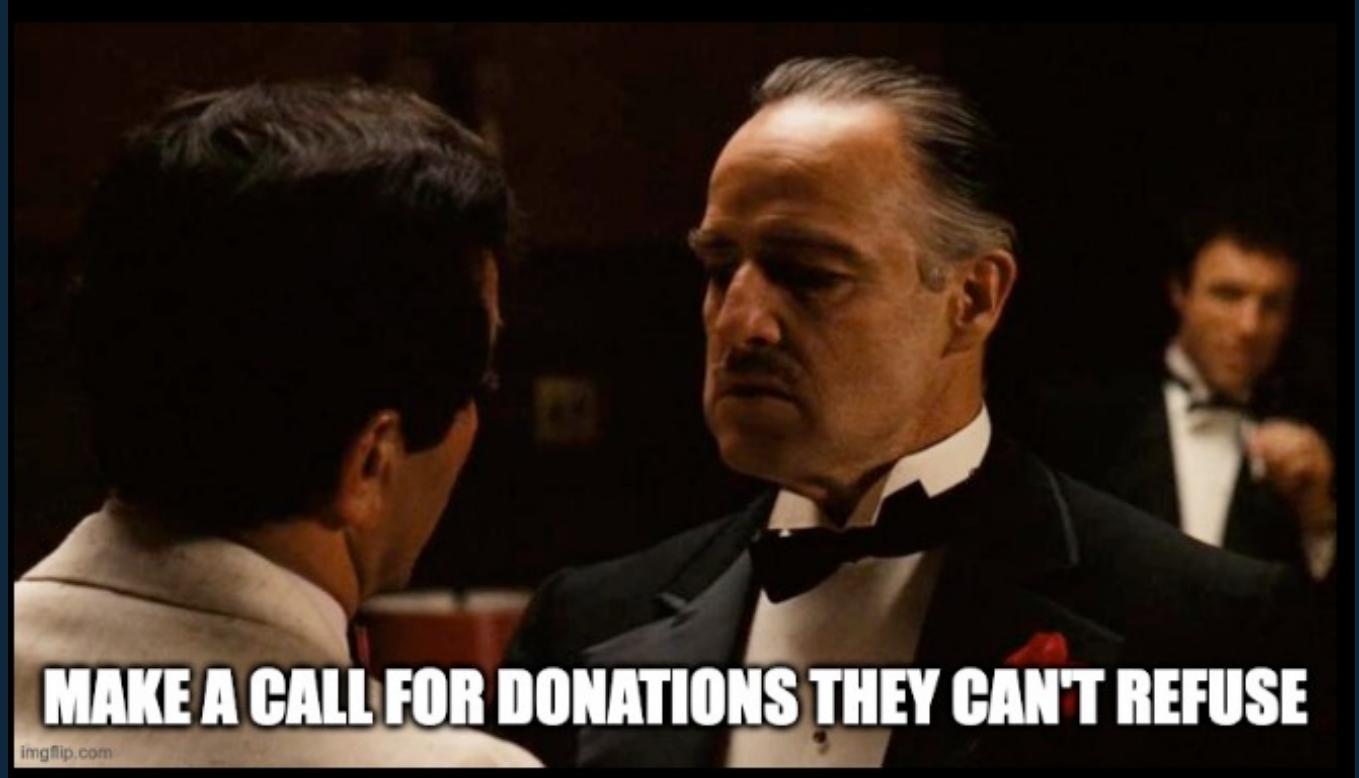
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  4. Forms of levy or taxation  
(e.g fixing existing  
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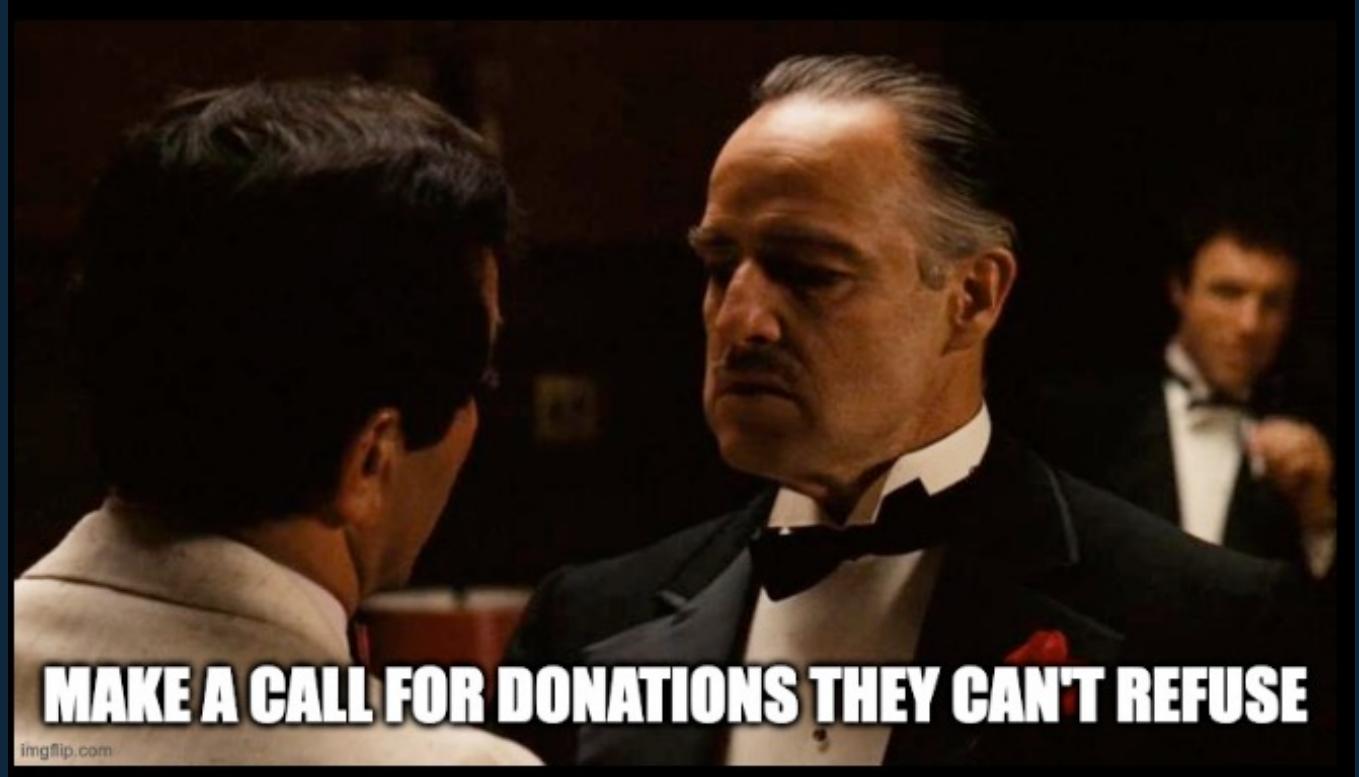
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(e.g fixing existing  
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5. And more!

# The Web Levy

Can we make a  
compulsory  
system?



A levy system  
needs to be  
mandatory



Options:

1. Regulation says so

## Options:

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2. Get all engines to require it in licensing

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3. Use browser choice screens for leverage



# Governance

- A power structure that's credible (so people feel comfortable donating)
- Accountable
- Gives power back to the wider web community
- There's tons of experienced individuals that can make this happen.



# Allocation



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5. ...





# Resources to continue the conversation

1. Funding the Web Ecosystem: <https://github.com/w3c/breakouts-day-2024/issues/20>
2. Web Infrastructure Search Endowment (WISE): <https://darobin.github.io/wise/>
3. Governance of Ad Requests by a Union of Diverse Actors (GARUDA)  
<https://darobin.github.io/garuda/>

Thank you!