

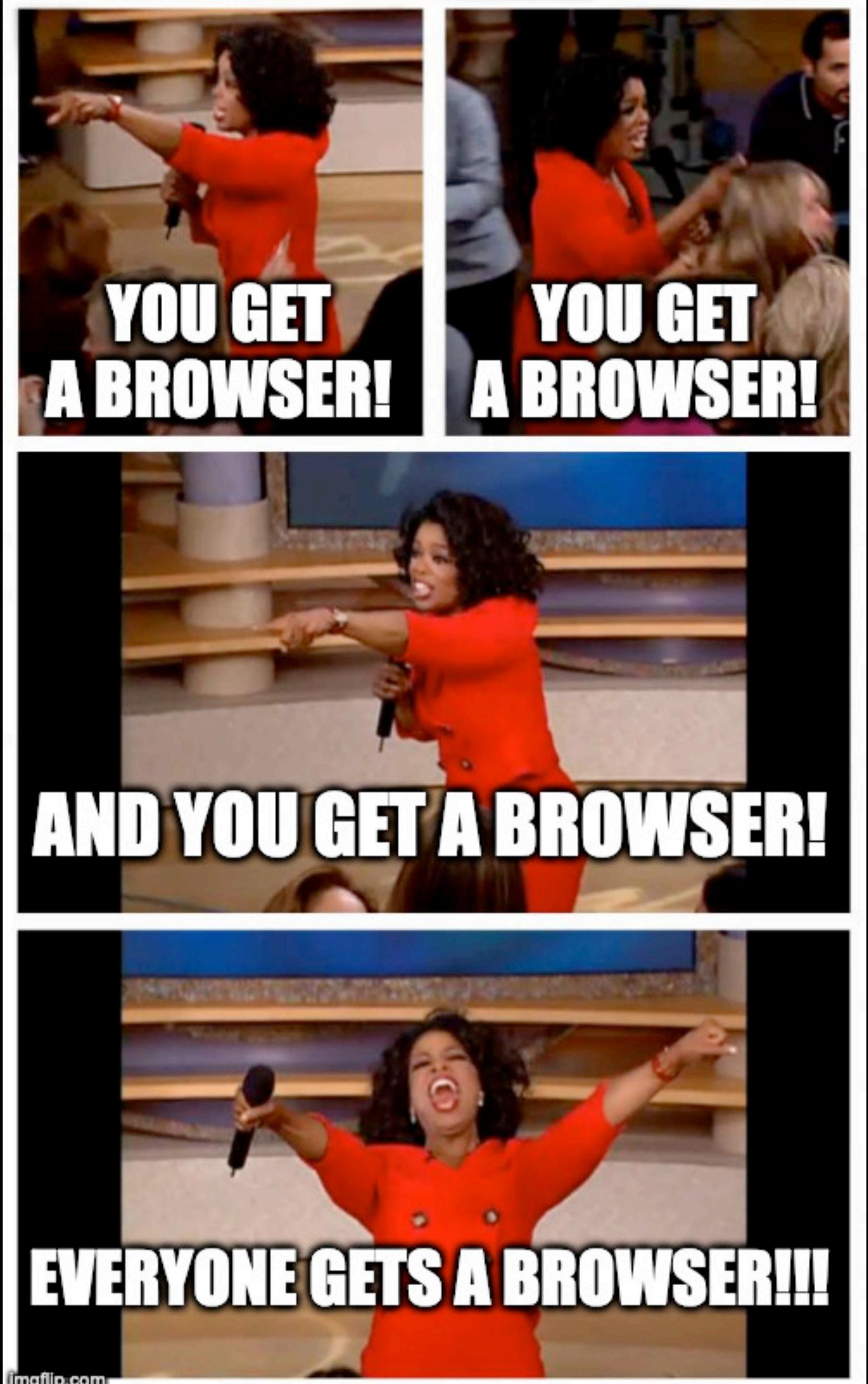
A photograph of a modern building's exterior featuring a massive, curved green living wall. The wall is covered in dense green plants and is integrated with the building's architecture, which includes white curved panels and glass windows. The perspective is from ground level, looking up at the building's facade.

HOW WE FUND THE WEB

BROWSERS!

they're kind of a big deal

- Browsers are highly complex, high-quality systems. They're critical infrastructure.
- Yet ~5bn people somehow get them free, or at least paid-for.
- And that's just *one* piece of web infrastructure.



Search Deals

this browsing is brought to you by...



- Most browser work is paid for by search
- It's logical: the value of search is derived from the value of the web. Feeding back creates a cycle.
- This is a form of informal taxation.

But...
all is not well



- Pays browsers, not engines.
- Opaque, unapproachable, hard to fix.
- A lot of the money doesn't support the web.
- It's under pressure and could collapse, leaving nothing.
- (More issues for another time.)

This is hard.

but it's fixable – and we're the right community to do it

Money

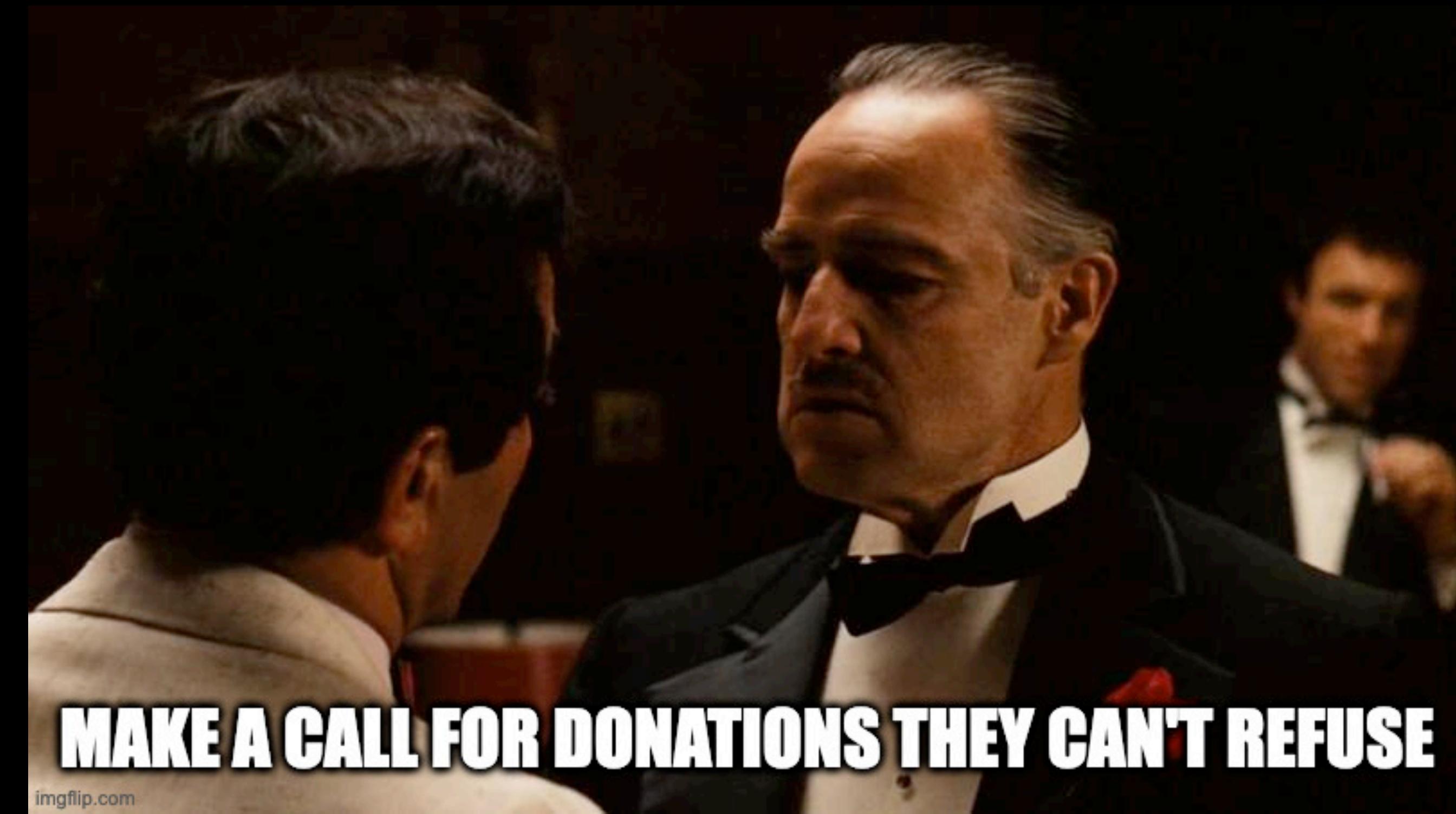
how to get it or encourage it?

- Donation, voluntary, culture-based
- Incentives (e.g. tax breaks)
- Retroactive public goods funding
- Forms of levy or taxation, e.g. fixing the existing search/browser system
- (There's more – but let's stick to these for now.)



The Web Levy

can we make a compulsory system?



- If we use a levy system, it needs to be mandatory. Options:
 - Regulation says so
 - Using choice screens for leverage
 - All engine licenses require it

Governance & Allocation

spending money right is hard

- An institution to manage this would be complex – but there's a world of experience to tap into.
- Allocating money well is tricky.
- Funding web infrastructure could go beyond browsers.



Thank you!

we won't fix it in an hour, but we can agree to start!

GET IN LOSER

