

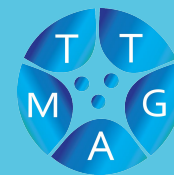


MEETING OF EXPERTS ON ICT AND SUSTAINABLE DEVELOPMENT FOR SOUTH-SOUTH COOPERATION

1-2 MARCH 2016, BANGKOK

**Linguistic & Cultural Diversity on the Internet -
Considerations for Policy**

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**JAN
2016**

GLOBAL DIGITAL SNAPSHOT

A SNAPSHOT OF THE WORLD'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

**7.395
BILLION**

URBANISATION: 54%

FIGURE REPRESENTS TOTAL GLOBAL
POPULATION, INCLUDING CHILDREN

INTERNET
USERS



we
are
social

**3.419
BILLION**

PENETRATION: 46%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

**2.307
BILLION**

PENETRATION: 31%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

UNIQUE
MOBILE USERS



we
are
social

**3.790
BILLION**

PENETRATION: 51%

FIGURE REPRESENTS
UNIQUE MOBILE PHONE USERS

ACTIVE MOBILE
SOCIAL USERS



we
are
social

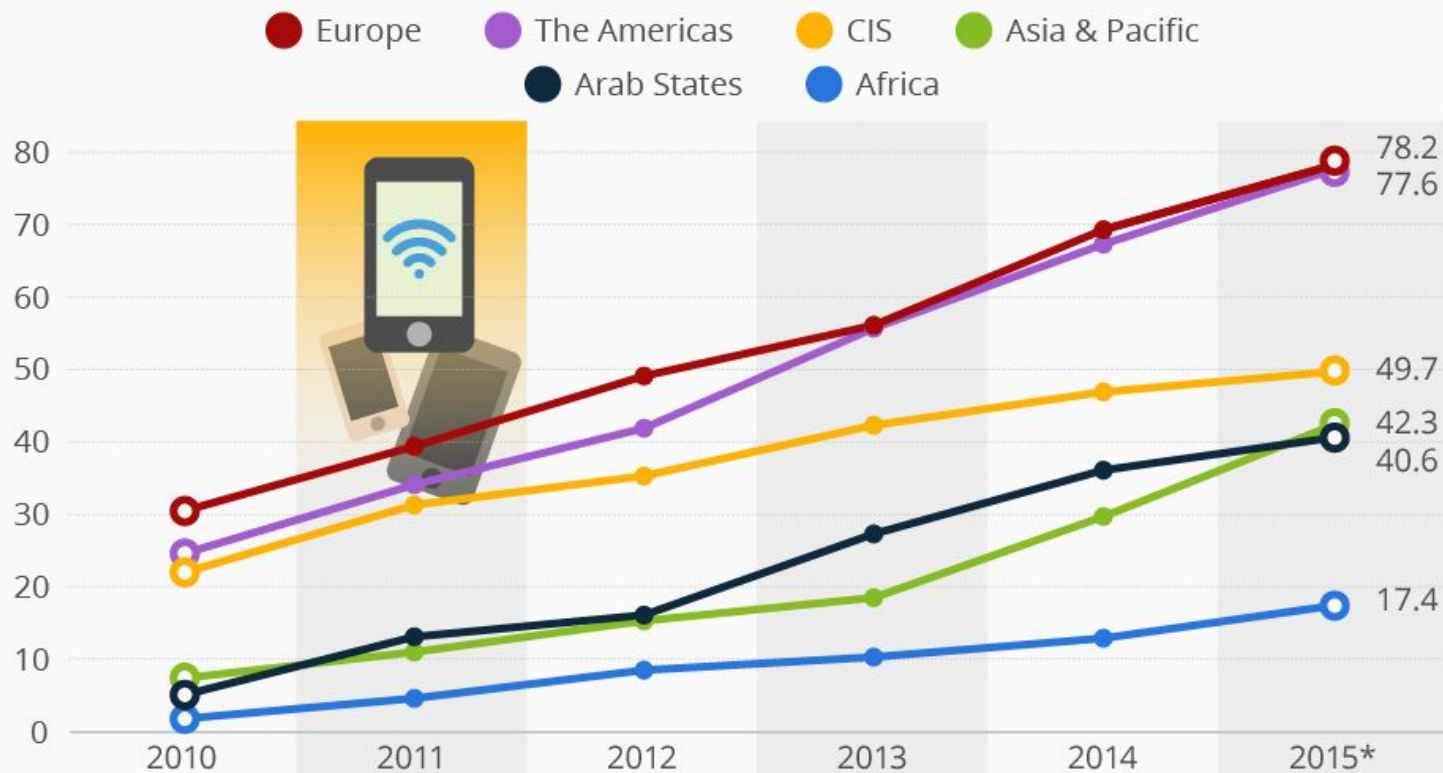
**1.968
BILLION**

PENETRATION: 27%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

Mobile Broadband Penetration Is Quickly on the Rise

Number of mobile broadband subscriptions per 100 inhabitants



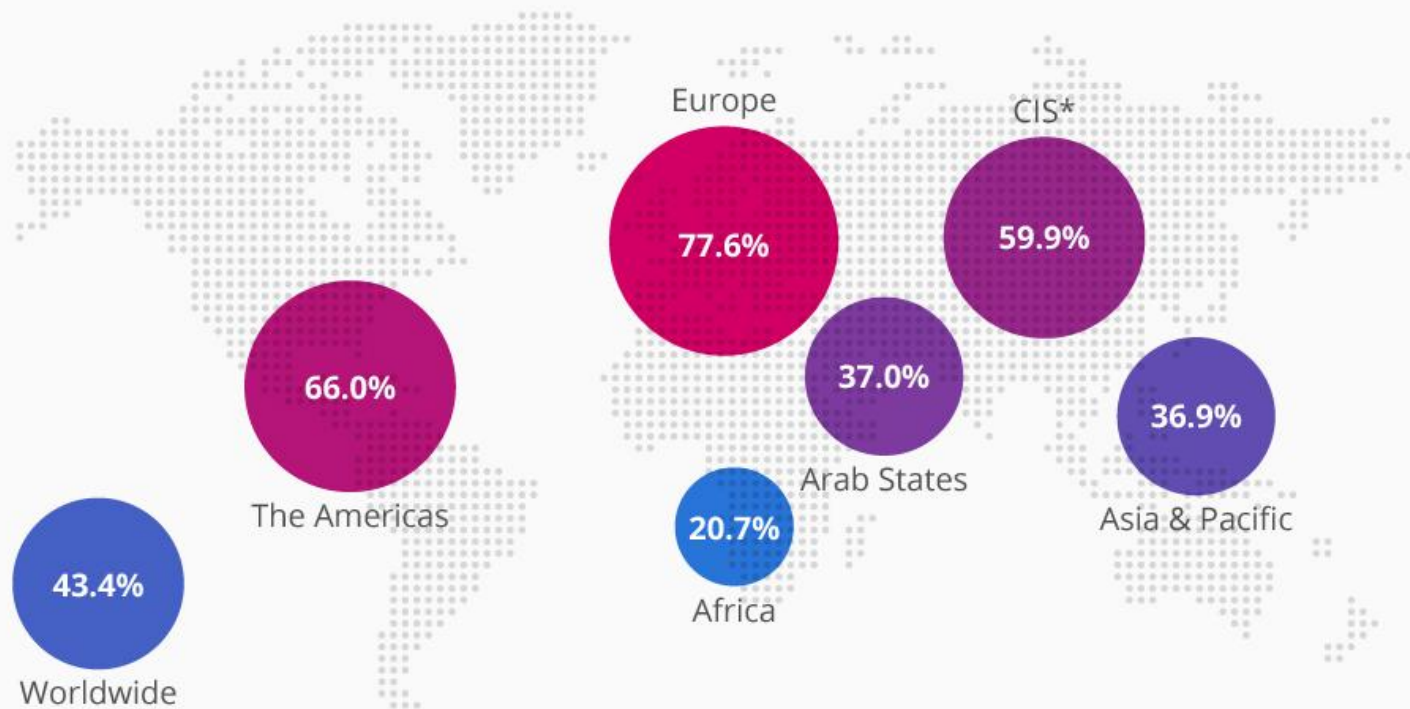
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SHARE OF GLOBAL USERS



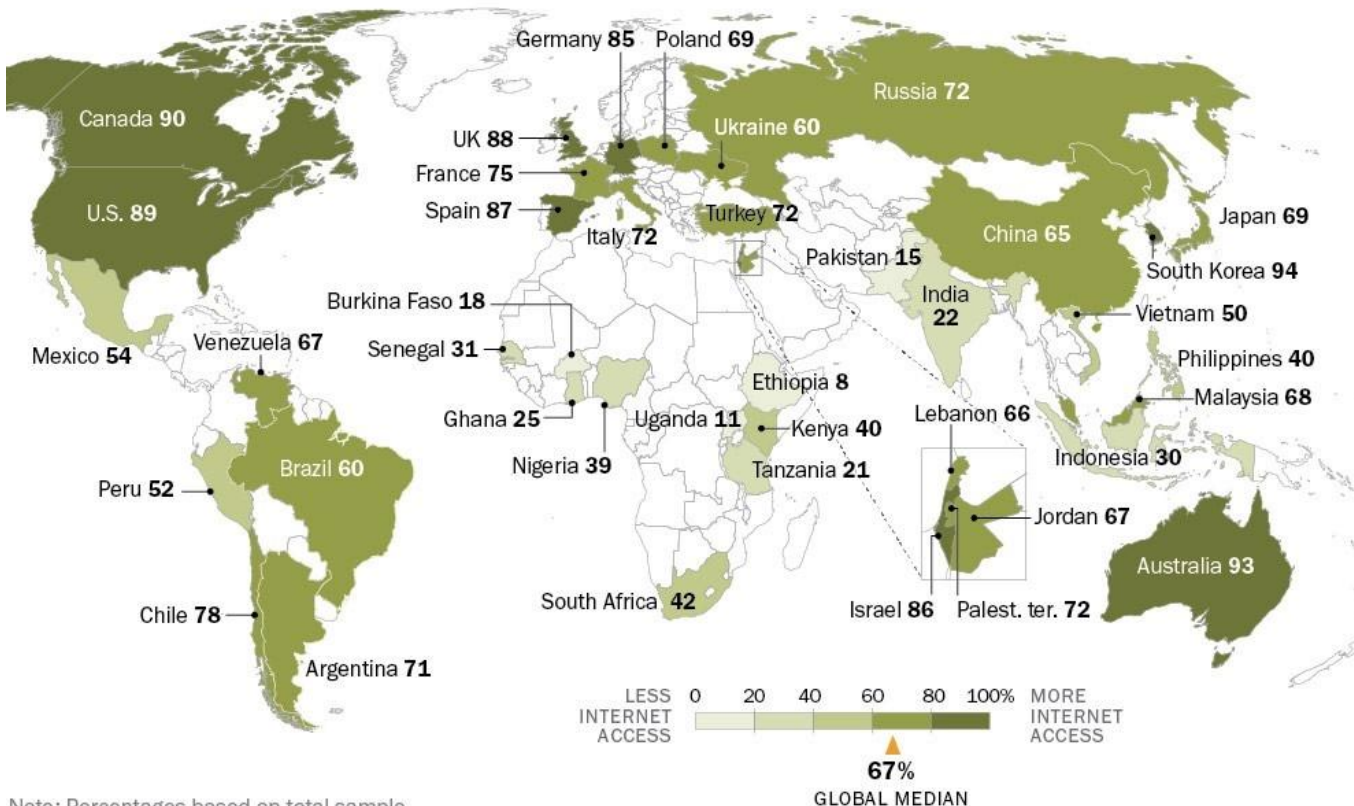
The Digital Divide Is Still a Thing

Percentage of individuals using the Internet in 2015



Two-thirds worldwide use the internet, but fewer do in Africa and South Asia

Percent of adults who use the internet at least occasionally or report owning a smartphone

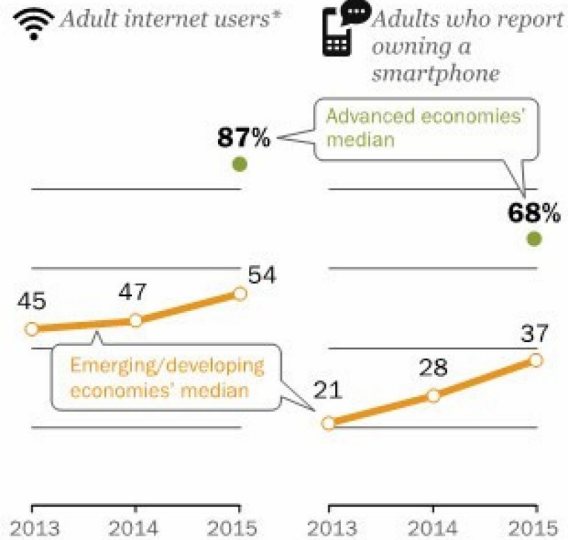


Note: Percentages based on total sample.

Source: Spring 2015 Global Attitudes survey. Q70 & Q72.

PEW RESEARCH CENTER

Technology usage rates increasing in emerging economies, but still lag behind rich countries



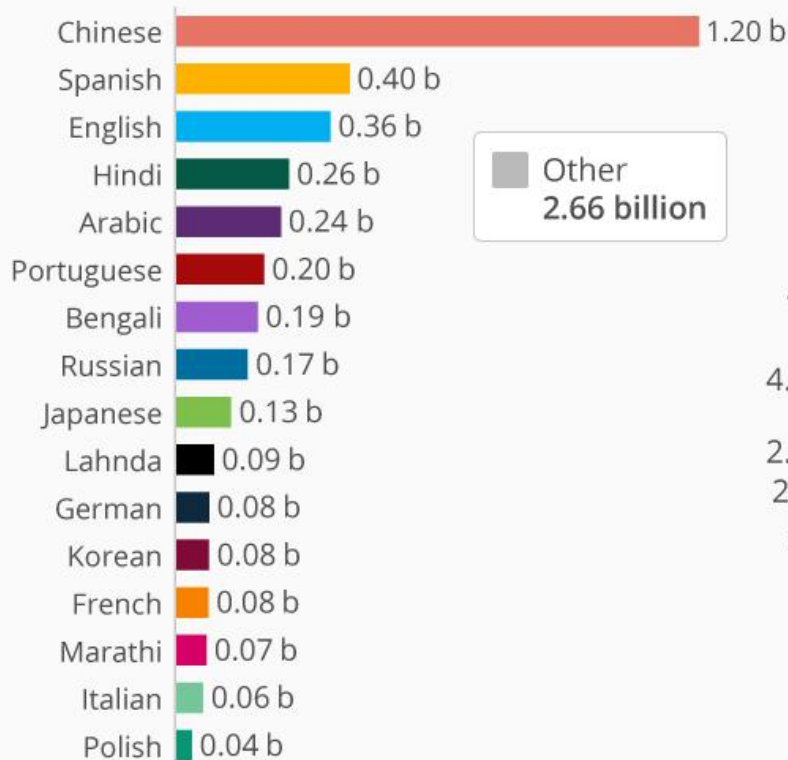
Note: Percentages based on total sample. Advanced economies' median across 11 countries. Emerging/developing economies' median across 21 countries. Emerging and developing economies' median includes only the countries surveyed in 2013, 2014 and 2015.

* Includes those who use the internet at least occasionally or report owning a smartphone.

Source: Spring 2015 Global Attitudes survey. Q70, Q71 & Q72.

Languages Most Used on the Web vs. IRL

Number of first-language speakers (estimates in billions)



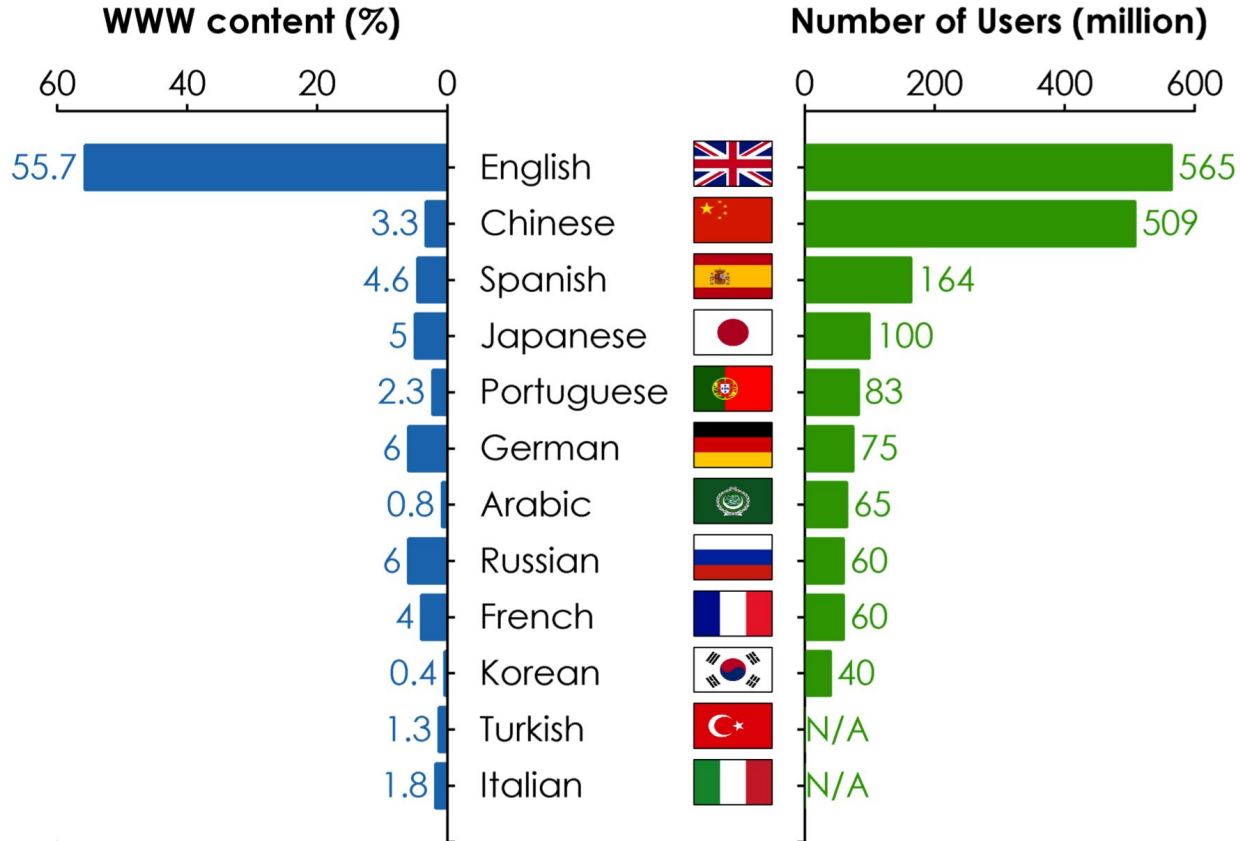
Percentage of websites using various content languages*



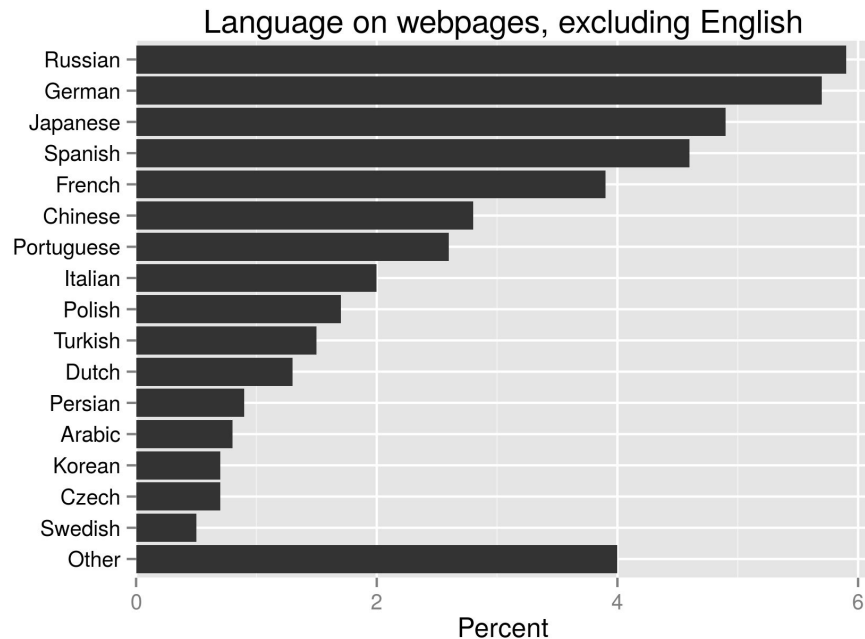
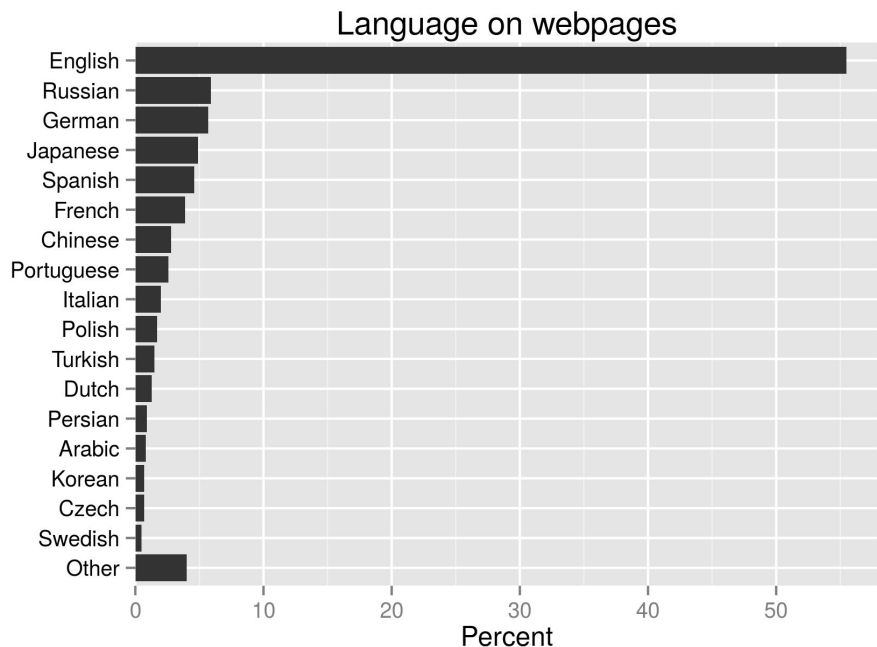
* top 10 million websites

Sources: w3techs.com, Ethnologue

Languages used on the Internet

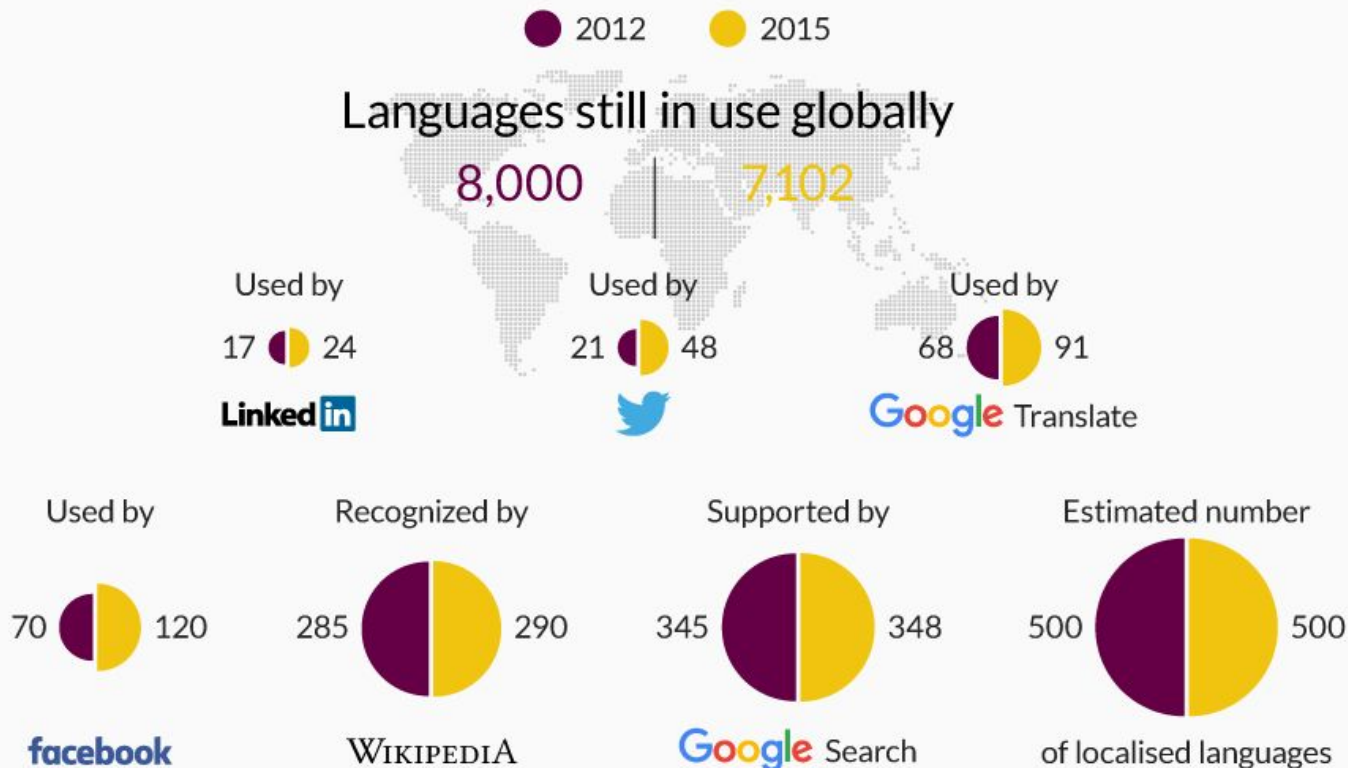


Actual Language Usage on Webpages (Content) - 2015

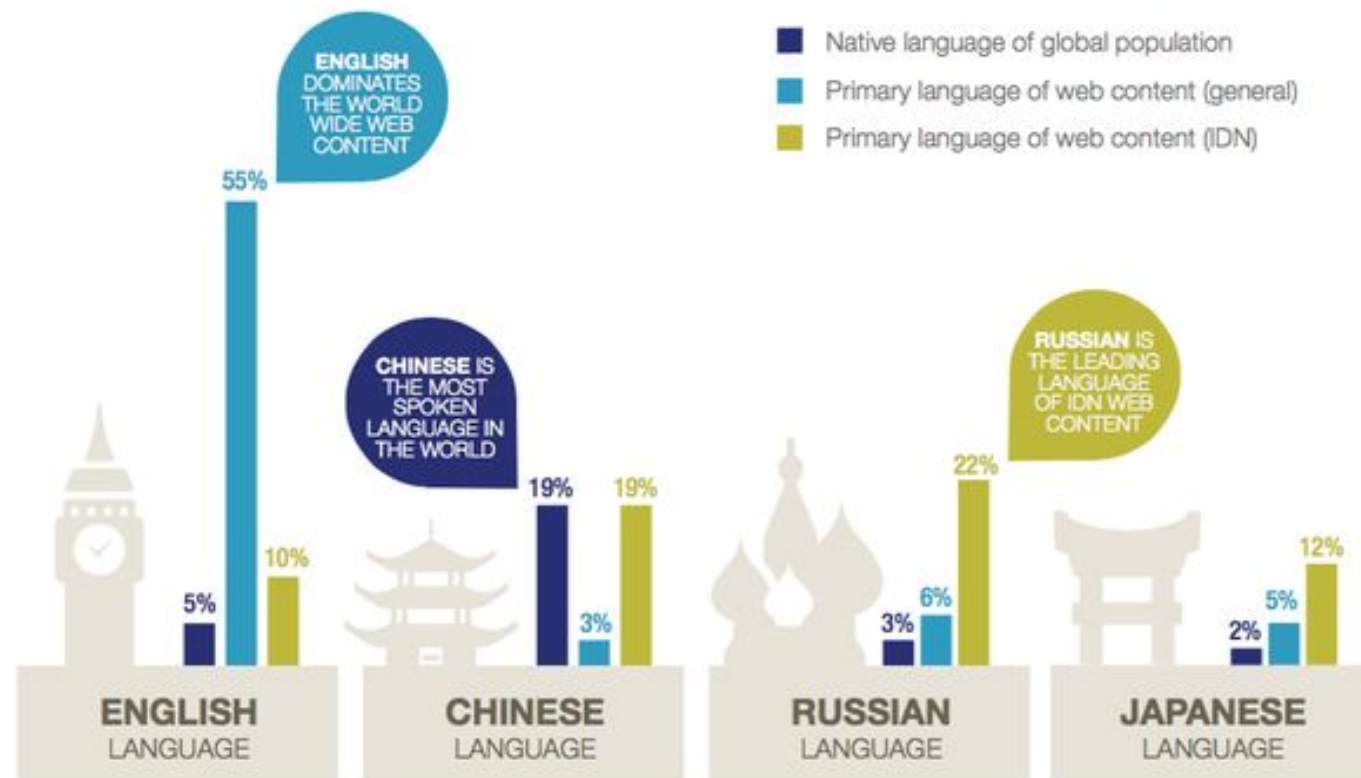


Is the internet contributing to the death of languages?

Number of languages worldwide and online in 2012 and 2015

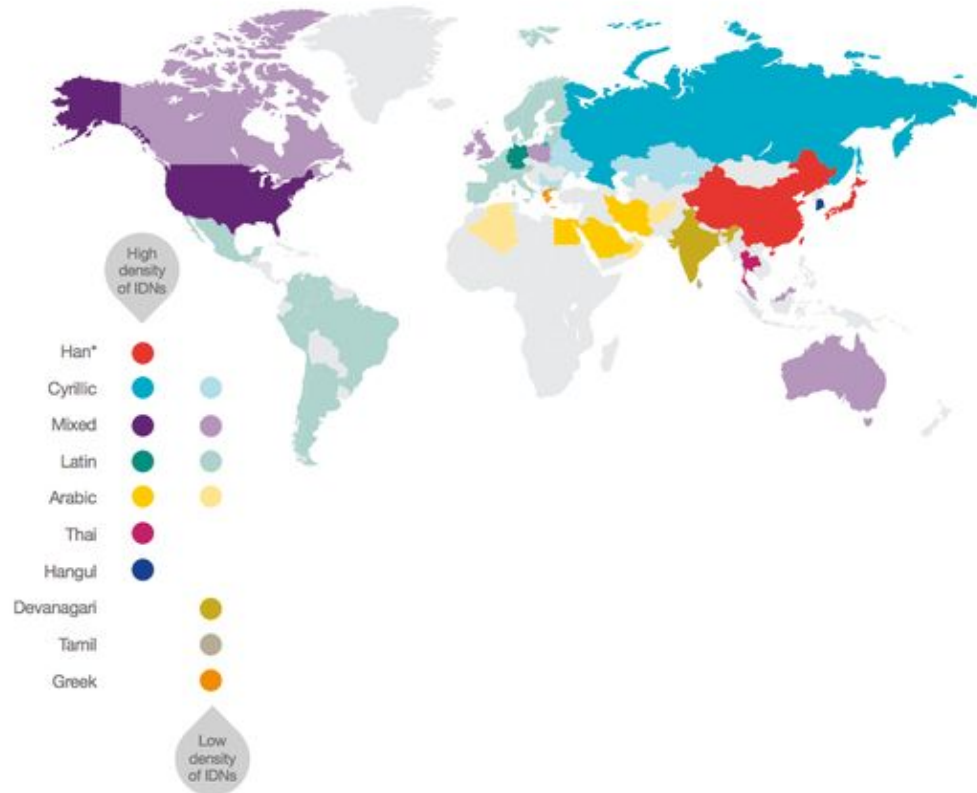


Web content is more linguistically diverse with IDNs



The IDN World Map, 2014

IDN scripts reflect the languages spoken in countries



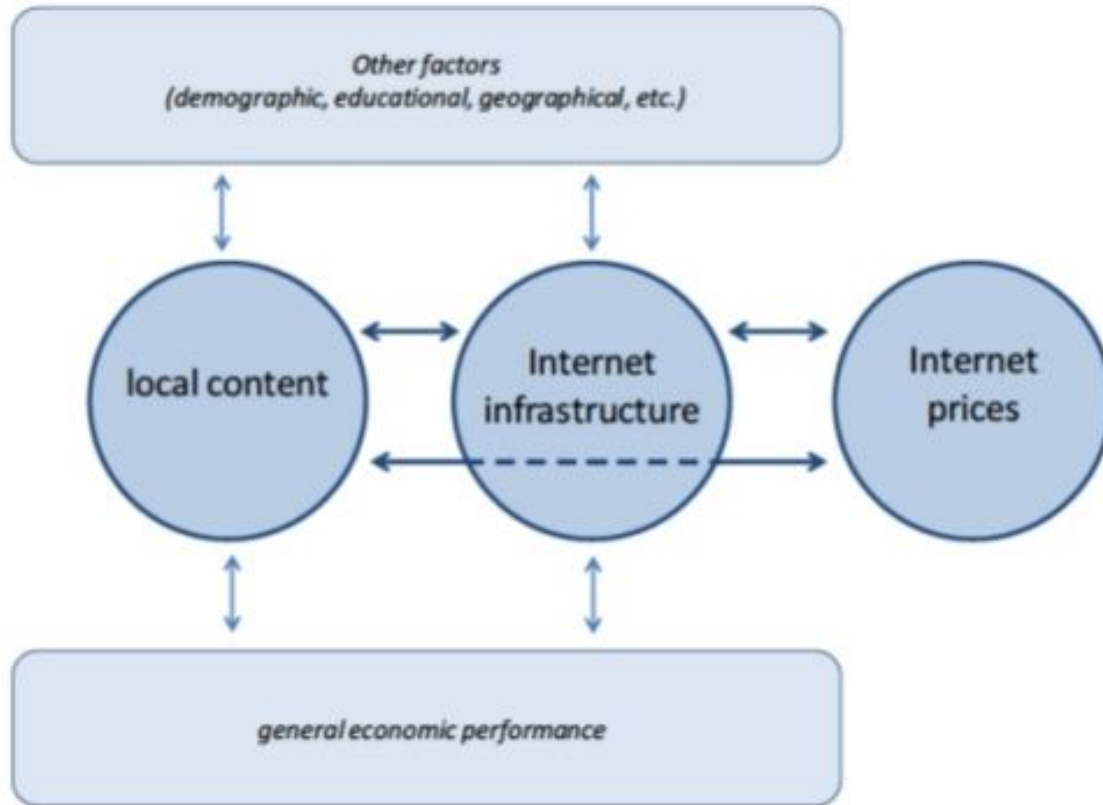
* Includes Han, Katakana and Hiragana (associated with Japanese language)

Source: UNESCO/EURegistry, 2015

Local Content Development - Why?

- Creates significant economic opportunities (Hosting, Design & Production, Publication, reduction in international bandwidth costs)
- Increase in Local Content on the Internet increases importance and relevance of the Internet to local communities
- Making Local Content available through technology improves accessibility to and preservation of cultural heritage and artefacts that may otherwise be “hidden” or eventually disappear

Local Content & Internet Development



Source: OECD/ISOC/UNESCO (2013): The Relationship between Local Content, Internet Development and Access Prices

Promoting Content Localisation - Examples

How can governments and other local stakeholders boost content localisation?

- National broadband strategy and accompanying regulatory framework;
- e-Government programmes can serve as “good practice” for local content and service creation;
- Domestic data hosting facilities and IXP to lower prices and reduce latency;
- Government promoted media literacy programmes.



Key Policy Considerations

- Remove barriers to access by ALL disadvantaged groups (PWD, First Peoples, At-Risk Youth, Rural, Poor)
- Promote an Open, Inclusive, Participatory and Equitable Internet
- Support the development and production of Local Content through capacity building, institutional strengthening, training & sensitization, awareness
- Encourage online/internet-based entrepreneurship from “non-traditional” groups - micro enterprises/sole traders
- Develop global standards for Terminology
- Advocate and support continued work on Technical Standards for Universal Content Sharing (incl. browsers, operating systems, search engines, machine translation & interpretation applications and similar/related tools/solutions)
- Multilingual (cultural, scientific & educational) content development using open standards “by default”



Linguistic & Cultural Diversity on the Internet - Considerations for Policy