



The Internet Society: Who we are, What we do and the business case for membership

12th February 2011

The Internet Society

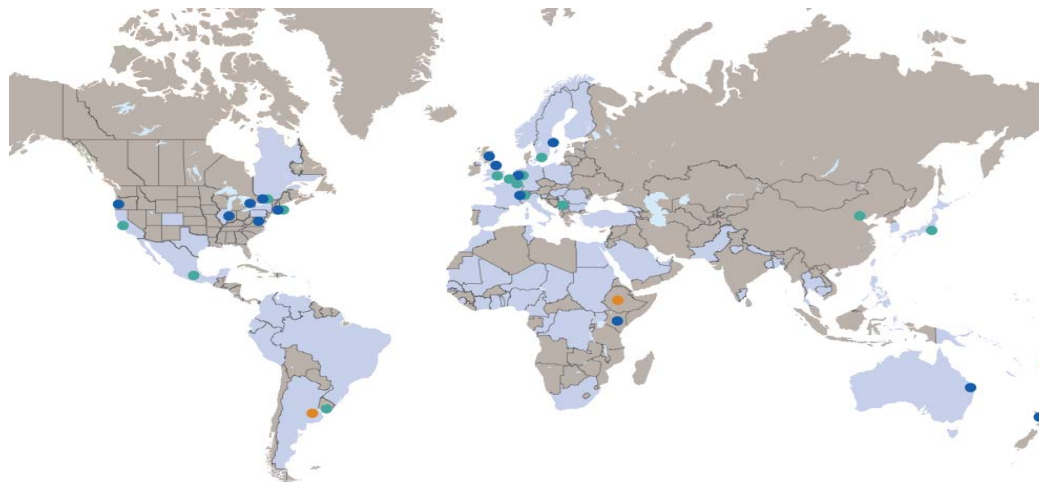
The Internet Society is an international cause-related organization that works for the open ***development*** and ***evolution*** of the Internet for all people.

The Internet is for everyone...
*and the Internet Society is for everyone who cares
about the Internet!*



The Internet Society – who are we?

- Founded in 1992 by Internet Pioneers as an international non-profit organization
 - 100+ organization members
 - Tens of thousands of individual members
 - 90+ chapters worldwide
 - Regional Bureaus: Africa, Europe, Latin America & Caribbean, North America, South & South East Asia



The Internet Society's Vision

- We see a future in which people everywhere can use the Internet to improve quality of life:

...when standards, technologies, business practices, and government policies sustain an open and universally accessible platform for innovation, creativity, and economic opportunity.



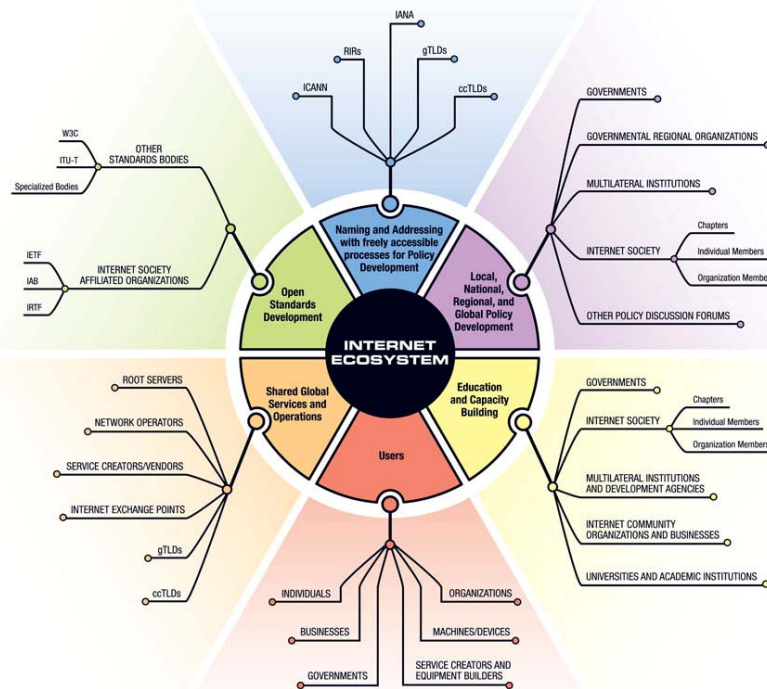
Internet Model

The Internet is successful in large part due to its unique model of development and deployment:

- A common set of values:
 - Open standards
 - Freely accessible and inclusive processes, and
 - Transparent governance.
- Characterized by
 - multi-stakeholderism
 - collaboration, local and bottom-up participation; and respect for the individual and the public interest.
- Underpinned by the principle of openness
 - encouraging innovation, growth, social discourse and the free flow of ideas

Internet Ecosystem

The Internet Development Model is employed across a community of inter-related organizations, encompassing policies and technologies, that are: open, transparent, and collaborative:



What makes the Internet Society unique?

- Sole focus is the Internet
 - Development, Standards, Policy
- Enable regional capacity and technical community building throughout the world
- Key player in Internet policy
 - Particularly in the UN Internet Governance Forum (IGF) and other intergovernmental forums
- Organisational home of the Internet Engineering Task Force (IETF), Internet Architecture Board (IAB), and related bodies



Internet Society Focus

Strategic initiatives 2008-2011

- Enabling Access
 - Technical capacity building
 - Policy, regulation and the access environment
 - Enabling access for under-served communities
- Trust and Identity
 - Architecture and trust
 - Current problems and solutions and trust
 - Identity and trust
- InterNetWorks
 - Global addressing program
 - Common and open internet
 - Security and stability
- Info at <http://www.isoc.org/isoc/mission/initiative/>



The changing shape of the Future Internet

- We have 2 billion connected, 4 billion more to come online
- Those yet to be connected will create both new opportunities and new challenges for the Internet as we know it:
- The majority of the growth will come from the developing world.
 - China is already the second largest Internet-using country the world and it will likely surpass the US soon, adding 250 million Internet users over the next decade.
 - Countries such as India and Brazil should add another 200 million Internet users, while the fastest rate of growth is likely to come from Africa, which is starting from a much smaller base.

What will Internet of the future look like?

- The Internet will be more multilingual
 - Domain names based on non-western characters
- The new Internet users will have different cultural and societal views. This will influence:
 - the global policy debate and influence policy making
 - The non-yet invented 'game changing innovation'.
- Methods of accessing the Internet.
 - New entrants may prefer open operating systems, or predominantly use mobile or wireless connections.
- The huge growth in scale and the growing prevalence of mobility will present some technical challenges

Enabling innovation

The ability of the Internet to continuously spur innovation and creativity is at the heart of its success. The next billions need the same opportunity to innovate as the first billions.

To do this, we all need to ensure that we can maintain the elements that have made the Internet such a success to date:

- It is underpinned by the Internet Model
- It is user-centric and user-driven – the user shapes the Internet
- It is an unprecedented and empowering tool
- It encourages and thrives on human ingenuity, inventiveness and curiosity.

The Internet Society: Working to support the next billions

- The Internet Society is working on:.
- Strategic Development Initiatives
 - Technical Capacity Building
 - Promoting Access-Enabling Policy and Regulatory Environments
 - Developing Communities of Practice and Multi-stakeholder Participation
- Next Generation Leaders Programme/Internet Institute
 - unique blend of coursework and practical experience to help prepare young professionals from around the world to become the next generation of Internet technology, policy, and business leaders.



Organizational Membership and the Advisory Council: Engagement and a “Seat at the Table”

- AC Chartered specifically “to provide advice to Trustees and staff on the work of ISOC”
- Consultative organization. Objectivity is ISOC’s “stock-in-trade”
 - Trustees and staff want and rely on the opinions and perspectives of diverse member base to ensure objectivity and inform thought processes
 - Opportunities to collaborate with staff on substantive work with valuable output.
- Multiple in-person meetings across regions
 - Remote Access
 - Specially focused virtual meetings

Organizational Membership and the Advisory Council: Access and Business Intelligence

- Globally respected as a resource for balanced information and counsel on issues at the intersection of technology, public policy, development and commerce.
 - Seat on the **Internet Governance Forum (IGF)** Multi-stakeholder Advisory Group (MAG)
 - Organizer and leader- **OECD** Internet Technical Advisory Constituency (ITAC)
 - **ITU-D** Sector Members
 - Official Observer Status in **WIPO (World Intellectual Property Organization)**
- Concise intelligence and an opportunity for input and action.

An Investment in Groundbreaking Progress for Key Market Development

- Regional Peering & Interconnection Program is increasing local traffic exchange in some of the most important developing markets in the world
 - Improving speed and reliability
 - Educating regulators on the value of open markets and competition
 - Increasing the availability of and access to broadband while decreasing cost to users.
- Clear positive impact on opportunities for business
 - More people on line, more innovation
 - New consumers seeking new services
 - More choice means more business opportunity



Investment in IETF: Critical “Wellspring” for Product Innovation and Interoperability

- Most every company in the Internet value chain relies on and benefits from access to IETF standard “at no cost”
- Does not mean they are “free”
- Membership is the- only- way that companies and organizations can support the day to operation of the body.
- Increased investment is necessary for it to meet the opportunities and challenges of the future.
- ISOC membership is a strategic investment for many companies to ensure that the IETF remains strong and its proven process continues.

Some of the Benefits

- Participation in the Advisory Council
- Members elect 6 of the 13 Trustees (weighted by membership level)
- Direct funds at the program level (Platinum only)
- Rights for your organization to use ISOC logo on materials to leverage affiliation.
- Comprehensive recognition on ISOC website, publications and other communications.
- Publish “Internet Briefings” on issues of interest on the ISOC website
- Many more...



Current Advisory Council Co-Chairs

- Keith Davidson, Internet NZ (New Zealand)
keith@internetcn.net.nz
- Desiree Miloshevic, Afiliast (United Kingdom)
dmiloshevic@afiliast.info
- Theresa Swinehart, Verizon (USA)
theresa.swinehart@verizon.com

Membership Levels Designed for Your Organization

• Platinum Membership	\$100,000
• Gold Membership	\$50,000
• Silver Member	\$25,000
• Executive Member	\$10,000
• Professional Member	\$5,000
• Small Business Member	\$2,500

* Annual Fees

* Fifty percent discount for nonprofit organizations



Thank You!

For more Information on How your company or organization can become an Internet Society Organizational Member or the Member's Advisory Council contact:

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