

**A Key Factor for Sustainable  
Development of Internet in China :  
Effective Governance Based on  
Healthy Cyperculture**

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2008.10. Athens**

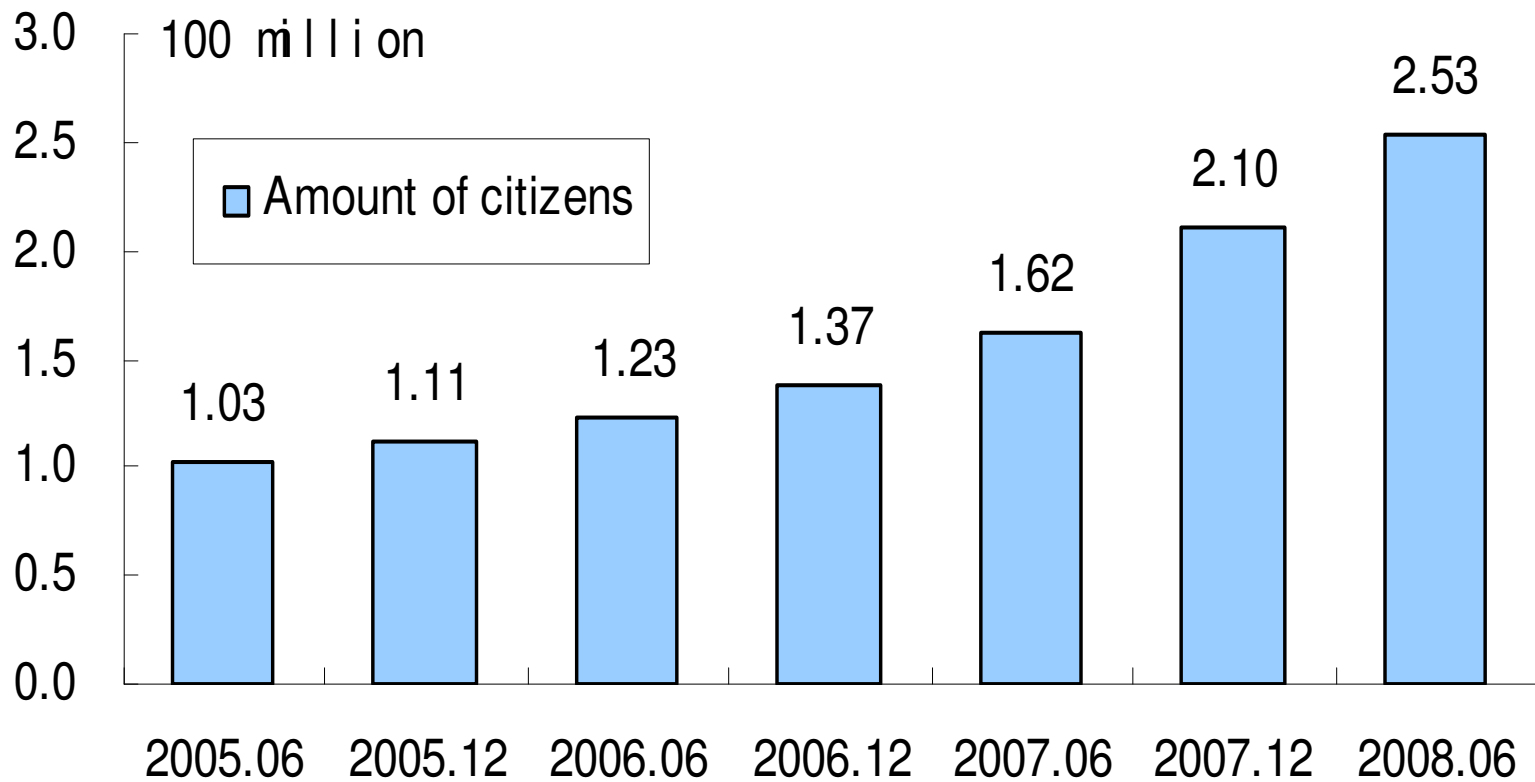


# **Internet: the most important infrastructure for information society**

**Internet in China has become the most important infrastructure for national informization process. It's playing a significant role in the economic, political, cultural, education fields, and people's daily life.**



# Rapid Growth of Internet users



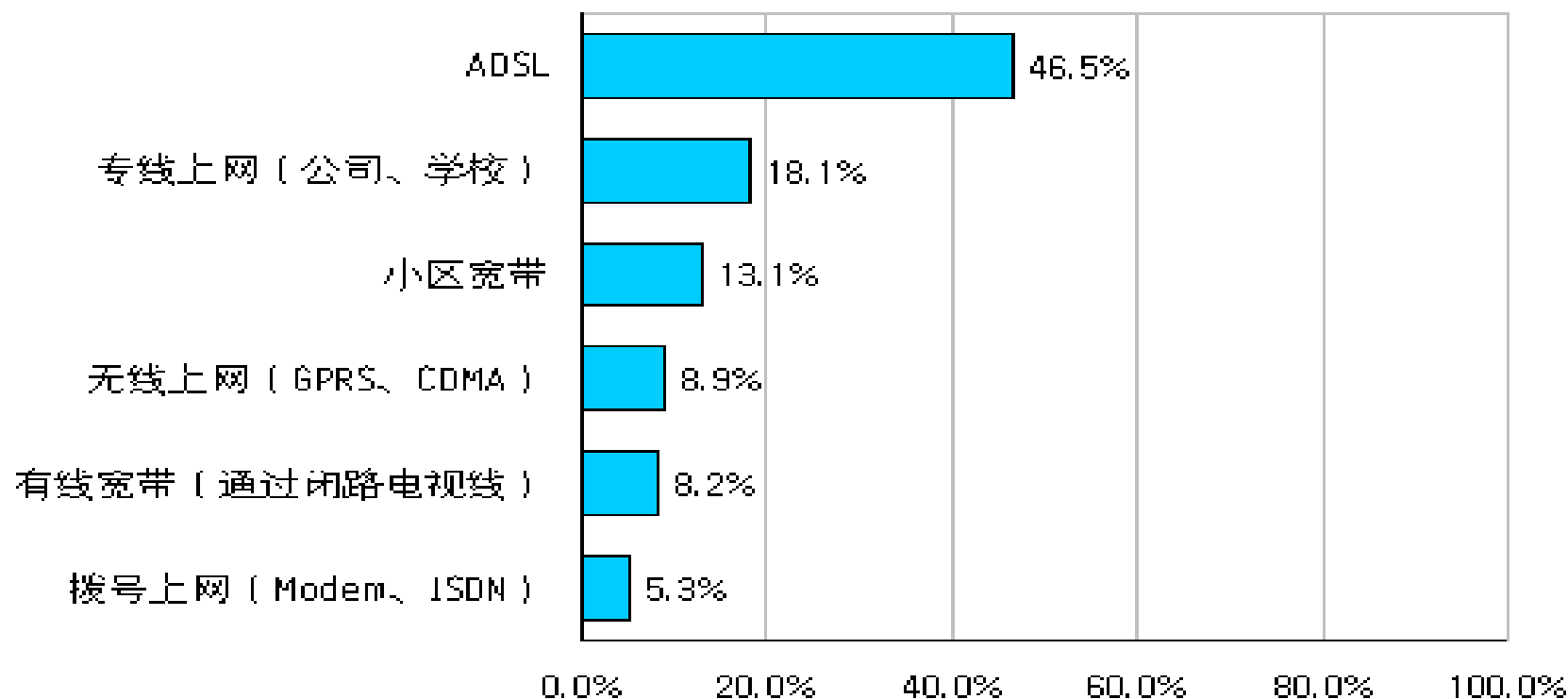


# **Internet users growth**

- **By the end of June, 2008, the amount of Internet users in China had reached 253 million. Therefore, the size of Internet users in China has leaped to the first place in the world, increasing by 91 million from the same period last year**

# Broadband Internet Users: 85.9%

2007年中国互联网用户上网接入方式



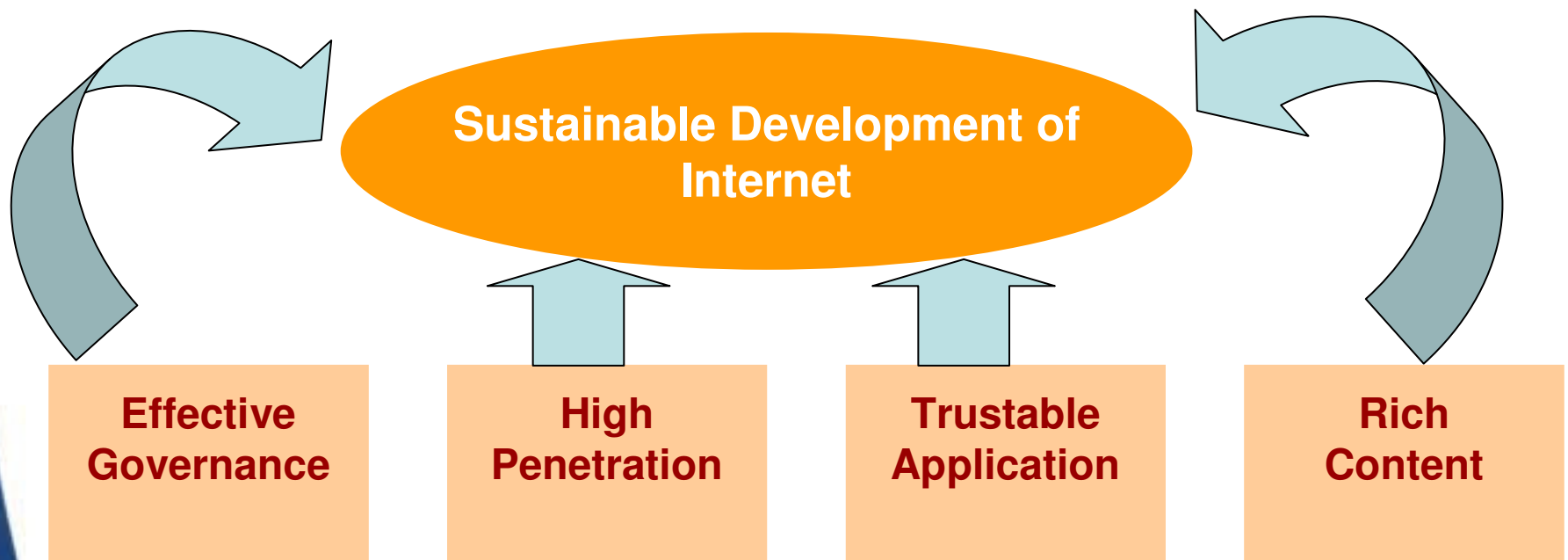
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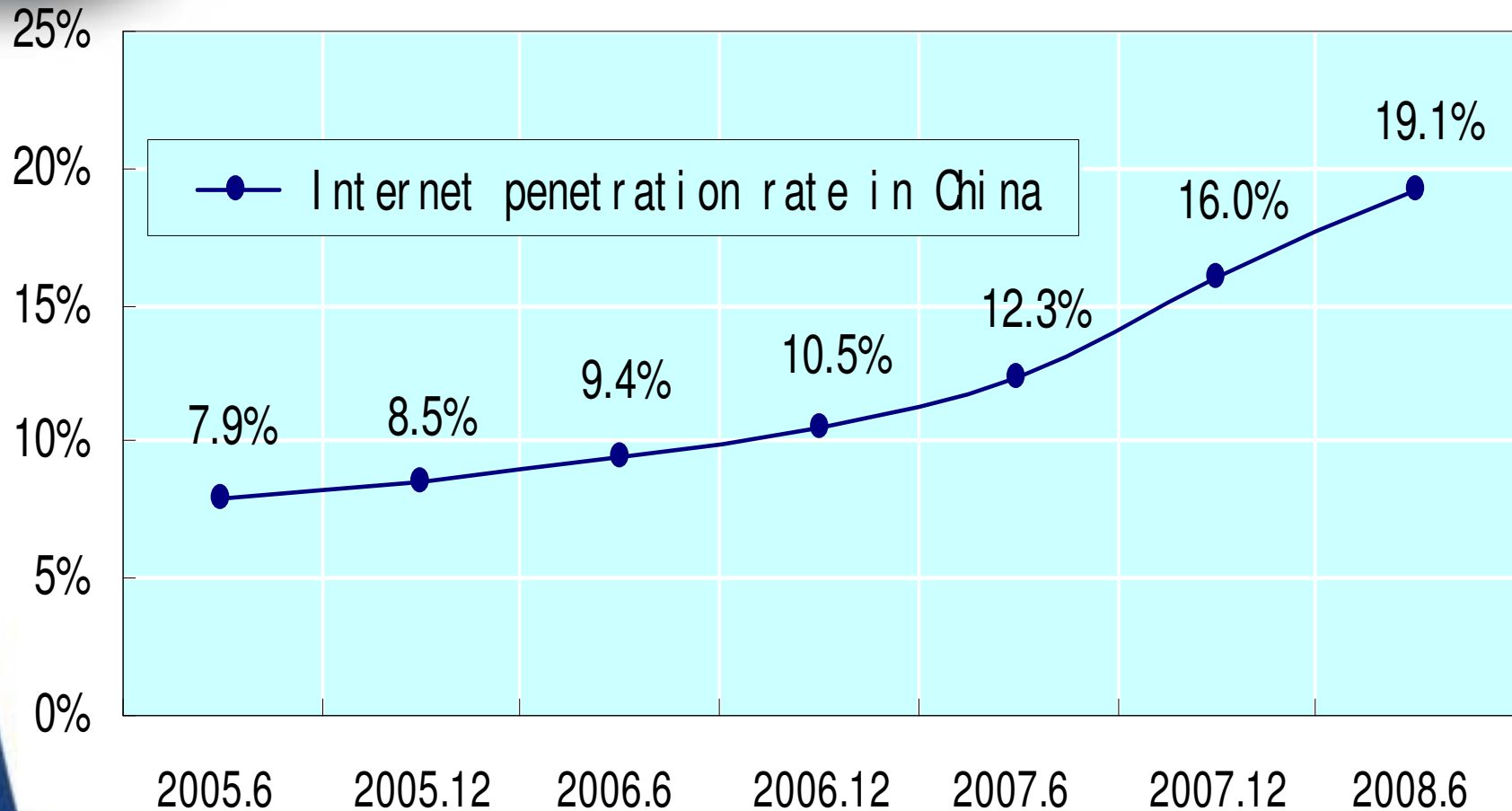
# Key factors for sustainable development of Internet





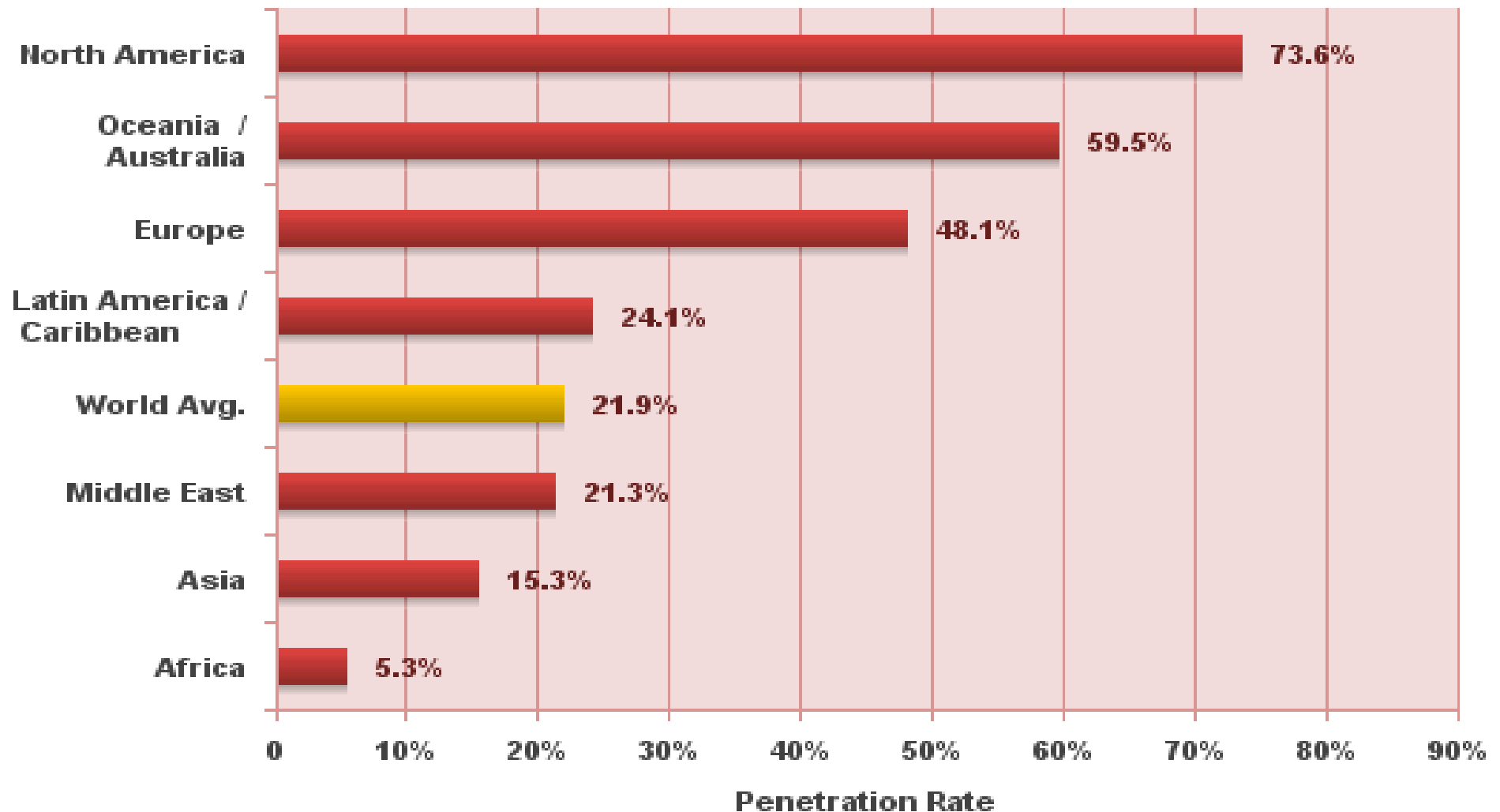
**Increase Penetration Rates**

# Internet users penetration rate in 2008.6 : **19%**





# World Internet Penetration Rates by Geographic Regions



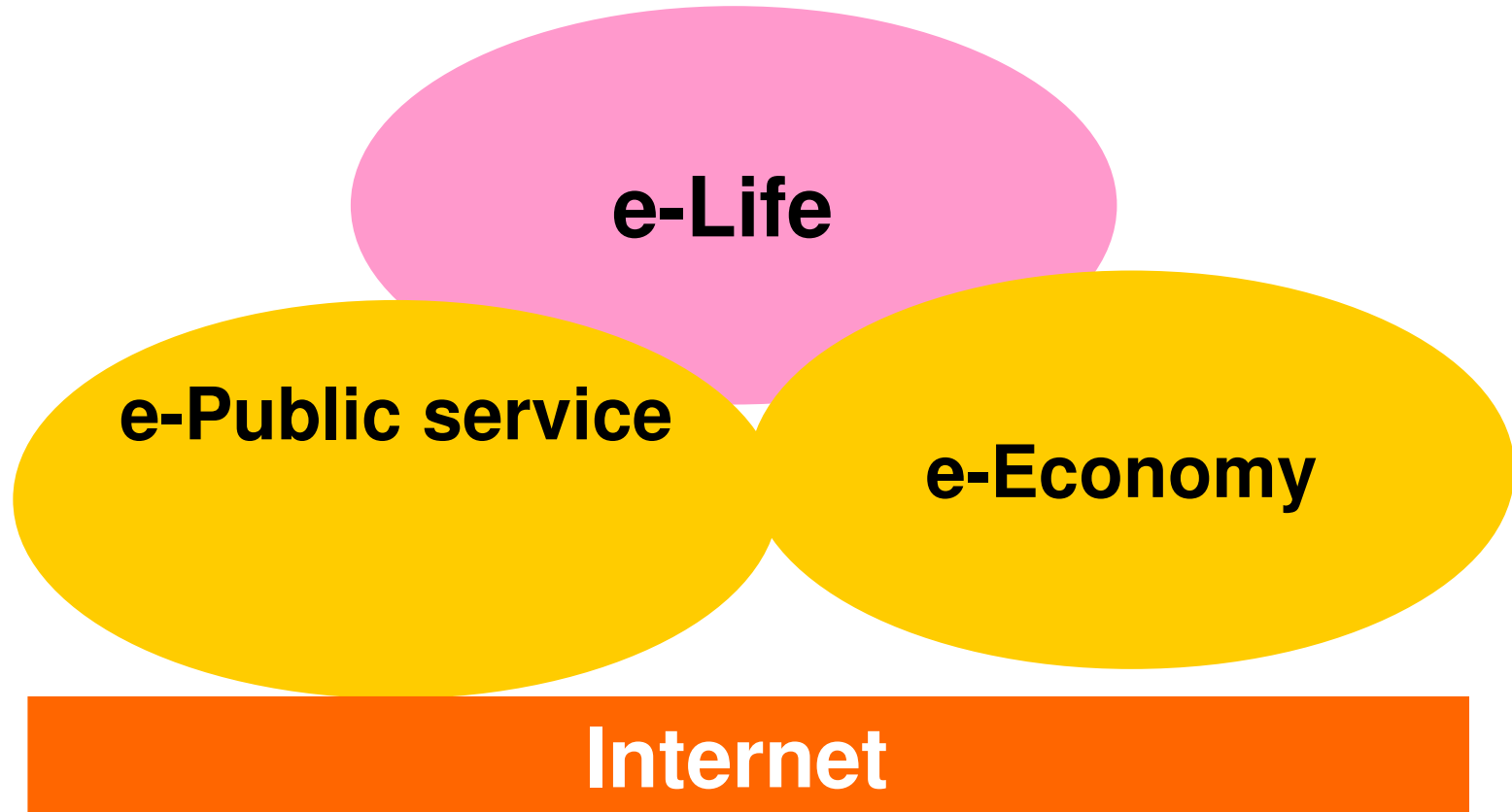
Source: Internet World Stats - [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm)  
Penetration Rates are based on a world population of 6,676,120,288 for mid-year 2008 and 1,463,632,361 estimated Internet users.  
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**Promote trusted application**

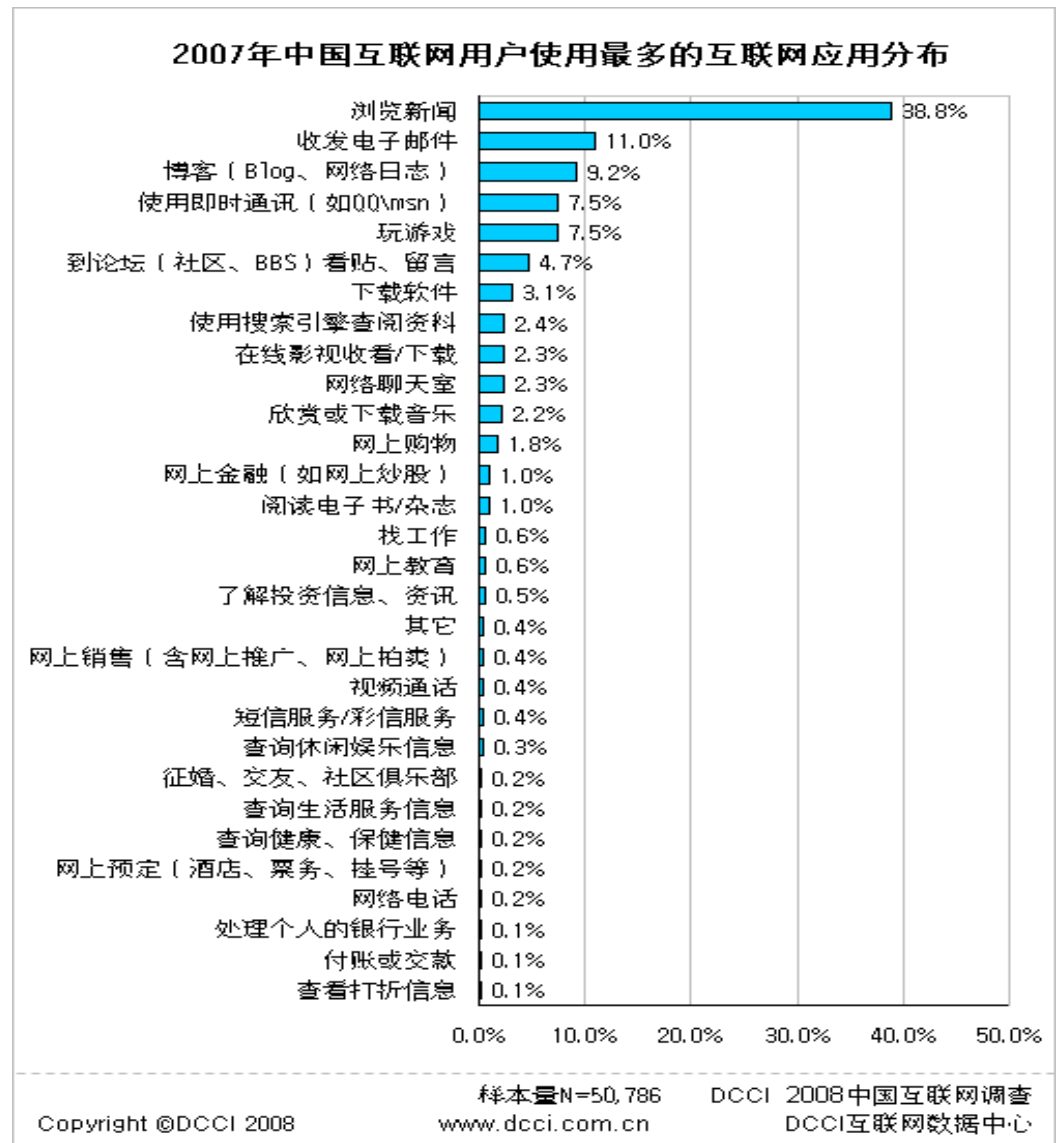


**e-Economy, e-Public service and e-Life are major three application fields for Internet**



# Most frequent usages of Internet

Most frequent usages are  
Browser news;  
Sent email;  
Blog;  
Blog;



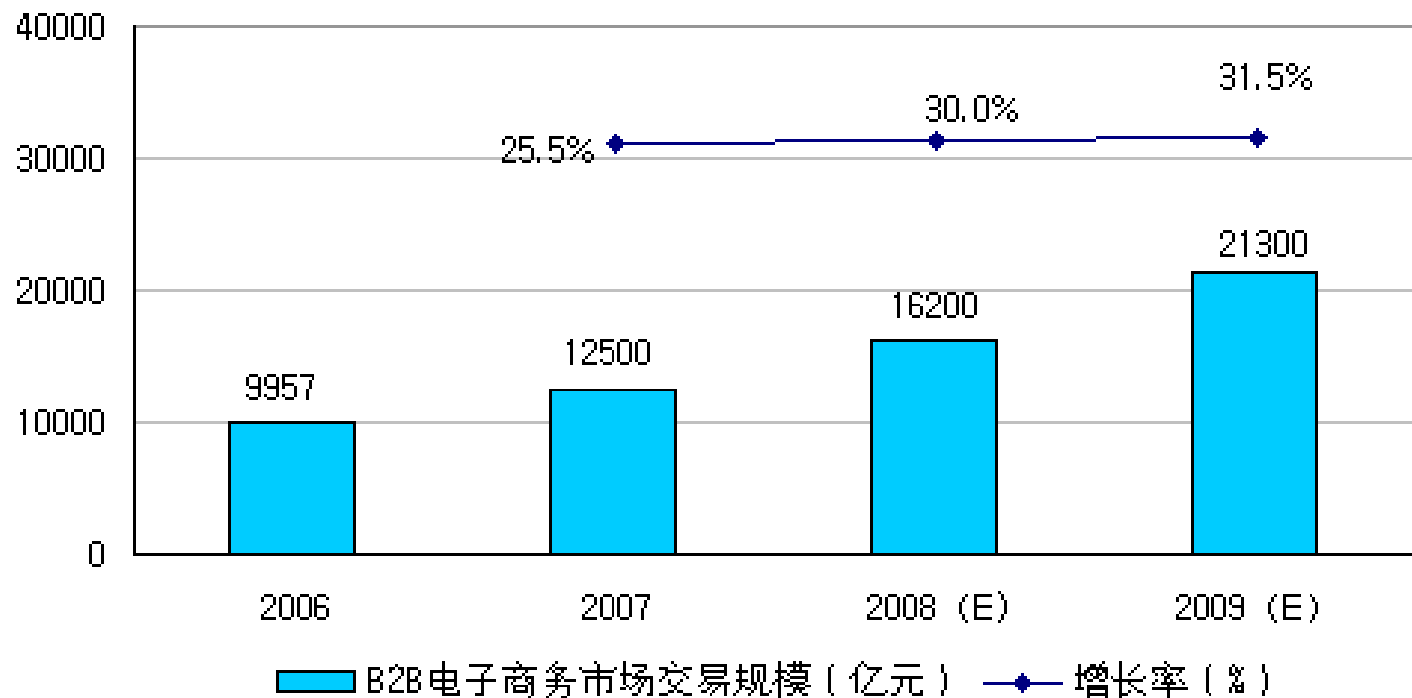


## **The internet at emerging usage level**

- **Currently the main usages on Internet are: browse news; e-mail; entertainment and games.**
- **The usage environment for on-line public service, commerce, learning and health care has to be improved.**

# B-B e-commerce volume

中国B2B电子商务市场交易规模发展情况

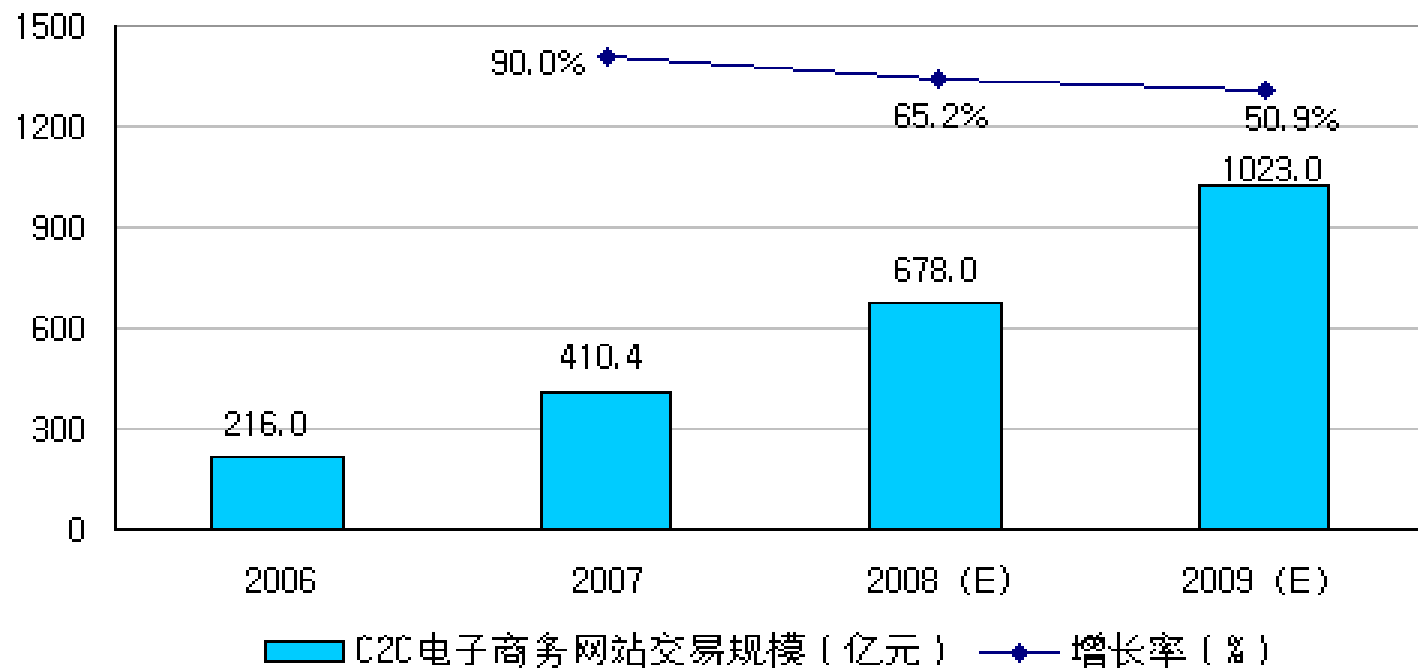


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www.dcci.com.cn DCCI互联网数据中心

# C-C e-commerce volume

## 中国C2C电子商务网站交易规模发展情况



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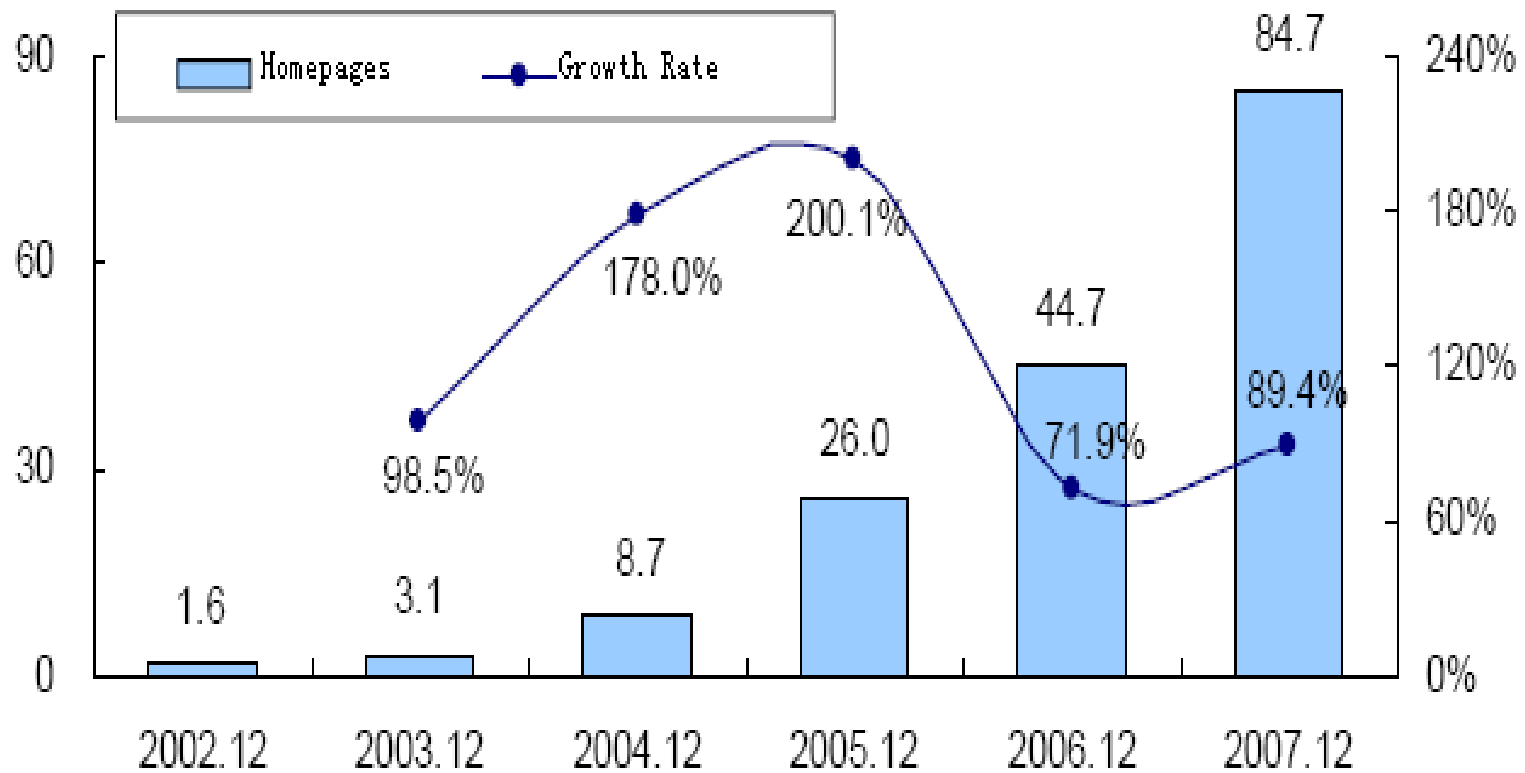


# Rich Content



# Homepages growth

100 million





# Effective Governance



## **working definition of *Internet governance***

- **WGIG provides the following working definition:**
  - “ *Internet governance is the development and application by Governments, the private sector and civil society, in their respective roles, of shared principles, norms, rules, decision-making procedures, and programmes that shape the evolution and use of the Internet.*”




# **The issues related to Internet governance**

- **Internet governance includes more than Internet names and addresses, issues dealt with by the ICANN, it also includes other significant public policy issues, such as critical Internet resources, the security and safety issues, and developmental aspects and issues pertaining to the use of the Internet.**



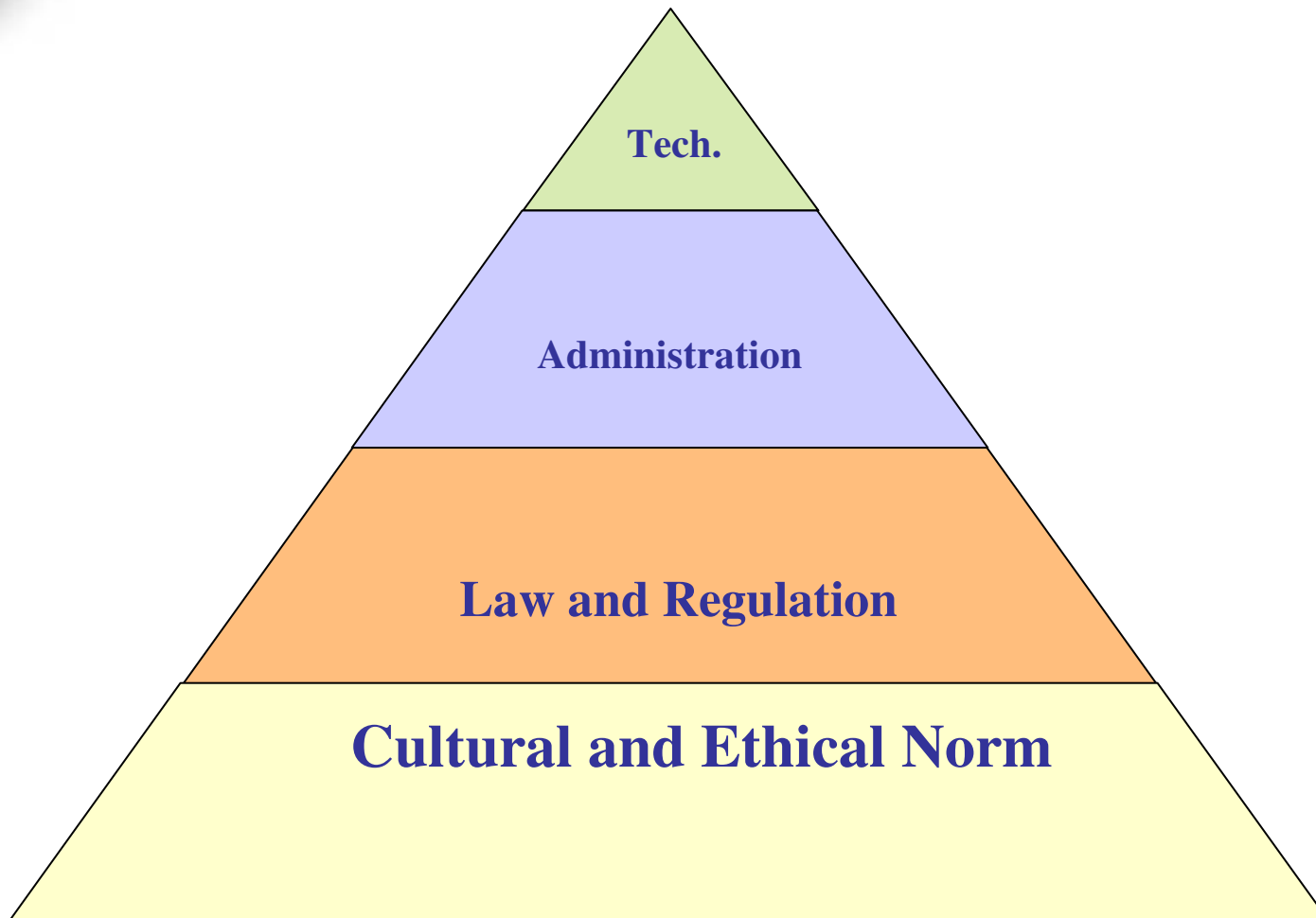
## **Urgent necessity to effective IG**

- **Rapid and continuing growth in the use and misuse of Internet, and the business and government activities online, has created urgent necessity to effective IG.**
- **However attempts to centralize control are likely to stifle sustainable development of Internet.**

- 
- **Therefore the governance should be best steered in manner close-knit cooperation between government, private sector and civil society, to sustain the continuing growth of internet.**
  - **The governance should consider a complex set of guidelines driven by legal, technical, administrative and cultural factors, that serve to establish a desirable online environment.**



# Multilayered complex for IG





## **Why culture and Ethical Norm is important**

- **The necessity of a culture and ethical norm for Internet governance is rooted in:**
  - **The special features of the Internet**
  - **The special impact of the Internet to human society**

**A more secure cyberspace can be achieved only by the combined efforts of everyone, and the more realizable instrument to make it would be a healthy culture and ethical norms rather than any law or regulations**





# Cultural and ethical Norm

- **The cultural and ethical Norm on Internet has to play a role as fundamental pillar for building an effective IG system.**



**The Internet Society of China has played an important role in term of self-discipline, facilitation and guidance the Internet culture and behavior.**



- ISC announced *Public Pledge of Self-Regulation and Professional Ethics for China Internet Industry*, and more than 1,200 Internet enterprises acceded to the pact;
- ISC published the *Declaration of Resisting Harmful Internet Information*, calling for creating a healthy and trusted online environment;
- ISC issued the *Guide for Web-based Public Email Service of Internet Society of China (ISC)*, signed anti-Spam cooperation MoU with various international organizations, contributing its efforts to the global anti-Spam campaign;



- **ISC and its provincial Internet Society branches appealed to 2,600 members, SPs and netizens for the call of “Civilized Online Behavior”, creating a clean and healthy Internet and prospering Internet culture ;**
- **ISC organized various Internet security-related training, summit, and public education;**
- **ISC organized a Workshop on Global Culture of Cyber Security at 2006 IGF Conference, Athens**



**We will continue to discuss this  
topic at Hyderabad IGF  
Conference in coming Dec.**



**Thank you!**