

# ISC in China's Internet Development

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# China's Internet

- Coverage:
  - Over 700 million Internet users
- Penetration:
  - Remote rural areas
  - About every industry
- Industry:
  - Huge: Tencent, Alibaba, Baidu, JD...
  - Significant economic and social impact

# Players of the Internet

- Industry (influential private industry): profitability
- Consumers (vast numbers): protection of rights and interests
- Government (all powerful): Internet development, social stability

# Options for Governance

- Fight against each other:
  - Inefficient
  - Costly
  - Impossible
- Cooperate and coordinate

Solution: Multi-stakeholder

# Internet Society of China (ISC)

- Established in 2001
- Mandate:
  - protect consumer rights and interests
  - Internet development
- Multi-stakeholder model: Who-is-who
  - Corporate members (over 1,000)
  - Academic members
  - Overseen by government (MIIT, etc)

# Role of Stakeholders

- Scholars: popularity
  - Represent consumers' rights and interests
  - Advise government and industry
- Industry: profitability
  - Good behavior for market share
  - Internet development for growth
- Government:
  - Implement policies via ISC: supervise industry, guide consumers
  - Keep ISC financially independent

# Work Committees & Groups

26 Work committees, 12 Work Groups:

- Internet Self-discipline Committee
- Anti-spam Committee
- Internet Copyright Committee
- Academic Committee
- Rural Services Committee
- .....
- O2O Working Group
- B2B Working Group
- .....

# ISC Initiatives

- Industry Self-discipline
- Anti-spam
- Internet Copyright protection
- Network Security
- E-Charity
- Information Accessibility
- .....

# China Internet Conference (CIC)



2002中国互联大会



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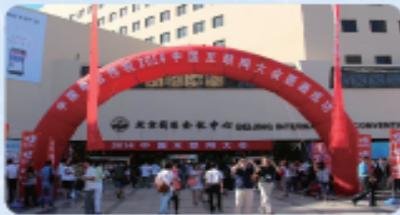
2011中国互联大会



2012中国互联大会



2013中国互联大会



2014中国互联大会



2015中国互联大会

# APRALLO at CIC 2016



# Self-Discipline Award

Starting 2005, ISC presents the “Internet Self-discipline Award”



# ISC calling to protect consumer data at 2016 CCTV's "3.15" Gala



# ISC on Copyright Protection



**Assist the Courts to mediate more than 25,000 pieces of copyright dispute cases**

# 12321 Report Center

Since 2006: hotline, website, email, SMS, WAP, APP, etc.



In 2015: over 1.8M complaints processed

# ISC on E-Charity

Donation and training to shrink digital-divide



Thank you!

Q&A

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