

And moving on, keynote two. The theme of which is, Internet for Everyone -- Asia Digital Leadership and the Importance of the Multistakeholder Model. Please welcome our keynote speaker, Ms. Susan Pointer, Head of the Public Policy and Government Relations, Asia Pacific, Google, Inc. She's the Senior Director and leads the company's public policy. She was head of International Global Public Policy for Amazon.com. Please join me in welcoming, once again, Ms. Susan Pointer.

(Applause)

>> SUSAN POINTER: Thank you very much. And thank you for the introduction. I'm very conscious that I sit between this forum and the vibrancy of the working groups, and I'm sure you're all very keen to get to those. I come here, as was said, in my Google capacity, but also, I've worked in a national parliament, in a regional parliament, for industry associations, and for various companies in the private sector. So I have a huge amount of respect for the diversity of expertise and the roles and responsibilities that you have here in the room today.

It's a real honor to be here in Taipei today, and thank you for the introduction to address the room -- a room that brings together such a rich cross section of the voices of the internet in Asia, and from around the world. And with more people, I know, joining us remotely by the very same wonders of that technology. No doubt, we come from many different countries, cultures, experiences, and backgrounds. But also, I believe we all share a common passion for, an interest in, the future of the internet, an internet for all, and an internet for good.

This is, I believe, the 7th gathering of the Asia Pacific Regional Internet Governance Forum, and I think that's a tribute in itself to the importance and value of this event, and of all the discussion that takes place in and around this forum. And I emphasize whether that discussion takes place in panels, on this stage, or more socially, around the edges. We believe very strongly at Google in the concept of expertise and knowledge at the edges. And by implication, the inevitable

limits of over-centralization and formalization. We've always appreciated the IGF's approach, and in that sense, both the formal and informal debates that will no doubt take place here in Taipei this week.

This notion, as was mentioned earlier, of distributed expertise. Indeed, it was this same combination of decentralization combined with togetherness that made the internet what it is today, and that continued to shape its path and its direction of travel. As everyone in this room will know, the internet has been built from the bottom up and built upon by my contributors. It is developers, civil society, technologists from governments and private sector, businesses of all sizes, and most importantly, the billions of users who have created and developed the web as we know it.

Evolutionary or revolutionary, either way, it's not an exaggeration to say that the internet has fundamentally changed the world. And it's continuing to do so. It's reshaping economies and societies. And at core, bringing information about everything to everyone with access and allowing those same people with access to contribute to that same global knowledge platform and that creativity resource. And when I say many people, obviously there's still a lot more to do to ensure that access is something that is available to all.

And we all in this room have a very important role to play in that. Mobile internet, as my colleague Vint Cerf mentioned, is a key enabler to this. And there is a lot of work going on globally to experiment with alternative means of providing connectivity. Let's take a moment to look at the impact of the internet in Asia. I'm based in Hong Kong. I've been in Asia for the last 3 1/2 years. In Asia, we see very clearly the transformative power of the internet, and increasingly, Asia is leading the way in which the internet is being used across the world, particularly in mobile use and use cases.

This is an area where the region is setting new trends for the world. I've lived across Europe, the Middle East, Africa, and as I said, more recently in Asia Pacific, and APEC is a great example of how rapidly the internet is expanding,

and impacting, and hopefully for good, the lives of the people across the region and elsewhere. There's no doubt in my mind that the internet's global center is moving east and south.

Asia Pacific is driving not only a mobile-first region, but in many cases, a mobile-only region. More people are coming online for the first time in Asia than anywhere else, and they are doing it through a mobile device. For these billions of people, a smartphone isn't a phone -- it's their first and only computer. A key point of access to information, knowledge, and culture that consumers -- and an office for a new generation of entrepreneurs. Indeed, in many Asian countries, mobile is the only connected device users may have. Incumbent technologies and ways of thinking typically based around a Western desktop model are less likely to determine today's parameters here, let alone those of the future.

Recent research by Oxford shows by 2020, the mobile internet will contribute \$580 billion to GDP and lead to the creation of a million new jobs in southeast Asia alone. This is very much an Asian-led mobile-first revolution. Each year, we do a survey of how people use the internet around the world. It's called the consumer barometer. The latest report shows that in 2015, Asia widened its lead over the rest of the world as a mobile-first region. In fact, this region has five of the top ten countries in the world when it comes to smart phone adoption, including Singapore, South Korea, Hong Kong.

Furthermore, 11 of the 21 markets in the world where smartphone adoption is higher than PC adoption are located in Asia, including Thailand, Malaysia, Singapore, Hong Kong. The survey also found that Malaysia has the highest use of messaging apps in the world, Singapore the second-highest smartphone adoption. Korea has the highest rates of video-watching on mobile. India and Japan became mobile-first search countries. In 2013, even two years later, only eight other countries around the world have achieved the same thing.

The mobile internet is transforming lives and equipping people with the means to participate in the direction this takes. So who are these netizens? A farmer that uses the internet to check crop prices. An entrepreneur that operates

a software company serving people around the world. A Taiwanese restaurateur who depends on the web for internet reservations. A group who created Safe City, a platform to crowdsource personal, anonymized stories of sexual harassment to break taboos and raise safety standards and awareness.

On this 7th gathering, let me mention briefly seven more examples of such internet-based vibrancy here in Asia Pacific. Daily lives changed and enhanced as a result of connectivity and information. There's an Indonesian entrepreneur -- these are real cases, people we know. An Indonesian entrepreneur selling head scarves online. She started a small business in 2011 and now has the largest Indonesian Muslim fashion e-commerce site. Her site and YouTube channel are visited by hundreds of thousands of people across southeast Asia, Africa, Arab Emirates, and beyond.

She has used the internet to build financial independence and take Indonesia's fashion to the world. Or a young Vietnamese tailor operating out of a store. She uses the internet to customers images of new materials and designs. Thanks to the internet, she is now a global exporter with clients in Germany, Australia, and New Zealand. Take Indian cooking enthusiast Yaman, who started his video channel two years ago at the age of 14.

He now has thousands of subscribers and millions of views from around the world. This has also given a voice -- a media voice -- given him a media voice in India. My fourth example, an app created by a small Singapore startup four years ago provides accurate prayer times based on the user's location and helps people find the direction of mecca from wherever they are. This app has been downloaded more than ten million times across more than 200 countries and translated into more than 15 languages.

Technology can be a creative force, an integral part of culture formation in the 21st century. Whether as a global export vehicle for pop culture -- take Korea's K-pop -- or as a tool to broaden awareness of centuries of offline cultural heritage among digital natives. Or as a platform for today's expression and individuality. My fifth example, the Asian

civilizations museum in Singapore launched their mobile app five years ago. Then, the world's first museum app that combined augmented reality, location-based gaming, and interactive features to promote closer interaction between visitors and historic items.

As a result, the museum was able to attract younger visitors and shake up perceptions by bringing this rich cultural heritage to young, mobile-attached fingertips in lively ways. The web has enormous power for dismantling social and physical barriers to content. And this region has extremely rich cultural heritage to share with the world. My 6th example, digital green, an Indian organization that uses a video hub to scale agricultural training. They partner with a variety of organizations and stakeholders to share knowledge on improved agricultural practices, as well as health and nutrition.

And they use locally produced videos to do this. This approach was found to be ten times more cost effective, and the uptick of best practices seven times higher compared with traditional services. Since their founding in 2008, as of June this year, they have reached over a million individuals across more than 13,000 villages in India and parts of Africa. And they've used over 4,000 videos -- online videos -- to do this.

And finally, my seventh example of this local, but simultaneously global, real-world people-centric power of the internet -- a mobile app in Australia called Ask Izzy was built for homeless people to connect them with shelter, food, and other essential services. This sounds astonishing, but on any given night in Australia, I'm told that some one in 200 people are homeless. Even more astonishing, perhaps, is that 80% of those individuals have a smartphone. Usually, prepaid phones with no credit but used in free WiFi public locations.

An organization info exchange created an app that gives these individuals information about more than 350,000 vital nearby services such as shelter, food, employment resources, technology facilities, including, of course, WiFi and charging station information. Internet access around the region remains a real problem, of course, and a challenge.

But this will also drive new solutions and new innovations. People are increasingly accessing the internet through ever-cheaper phones and data prices continue to drop.

And there are more and more programs around the region and around the world to extend the options for affordable internet access. In India, for example, at Google, we are working with Indian railways to expand WiFi to a hundred of the country's busiest stations before the end of this year. More than ten million people pass through these stations every day. Internet availability is changing and changing quickly. But still, perhaps, not as fast as those in this room would like to see, particularly in terms of access.

An internet for all relies on all being able to connect. This leads me to why forum's like today's IGF meeting are so vital to ensuring the continued growth and positive impact of the internet. When we think about internet governance, it is crucial to ensure that the web remains universally open and global in reach and that the decisions on its regulation and governance involve all the very many stakeholders who rely on it, shape it, are empowered by it, and collectively in this decentralized way, own it.

The IGF's greatest strength is its inclusive nature, a broad stakeholder approach which brings together industry experts, civil society representatives, academics, and government policy-makers in an open, frank, and constructive dialogue. The internet is not for any one government or company, or country, or sector of society. It is for all. And governance policy should therefore promote the widest range of inclusive discussion and foster this dynamic interaction between all stakeholders involved.

International and multistakeholder cooperation is vital for formulating effective and enabling policies that recognize this inherently global and cross-border nature of the web. This will help preserve the fundamental openness into the future whilst also striking those careful and transparent balances between real and often competing public policy interests and objectives. In policy terms, we believe that we should be driving towards this flexible and enabling policy

environment based on open, cross-border internet data flows so that the world -- and the whole world -- really can connect, and it's backed up by balanced and enabling intellectual property and copyright environment suitable for the digital age in which we work, in which we live, in which we play today.

And that we take a big picture approach to policy formation that builds in the opportunities that this new technology offers us all, and not just the new challenges that it addresses. Most important of all, in the context of today's event, all stakeholders, be they governments, companies, or civil societies, need also to reach out to new users of the internet, particularly in the developing world, and in the mobile first and mobile only world to ensure that their decisions reflect the views and direction of travel of the full range of global participants and stakeholders, the full range of those interests and aspirations.

Let me close by saying that it really is truly an honor to be here among people who care so passionately about the opportunities that this wonderful global technology platform can deliver, and who I know work really tirelessly to ensure that the potential becomes a reality, and the challenges are thoughtfully addressed. Thank you for all that you do. I'm honored to be here, and I wish you a very lively debate ahead. Thank you.

(Applause)

>> ANDY: Thank you so much, Susan Pointer, for your wonderful sharing. Thank you.