

Local Content

Challenges, Need and Way Forward

Afghanistan School on Internet Governance
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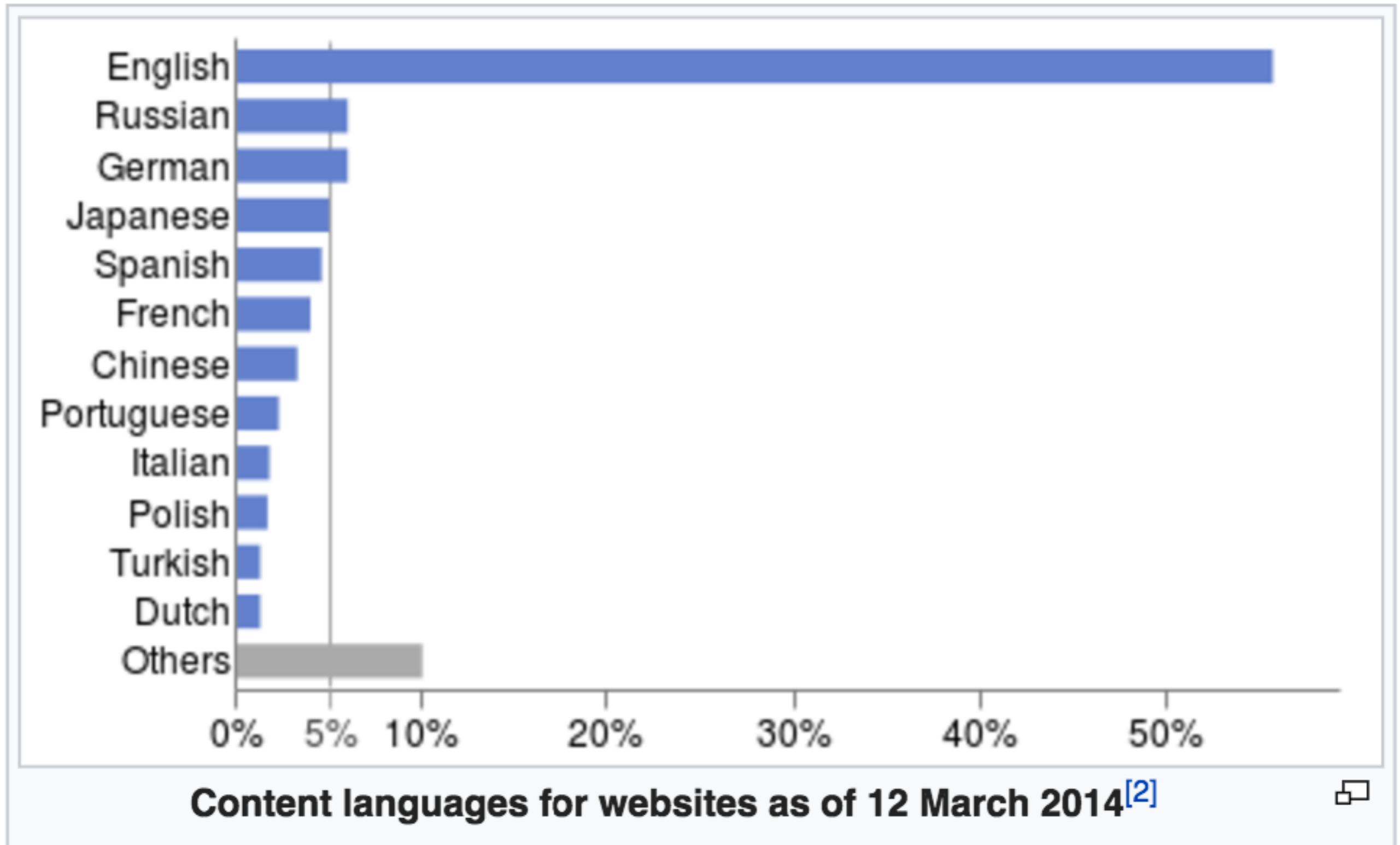
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Talking Points

- Statistics
- Challenges
- Need
- Way Forward

Statistics: *Websites Languages*



| Rank ↕ | Language ↕ | Percentage ↕ |
|--------|----------------|--------------|
| 1 | English | 52.1% |
| 2 | Russian | 6.5% |
| 3 | Japanese | 5.6% |
| 4 | German | 5.5% |
| 5 | Spanish | 5.1% |
| 6 | French | 4.1% |
| 7 | Portuguese | 2.6% |
| 8 | Italian | 2.3% |
| 9 | Chinese | 2.0% |
| 10 | Polish | 1.7% |
| 11 | Turkish | 1.6% |
| 12 | Persian | 1.5% |
| 13 | Dutch, Flemish | 1.4% |
| 14 | Korean | 0.9% |
| 15 | Czech | 0.9% |
| 16 | Arabic | 0.8% |
| 17 | Vietnamese | 0.6% |
| 18 | Indonesian | 0.5% |
| 19 | Greek | 0.5% |
| 20 | Swedish | 0.5% |
| 21 | Romanian | 0.5% |
| 22 | Hungarian | 0.4% |
| 23 | Danish | 0.3% |
| 24 | Thai | 0.3% |

| | | |
|----|--------------------|------|
| 25 | Slovak | 0.3% |
| 26 | Finnish | 0.3% |
| 27 | Bulgarian | 0.2% |
| 28 | Hebrew | 0.2% |
| 29 | Lithuanian | 0.1% |
| 30 | Norwegian | 0.1% |
| 31 | Ukrainian | 0.1% |
| 32 | Croatian | 0.1% |
| 33 | Norwegian Bokmål | 0.1% |
| 34 | Serbian | 0.1% |
| 35 | Catalan, Valencian | 0.1% |
| 36 | Slovenian | 0.1% |
| 37 | Latvian | 0.1% |
| 38 | Estonian | 0.1% |

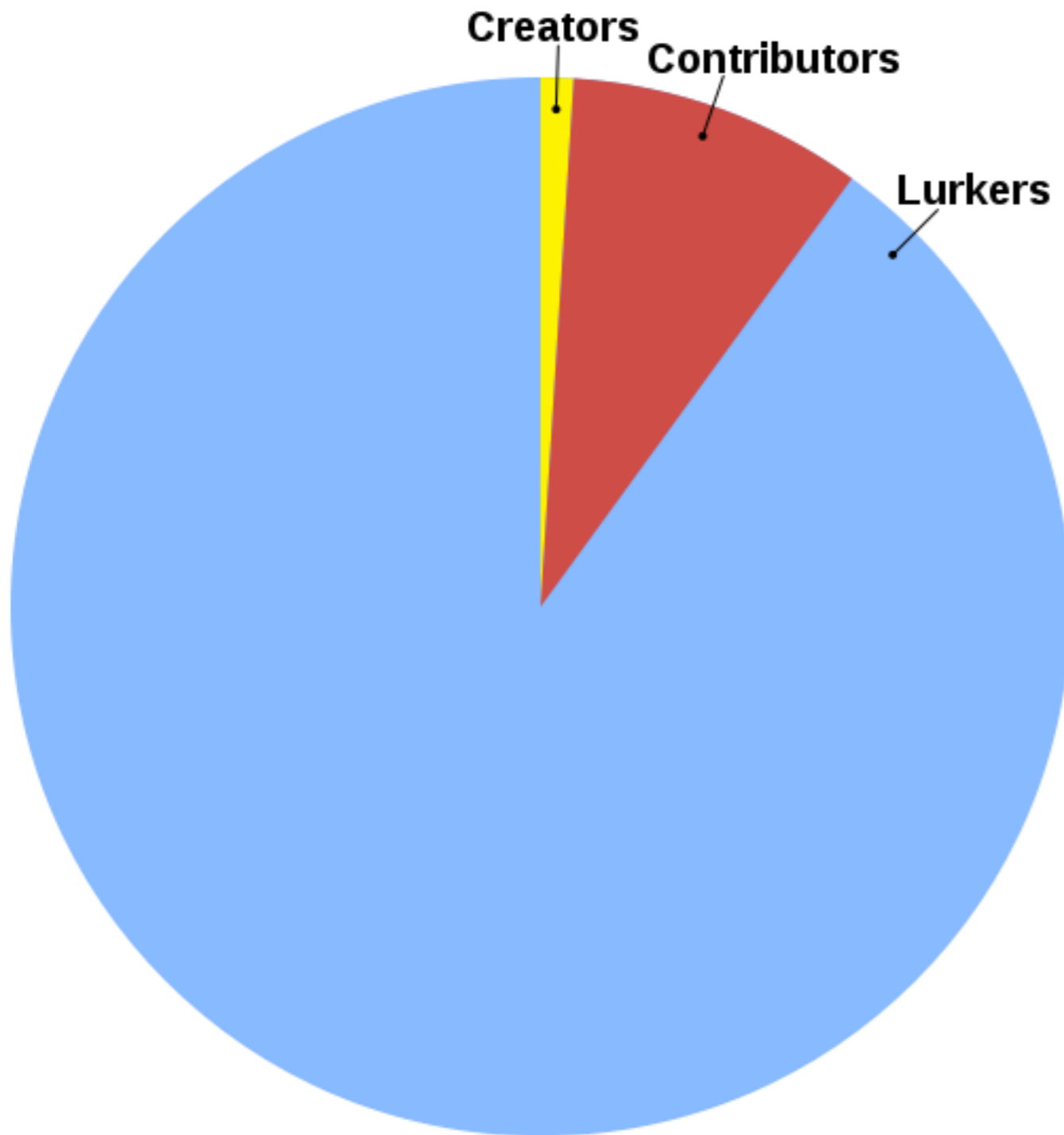
Statistics

Websites Languages and Users

| Rank ↕ | Language ↕ | Internet users ↕ | ↕ |
|--------------|------------|---------------------|-------------|
| 1 | English | 948,608,782 | 26.3% |
| 2 | Chinese | 751,985,224 | 20.8% |
| 3 | Spanish | 277,125,947 | 7.7% |
| 4 | Arabic | 168,426,690 | 4.7% |
| 5 | Portuguese | 154,525,606 | 4.3% |
| 6 | Japanese | 115,111,595 | 3.2% |
| 7 | Malay | 109,400,982 | 3.0% |
| 8 | Russian | 103,147,691 | 2.9% |
| 9 | French | 102,171,481 | 2.8% |
| 10 | German | 83,825,134 | 2.3% |
| 11–36 | Others | 797,046,681 | 22.1% |
| Total | | 3.61 Billion | 100% |

Ref: Wikipedia

Challenges



In Internet culture, the 1% rule is a rule of thumb pertaining to participation in an internet community, stating that **only 1% of the users of a website actively create new content**, while the other 99% of the participants only lurk.

Types

- Company chat rooms/ Forums
- Wikis/Websites
- Forums
- Presentations
- Blogs
- Videos
- Social Media
- (Facebook/Twitter/ others)
- Audio Files
- Images
- Infographics
- Product/ Service reviews
- Researches
- Apps
- GIFS
- Podcasts
- Comics
- Maps/ Directions

Need

- Need is demand driven, e.g. Facebook/ LinkedIn
- We have invested in Infrastructure in last two decades but there is a need to focus on content
- We have two options: Either create our content or consume someone's else's
- Local content doesn't mean local language, meaning locally customized content in any medium
- Local content help with localized knowledge, which results in informed society and better decision making

Way Forward

- English will be a dominant language in the near future
- Video content is more popular than any other medium
- As more people are connected, more content will be generated
- Access through mobile is rapidly increasing, short summarized content is growing in popularity
- ***EVERYONE CAN GENERATE CONTENT***

Key Questions

- Definition of Local? are national boundaries local?
- Languages? We have Two national languages, while Six are regional (8 in total, ref Afghan constitution)
- Content Generation? User generated? Company or Government generated?
- How does it help the generator? Why should I do it?
- Am I responsible for whatever I write or share online? Freedom of Expression?

Discussion