



Feb. 8, 2012

Seminar Internet Sehat dan Aman

On 7-8 February 2012, AIC ran a joint two-day workshop in Jakarta on using the Internet safely for children and families. The event was co-sponsored by the Ministry of Communication and Informatics. The opening address was given by the minister, his Excellency Tifatul Sembiring. The AIC presentation can be found [here](#).

The Internet Economy

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Jakarta, Indonesia – 7 February 2012



The Asia Internet Coalition



Vision For The Future of Internet



- Universal broadband access to an open and interconnected Internet.
- Unhindered development of the Internet industry, Internet-based communications and e-commerce.
- A competitive and consumer-oriented Internet marketplace for the benefit of the economy, society and its citizens.
- No constraints on the rights of consumers to access legal Internet services, apps and content.

The Internet Is Big & Continues to Reach Everywhere...

- 4 million emails exchanged every second
- 1.3 trillion searches globally
- US\$8 trillion traded through e-commerce annually
- 3 billion online videos viewed per day
- 1.2 billion social network users

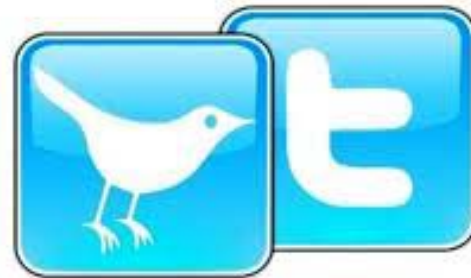


The Internet Economy Contributes in Many Ways...

- Empowers individuals and entrepreneurs
- Enables businesses and SMEs
- Creates jobs and business opportunities
- Contributes to National Development



Provides Free Legitimate Services: Improves Sharing and Access to Information



Facilitates Education & Improves Standards of Living

“Empower the world's poorest children through education...with a rugged, low cost laptop with connection to the internet”

- One Laptop Per Child Project

“Internet penetration...a key metric in efforts to reduce poverty and encourage rational development.”

- Millennium Development Goals, United Nations



Increases Productivity For Businesses & SMEs

- >10% Increase in productivity for small and medium businesses from internet usage
- SMEs heavily using web technologies grow and export 2X as much



Kayla Collection, by Tika

- sells uniforms.
- 30% more revenue with online presence
- Traffic generated through search

Facilitates Commerce & Reach To New Markets

Rempoa Computer

- Sells computer spare parts
- 60% of revenue from online businesses
- Over half its customers are from outside Jakarta
- Uses messenger services such as Yahoo! messenger and e-commerce portals such as Indonetnetwork and Toko Bagus.



Creates Jobs

A contributor to net job creation in many countries:

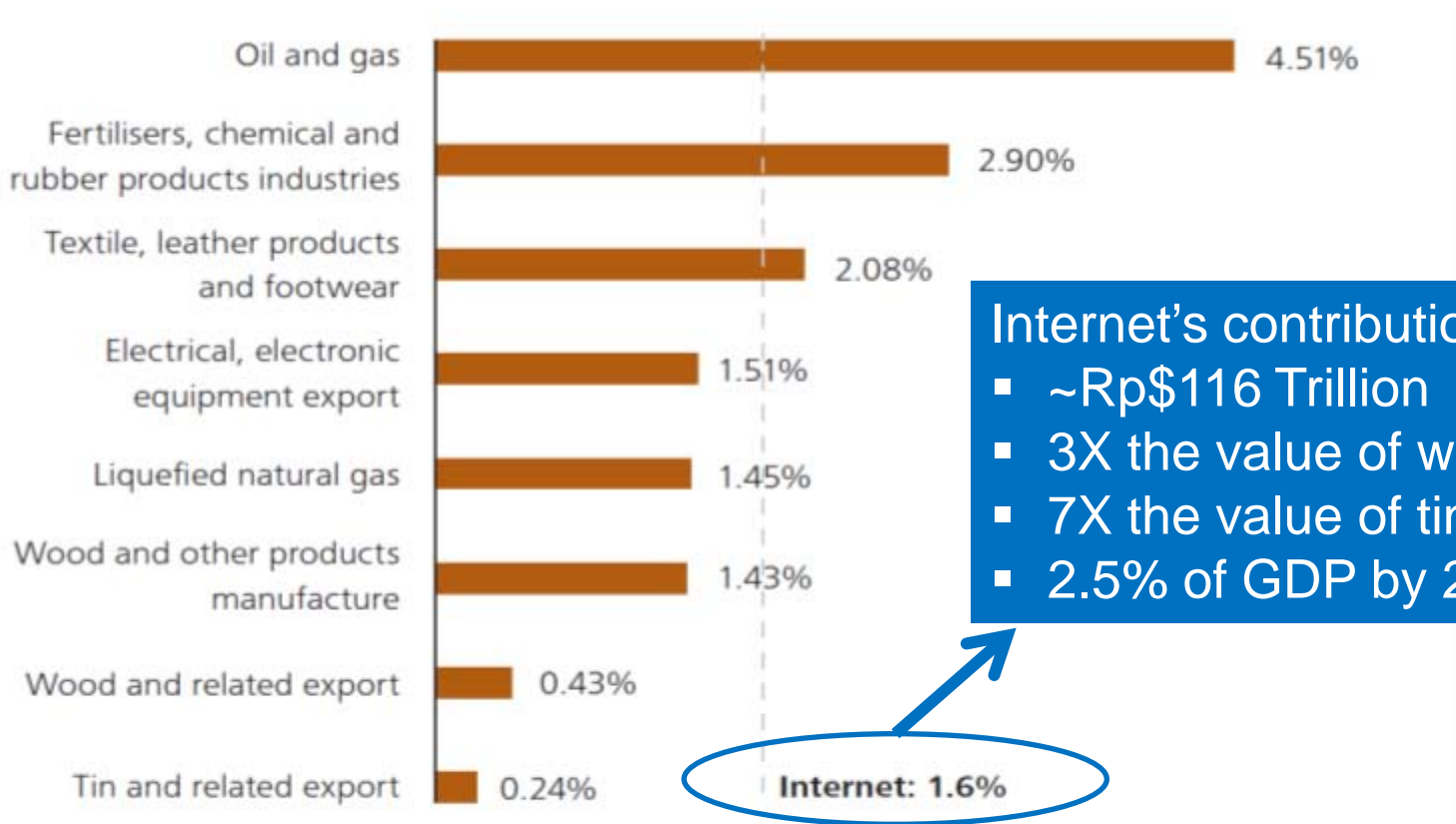
- About 2X more jobs were created on average
- Directly linked to the internet such as software engineers, online marketers
- Traditional jobs such as logistics and postal services to deliver online purchases, online remittance services

-- McKinsey's Global SME Survey (2011)



Contributes to 1.6% of Indonesia's GDP, and growing...

Value of sector, relative to GDP (2011)



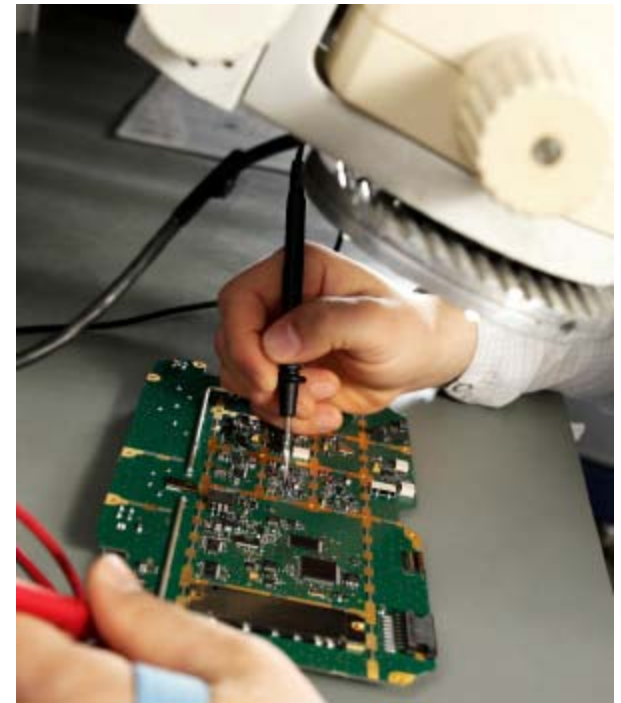
Internet's contribution in Indonesia:

- ~Rp\$116 Trillion
- 3X the value of wood export
- 7X the value of tin export
- 2.5% of GDP by 2016

Source: Statistics Indonesia, Deloitte Access Economics estimates

A Progressive Internet Economy Requires Flexible Regulations

- Example: - The Digital Millennium Copyright Act in the US contains Safe Harbor Provisions that have encouraged innovation and growth.



We Are Conscious of Our Social Obligations...

We have programs and campaigns to educate and protect our online community on the opportunities and threats of using the internet.

The image is a composite of two digital assets. On the left is a screenshot of the Google Family Safety Center website. It features the Google logo, the text 'Family Safety Center', and a navigation menu with links like 'Home', 'Google's safety tools', and 'Advice from partners'. A video player is embedded, showing a man (Vic Gundotra) in a checkered shirt sitting in a theater of colorful seats, with a play button icon overlaid. The video title is partially visible: 'Vic Gundotra from Google talking about child sa...'. On the right is a purple-themed advertisement for 'YAHOO! PURPLE HUNT FAMILY EDITION'. The headline reads 'PLAY. PLEDGE. PREVAIL'. Below it, text states: 'The internet opens a world of possibilities but we know it's not always a safe place. Play the Yahoo! Purple Hunt Family Edition and learn how to make smarter and safer choices online; Pledge to Yahoo! Safety, refer friends and get a chance to win exciting prizes.' The ad features a 3D illustration of a family sitting on a green mat with a white maze pattern. In the background, there's a skyscraper and an airplane. A logo at the bottom of the maze says 'WE PLEDGED!' with colorful hands.

And We Fight Internet Abuse

All reputable internet companies self-regulate and have internal policies to combat:

- child pornography
- online fraud
- hacking and cybercrime
- Other forms of misuse



eBay PayPal Main Street
Public Policy for the E-commerce World

Combating Cybercrime
At eBay Inc. we regard fighting cybercrime as a strategic business priority. We invest heavily in keeping our sites and services safe and secure. Our efforts are complemented by close cooperation with law enforcement around the globe. Our government relations team engages regularly with policy makers to share our experiences and ensure there is an effective legal framework and commitment to fighting cybercrime around the globe.



網上騙500萬8人被捕

網上海賊案示警圖

【本報訊】網上拍賣已結識了不少人，最近竟成了涉劫行騙的平台。警方日前在網上拍賣平台eBay，發現一宗涉及500萬元的網上海賊案，警方隨即展開了調查，並成功逮捕了8名涉案人。

警方表示，這宗網上海賊案涉及一名名為「John」的男子，他利用eBay平台進行非法活動，騙取了500萬元的現金。警方在接到報案後，立即展開了調查，並最終在多個地點逮捕了8名涉案人。

警方表示，這宗網上海賊案的發生，再次提醒廣大市民，在網上進行交易時要格外小心，不要輕易相信陌生人的話，以免受到損失。



A Better Way To Grow The Internet Economy & Fight Abuse

Work with us...

Let us work together to make the internet a safer and more productive place in the long run.



Points for consideration

- Pragmatic understanding of challenges that the internet industry brings with benefits
- Flexible, consultative approach to engineer win-win outcomes
- Public awareness campaigns to educate users
- Public private dialogue and partnership

Terimah Kasih 😊

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