Are devices the weak link in achieving an open internet?

CERRE

March 28th 2018
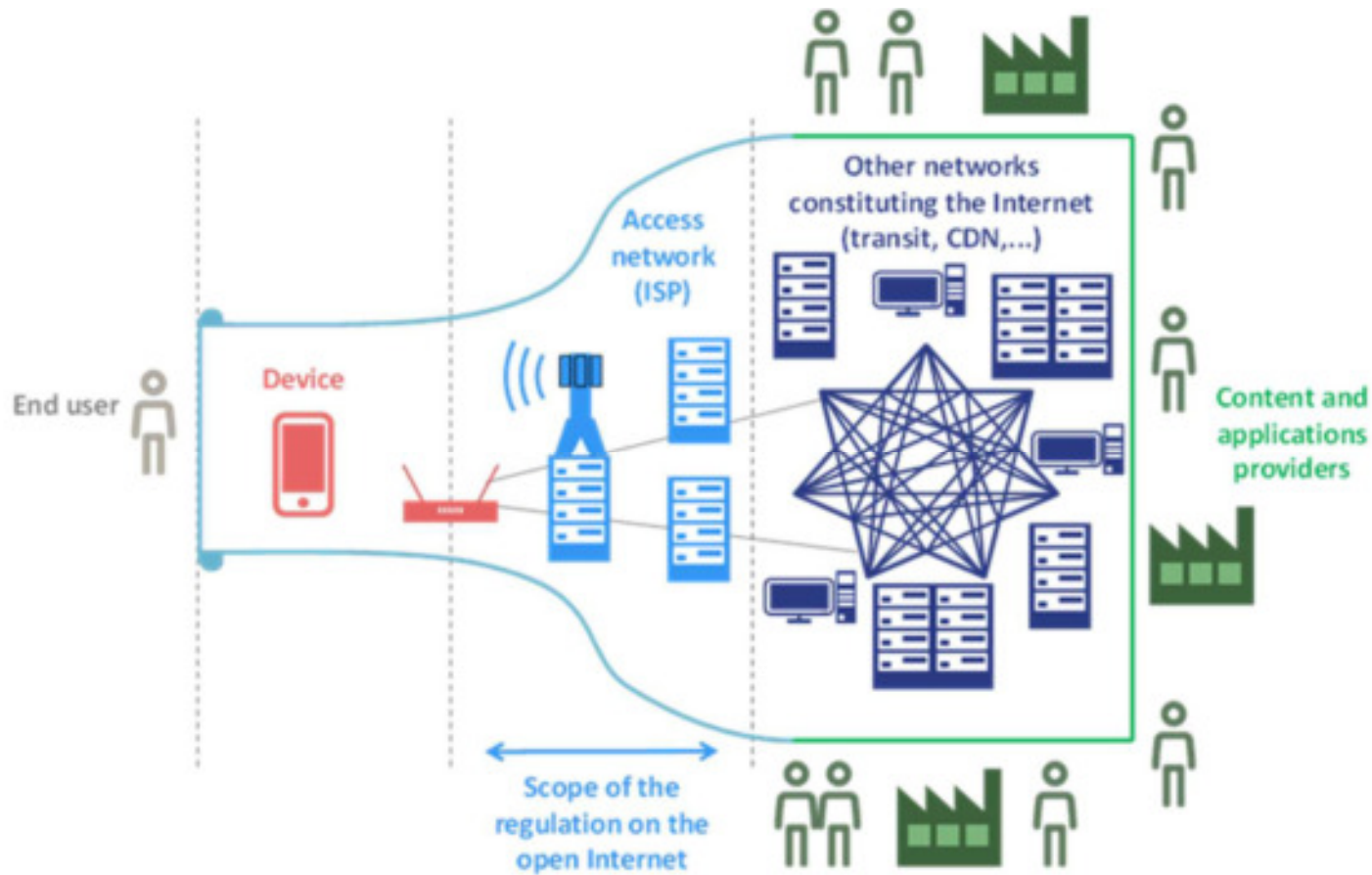
Internet today: mainly mobile and application focused

Every day, worldwide,

80 apps downloaded
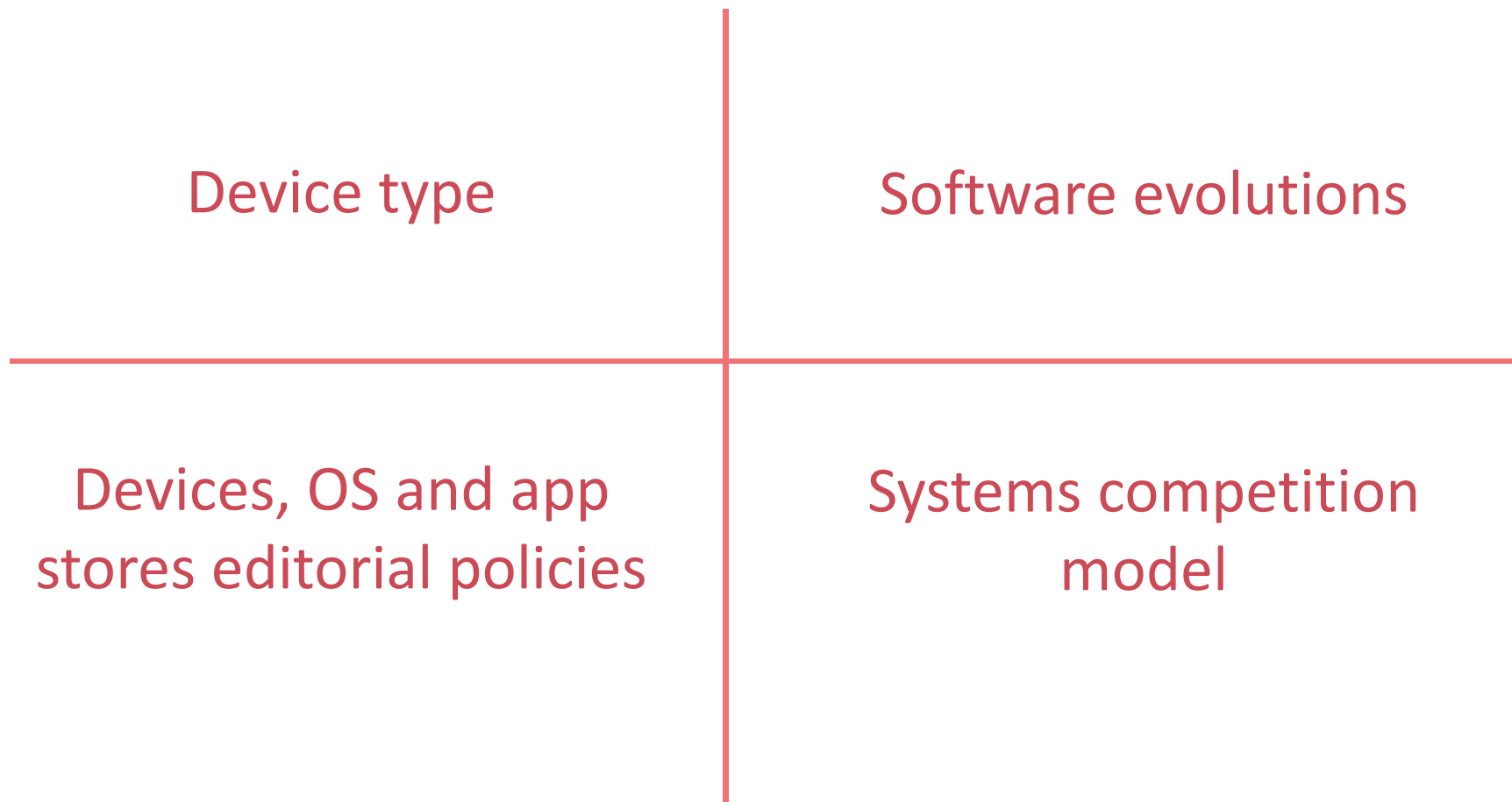
3 hours spent on apps

by each user

Source : App Annie
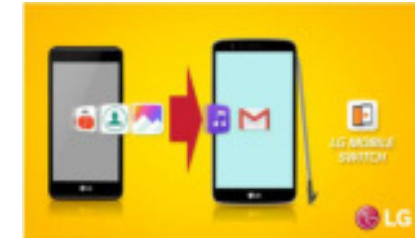
Devices are key to the Internet access…

… yet, they are not covered by the Open Internet Regulation

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Arcep's contribution to the Open Internet analysis: a thorough mapping of devices limitations

Device type

Software evolutions

Devices, OS and app stores editorial policies
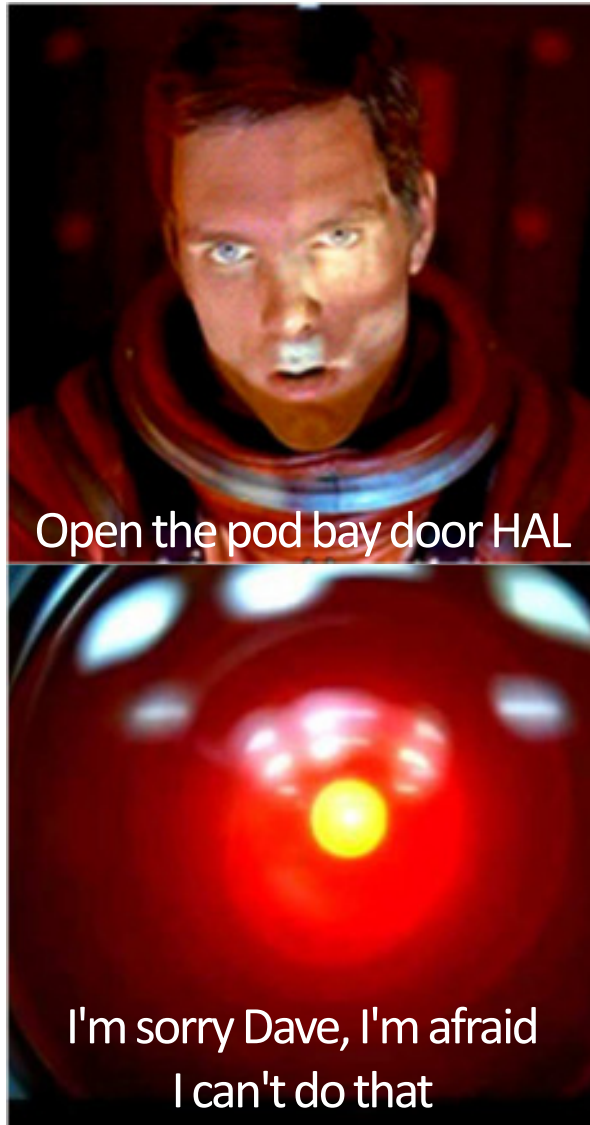
Systems competition model

Existing public & private solutions...

GDPR

... need to be complemented to address this fundamental issue

Voice assistants, a new way to access the Internet

Open the pod bay door HAL

I'm sorry Dave, I'm afraid
I can't do that

" *20%*

*of queries google gets in
the US are voice now* "

Sundar Pichai, Google CEO, May 2016

3 possible configurations

Stated determination to limit Internet openness

Yes

No

In return for advantages (e.g. comfort, security)

Without other benefit for the user
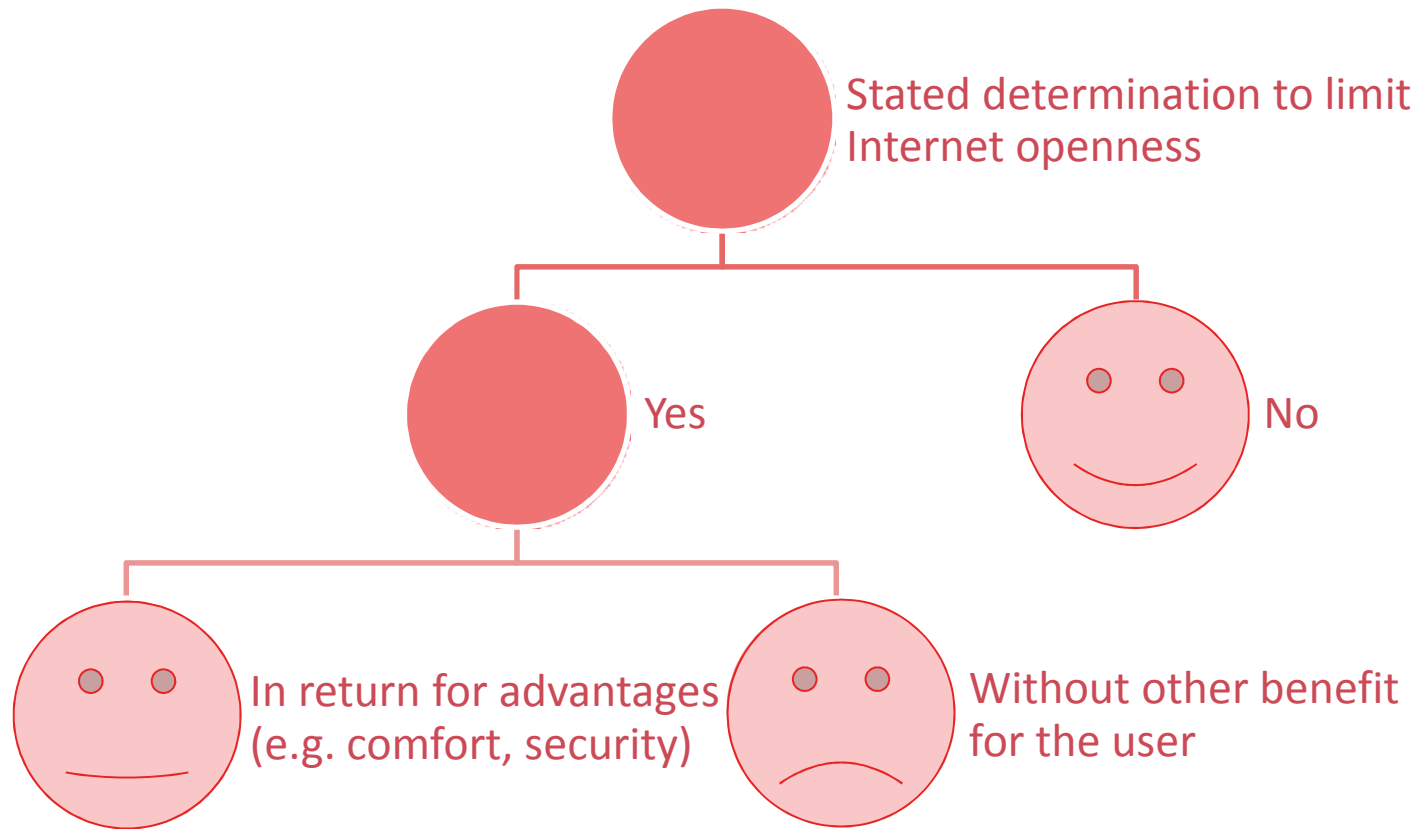
Arcep's proposed courses of action to ensure internet openness and freedom of choice for users

Clarifying what constitutes internet openness, by establishing a principle of freedom of choice in content and services, regardless of the device

Leveraging data to regulate

⇒ Gathering information from device manufacturers and OS providers and disseminating it

⇒ Enabling end-user (consumer or professional) reporting

⇒ Promoting comparison tools

⇒ Demanding transparency on the indexing and ranking tools used by app stores

Strengthen market fluidity

⇒ Monitoring the initiatives aiming at simplifying device switching and assessing them in due time

Acting directly on impediments imposed by key actors

⇒ Allowing users to delete pre-installed apps

⇒ Enabling alternative rankings of the online content and services available on app stores

⇒ Allowing users to serenely access to the applications offered on alternative app stores, once they have been deemed reliable

⇒ Allowing all content and services developers to access the same device functions

⇒ Monitoring the evolution of devices' exclusive content and service offerings

Take actions rapidly

⇒ Inventing an agile procedure to support businesses, notably SMEs and start-ups, against debatable practices

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Thank you

Sébastien SORIANO

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Linked documents:

- The report
  https://www.arcep.fr/uploads/tx_gspublication/rapport-terminaux-fev2018-ENG.pdf

- The comic strip
  https://www.arcep.fr/uploads/tx_gspublication/comic-strip-devices-feb2018-ENG.pdf