



Future Regulatory Challenges

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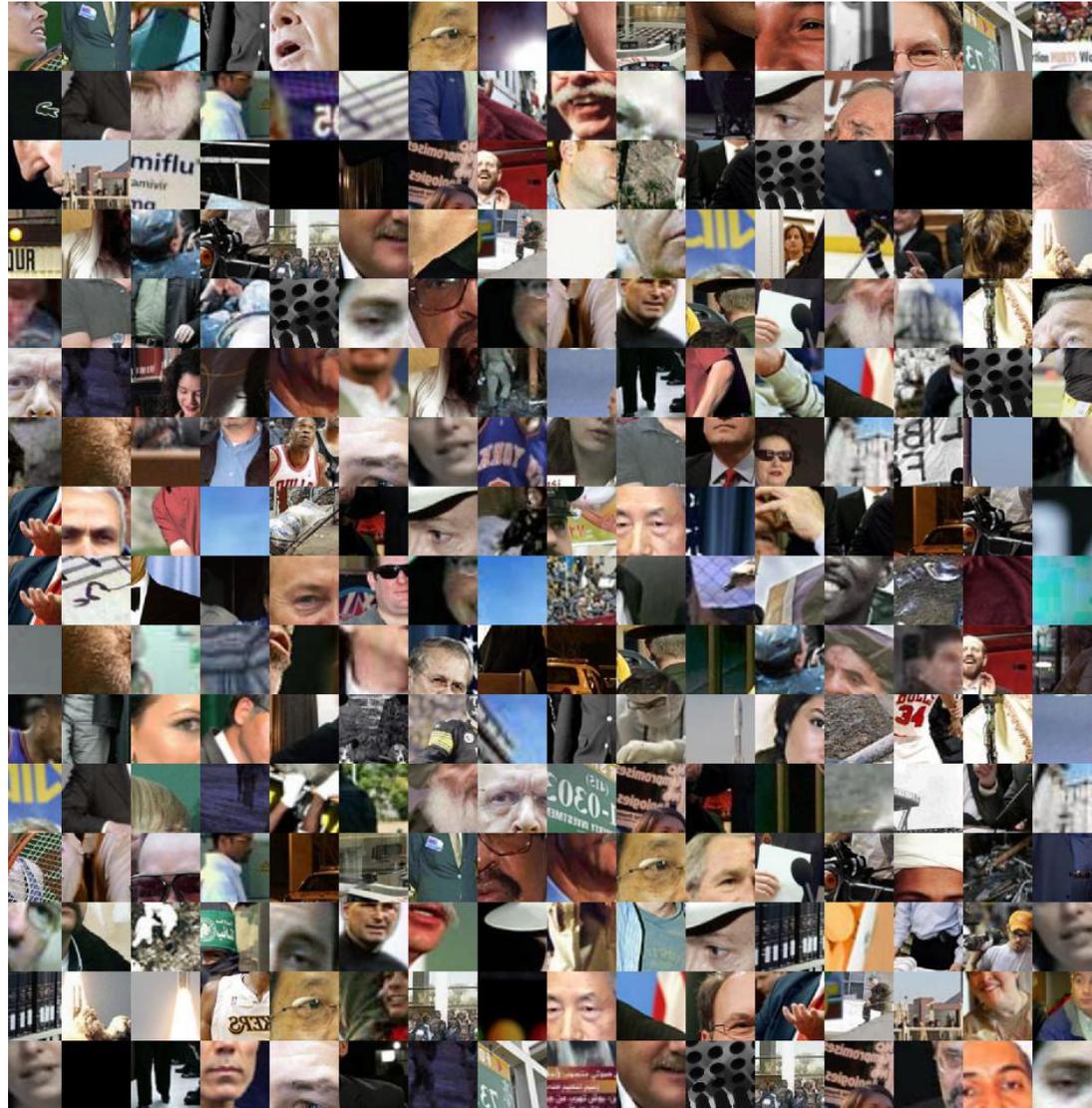
Google's Mission



organize the world's information and make it
universally accessible and useful.



Focusing on users for a free and open Internet



What are the regulatory objectives?



To encourage innovation

To maximize sustainable growth

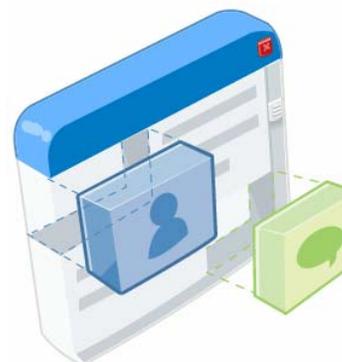
To foster global communication

Where does innovation take place?



Open platforms!

- Substance
 - Keeping the networks open
 - Android, open social, open standards
 - Protecting the platforms while striking a reasonable balance on issues of intellectual property rights, privacy and freedom of expression
 - Moving forward in global standards for communication privacy
 - Exploring fair use in user created content
 - Exploring where filtering or proprietary standards amount to non-tariff trade barriers



- Process
 - Evidence-based policy making
 - Always focus on the users
 - Allow for patterns to emerge before regulating
 - Multi-stakeholder
 - Users, companies and other actors
 - Global approach
 - Understanding when to innovate and when to de/regulate

