



# Confronting the Social Media Regulatory Challenge

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**4<sup>th</sup> Global Industry Leaders' Forum**  
**"Smart Regulation for a Broadband World"**  
Armenia, Colombia, 20 September 2011



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Keyla Hernandez-Ulloa speaks with attendees of the National Council La Raza Conference from July 23-26.

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- Social media backgrounder
- How telecom & ICT regulators are using social media
- How stakeholders are using social media
- Legal and regulatory issues
  - Telecom
  - Privacy
  - Free Speech
  - Advertising/Marketing
  - Access



# Social Media Backgrounder

## ■ Facebook

- 750 million users
- 30 billion pieces of content per month
- 70 percent of users outside the United States
- 250 million users access via mobile devices
- Entrepreneurs & developers in 190 countries
- 20 million applications installed every day
- Integration with 2.5 million websites

## ■ Twitter

- 200 million users
- Over 200 million “tweets” per day
- 38 percent of U.S. users connect via mobile device
- More than 1 million registered apps connect to the service



# Social Media Backgrounder

## ■ Linked In

- 120 million users (half from U.S.)
- Largest top 4: India, UK, Brazil
- Fastest growth: Latin America, Africa
- 7.1 billion page views last quarter

## ■ Other Social Media Sites

- QQ (China)
- Vkontakte (Russia)
- Mixi (Japan)
- Orkut (Brazil, India, and Paraguay)
- Hi5 (Colombia, Ecuador, Peru)
- Friendster (Philippines)
- Iwiw (Hungary)
- Cyworld (South Korea)
- Hyves (the Netherlands)
- Nasza-klasa (Poland)
- Lidé (Czech Republic)
- One (Lithuania)
- Draugiem (Latvia)
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Financement assuré jusqu'au 29 / 10 / 2011

Objectif au 31 / 12 / 2011 :

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# Legal and Regulatory Issues

- Telecom
  - Guidelines for social media use (Bahrain TRA)
  - Blocking content
  - Blocking social media applications
- Privacy
  - Facebook actions from Canada, Germany, South Korea
  - Google actions from US FTC, coalition of DPAs
  - Twitter action by US FTC
  - Cloud computing
  - Possible changes at EU
- Free Speech
  - Content blocking
  - UN Special Rapporteur on the promotion and protection of the right to freedom of opinion and expression





# Legal and Regulatory Issues

- Advertising and Marketing
  - UK Advertising Standards Agency rules
  - Anti-spam legislation applied to social networks - Canada's ECPA, US CAN-SPAM
  - Organizational liability for postings
- Securities Regulation
  - SEBI monitoring social networks in India
  - IIROC established communications rules in Canada
  - FINRA, SEC govern social media communication rules in U.S.
- Election Regulation
  - Mexico Federal Electoral Institute on content
  - Elections Canada on social media disclosure of results
- Access
  - Accessibility for sight impaired
  - Access in work environments



# Looking Ahead

- 2000s focused on websites, email lists, RSS feeds
- 2010s is about social media - Facebook, Twitter, YouTube
- Benefits
  - Broader audience
  - Developing trust and confidence
  - More interactive
- Challenges
  - Consistent attention
  - Language issues
  - Speed
- Substantive Questions
  - Jurisdiction
  - Conflict of Laws
  - Legal Scan



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