

**UNITED NATIONS COMMISSION ON SCIENCE AND TECHNOLOGY
FOR DEVELOPMENT (CSTD)**

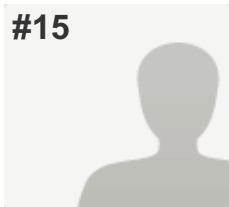
**Contribution to the CSTD ten-year review of the implementation of WSIS
outcomes**

Submitted by

TELEFONICA S.A.

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Q1: Salutation:

Mr.

Q2: First Name, Surname:

Christoph Steck

Q3: Organisation:

Telefonica, S.A.

Q4: Country:

Spain

Q6: Which stakeholder category do you belong to?

Private Sector

Q7: To what extent, in your experience, has the "people-centred, inclusive and development-oriented Information Society", envisaged in the opening paragraph of the WSIS Geneva Declaration of Principles, developed in the ten years since WSIS?

We think Information Society has developed very much during these last 10 years in that direction, mainly due to the extension of mobile communications. This fact has allowed the connection of hundreds of millions of people to the Internet, mainly coming from developing countries. There are still more unconnected than connected, but the advance in this field has been quite promising. In this sense, private investments both in mobile and fiber networks are key to continue reducing the number of unconnected. Competent authorities should establish investment-friendly frameworks to facilitate it.

Q8: How far do you consider the implementation of specific WSIS outcomes to have been achieved?

As already mentioned, the improved mobile access has been the main catalyzer for the implementation of the WSIS outcomes. This has been complemented and reinforced by increased competition among private companies, allowing for a continuous decrease in access prices with a combined effect of connecting more and more people to the Information Society.

In other fields the increased participation of all actors has also being reinforced, and bottom-up multistakeholderism has gained terrain to classic multilateral processes.

Q9: How has the implementation of WSIS outcomes contributed towards the development of a "people-centred, inclusive and development-oriented Information Society"?

The increased interconnection among people facilitated by global services and applications helps the inclusion of persons from different geographies and cultures. The same increase in terms of connection has eased access to educational resources and private lead incubators and financing are allowing young entrepreneurs from all over the world to develop innovative applications.

Moreover, projects and actions oriented to that part of the population in risk of digital exclusion have also contributed to a big extent to universalize access to the benefits of the digital world.

Q10: What are the challenges to the implementation of WSIS outcomes? What are the challenges that have inhibited the emergence of a "people-centred, inclusive and development-oriented Information Society"?

The lack of an enabling environment is, in our view, the most important challenge to be overcome. This environment should include an investment-friendly framework for private actors to build new telecommunications infrastructures and develop innovative solutions and applications, while avoiding onerous regulations that discourage it, like an excessive tax burden or complex bureaucracy. Clear and equilibrate rules to allow an open and competitive market are the best tools to achieve the WSIS objectives. We should aim to have a level playing field for all actors as the best incubator for innovative companies and ideas. Other important factor for the extension of the Information Society is the needed digital confidence. Citizens need to recover it if we want to connect more and more people.

Q11: How are these challenges being addressed? What approaches have proved to be effective in your experience?

In our view the best tool is to allow for a liberalized market, transparent, deregulated and vibrant, where ideas can develop into realities. To this end a level playing field as well as an enabling environment for private investment is urgently needed

Q12: What do you consider the most important emerging trends in technology and other aspects of ICTs which have affected implementation of WSIS outcomes since the Summit? What has been their impact?

Mobile technology is and will be the most disruptive technology to give access to those still not connected. Mobile broadband will be the tool for connecting developing world to the Internet. This, together with the laydown and extension of fiber infrastructures, will boost the development of quality access to the Internet, favoring the exchange of great amounts of information at broadband speeds.

Moreover, the cloud has become a key element for the development of the digital world and its overall impact is presumed huge, even if the implementation of specific services and processes remains to be seen.

Q13: What should be the priorities for stakeholders seeking to achieve WSIS outcomes and progress towards the Information Society, taking into account emerging trends?

Deregulating markets and giving access to needed mobile spectrum are some of the most urgent measures to be achieved

Q14: What role should information and communications play in the implementation of the post-2015 development agenda?

It's fundamental. ICTs are the most important tool to achieve the development agenda.

Q15: Please add any other comments that you wish to make on the subject of the review that you believe would be helpful.

Respondent skipped this question

Questionnaire for the CSTD's ten year review of WSIS implementation

Q16: We would also welcome any documents, reports, etc. that you can forward which you think will provide useful evidence for the review. Please send these to cstd-wsis10@unctad.org. It would be helpful if you could list these in this box, together with any URL which enables access to them on the World Wide Web.

The recently report released y Telefónica "Digital Manifesto: An open and safe Internet experience for all", presents the new public positioning of the company to the new digital environment and explains the policy recommendations to be adopted for the digital economy be a reality for everyone and to make available to all users the possibilities offered by technology.

You can download our publication by clicking here:

http://www.digitalmanifesto.telefonica.com/manifesto/wp-content/uploads/2014/07/20140410_A_Digital_Manifesto_ING_FINAL_reviewed.pdf

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