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<tr>
<th><strong>Title</strong></th>
<th>Emerging internet technologies</th>
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<tbody>
<tr>
<td><strong>Author(s)</strong></td>
<td>Rao, Madanmohan</td>
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<td><strong>Date</strong></td>
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<td><strong>Rights</strong></td>
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# Emerging Internet Technologies

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## Seven Categories of Emerging Internet Technologies

- **Bandwidth**
- **Connectivity and access**
- **Content management**
- **Privacy management**
- **Measurement technologies**
- **Personalisation services**
- **Hybrid platforms**

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## Bandwidth

- Project Oxygen
- Africa One
- LEOs
- Digital radio

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## Connectivity and Access

- Ubiquitous access
- Palmtops, pagers, cellphones
- Other Non-PC devices
- WebTV
- Online refrigerators!
- Internet kiosks
- Internet community centres

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## Content Management

- Protocols, languages
- XML, Unicode, MP3
- Filtering solutions
- Agents
- Multilingual publishing, translation services
- Sector-specific solutions
- Aggregation

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**Alliance for Global Learning**

The Alliance for Global Learning creates sustainable school networking models in developing countries by providing technology, training and support for collaborative educational projects with peers around the world.

Through this work we aim to enhance education and learning opportunities globally.
Multilingual Publishing

- Fastest growing languages
  Japanese, German, Spanish,
  Chinese, Portuguese
- Drivers
  Localisation, online news, education,
  e-commerce, government initiatives

Worldwide Internet Users:
U.S. Percentage

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1991</td>
<td>80%</td>
</tr>
<tr>
<td>1994</td>
<td>65%</td>
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<tr>
<td>1997</td>
<td>55%</td>
</tr>
<tr>
<td>2000</td>
<td>40%</td>
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</table>

Indian Language Web Sites

- Gujarati Sandesh (www.sandesh.com)
- Tamil Nakkheeran
  (www.pcsadv.com/nakkheeran)
- Bengali Parabaas (www.parabaas.com)
- Marathi Kesari (www.kesari.com)
- Kannada Sanjevani
  (www.sanjevani.com)
Content Access Improvement

"The Web is such a critically important information resource that we have to make sure it does not shut people out."

Judy Brewer
World Wide Web Consortium

Privacy Management

- Security
- Privacy policies
- Encryption

Measurement Technologies

- ISP Bandwidth
- Site traffic
- User behaviour

Internet Traffic Audits

- Countries
  U.S., Canada, Britain, Australia, South Africa, Asia: Hong Kong

- Companies
  Internet Profiles, AC Nielsen, ABC Interactive, Relevant Knowledge, BPA Interactive

Personalisation Technologies

- User profiling
- Content customisation
- Targeted advertising
The huge danger is that the Internet might create a global impoverished class that doesn't have access to information systems.

- Martin Hull, University of Cape Town, South Africa

Hybrid Platforms

- Internet + Intranet
- Site caching, mirroring

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