

# Keeping the Internet open in Mexico

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# Online and offline

- State of the market
  - Competition, players
- Regulation
- Government
- Business
- Legislature
- Academia
- Civil Society

# Online

- Human rights
- Political protest and dialog
- #InternetNecesario
  - Possibly first nationwide pro-Internet event
  - Massive multistakeholder participation
  - Opposing “Internet tax”
  - Viral campaign, mostly Twitter, blogs support
  - 2 weeks duration
  - A merry campaign
  - Educational effect
  - Put Internet in the agenda
  - Influenced vote through last minute
  - Created new sensitivity in Legislative, possibly also Executive

# ACTA

- Systemic effect perceived early
- Interaction with IntProp authority
- Interaction with Senate
- Increase public understanding of Internet fundamentals
- Broad educational effect
- Plural Technical Working Group
- Resolution backed by full Congress
  - Recommend Exec not to sign
  - Announce that Senate will not ratify if signed

# Other

- Opposition to “private copy” law, IntProp levy on copy gear including computers
- Impact: understanding of Internet ecosystem, multistakeholder participation, cross-age, cross-regional, cross-party-line
- Impact on ccTLD: reduced temptation to intervene against, or damaging
- Lessons learned:
  - Positive beats negative
  - Focus
  - Timing
  - Virality
  - Keep dialog open
  - Backchannel important as ever
  - Stable (blog) content underpinning
  - ***YOU DON'T MESS WITH THE INTERNET***