Policy Framework on social media utilization: Moving Forward

Dr. Sigit Puspito Wigati
(Commissioner)
Indonesia Telecommunications Regulatory Authority
sigit@brti.or.id , sigit.jarot@gmail.com

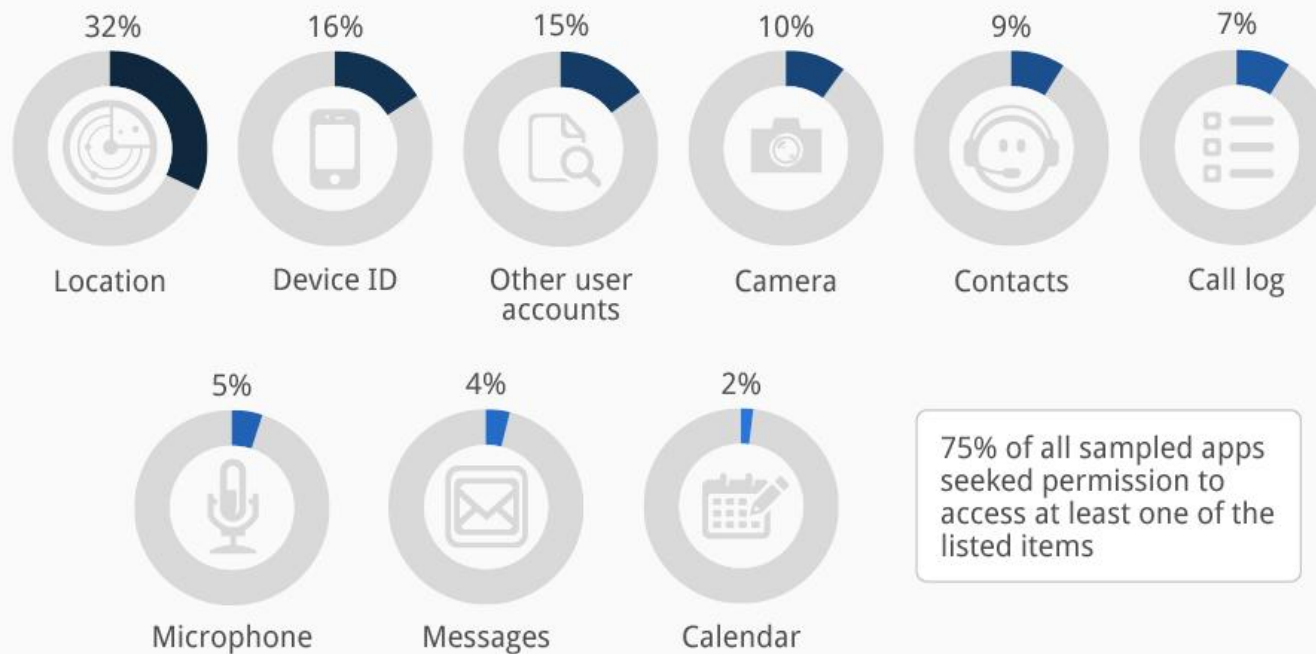**ITU - ASEAN Forum on Social Media**
17.12.2014 @ The ASEAN Secretariat, Jakarta

Three faces of soc-med

- Socmeds access user-data
- Socmeds as OTT
- Power and Security Paradox in Socmeds

Mobile-Apps access to User Data

75% Of Mobile Apps Want Access To User Data
Percentage of apps seeking permission to access the following data

32% Location
16% Device ID
15% Other user accounts
10% Camera
9% Contacts
7% Call log
5% Microphone
4% Messages
2% Calendar

75% of all sampled apps seeked permission to access at least one of the listed items

Based on an analysis of 1,211 Android and iOS apps in May 2014
@StatistaCharts Source: Global Privacy Enforcement Network
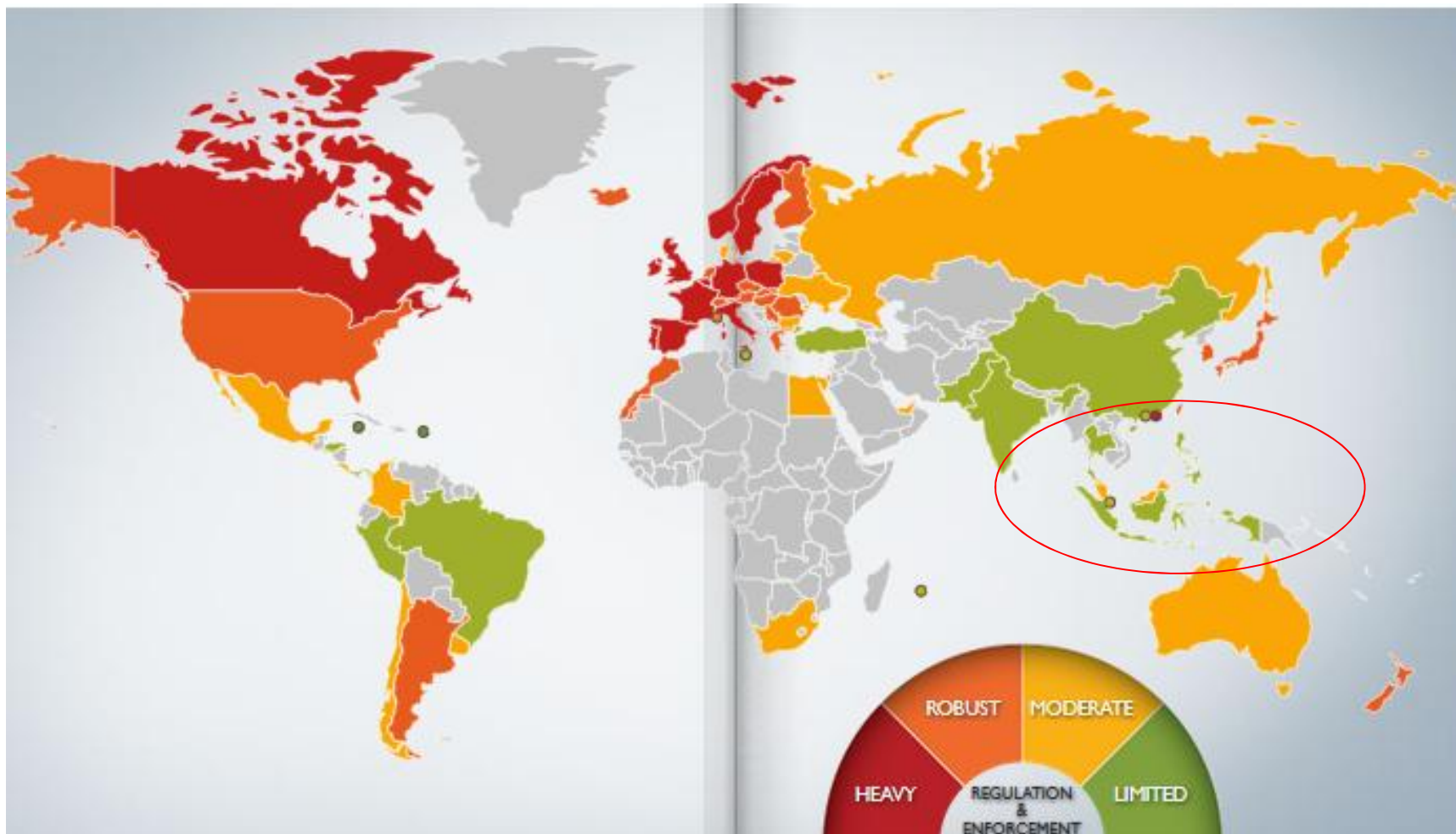
statista

Privacy Issues in Soc-meds apps
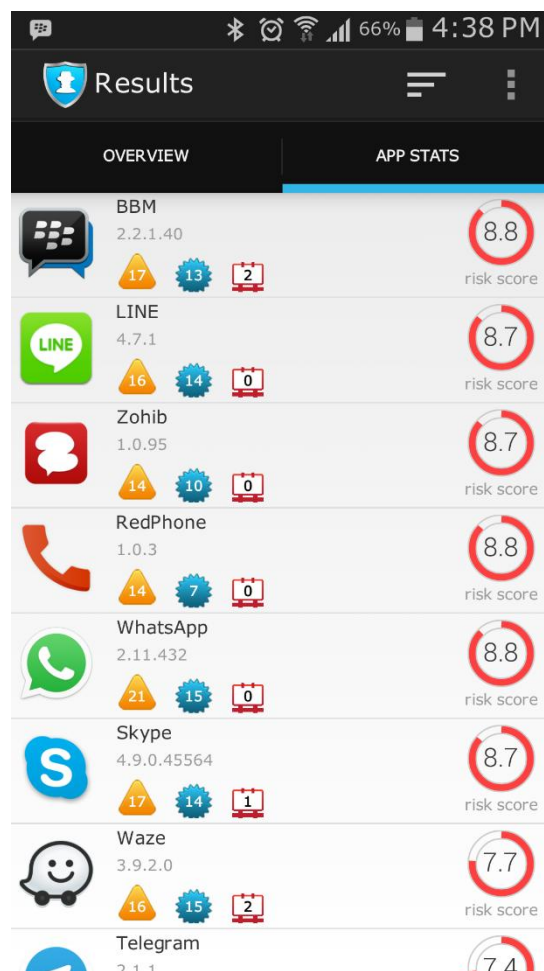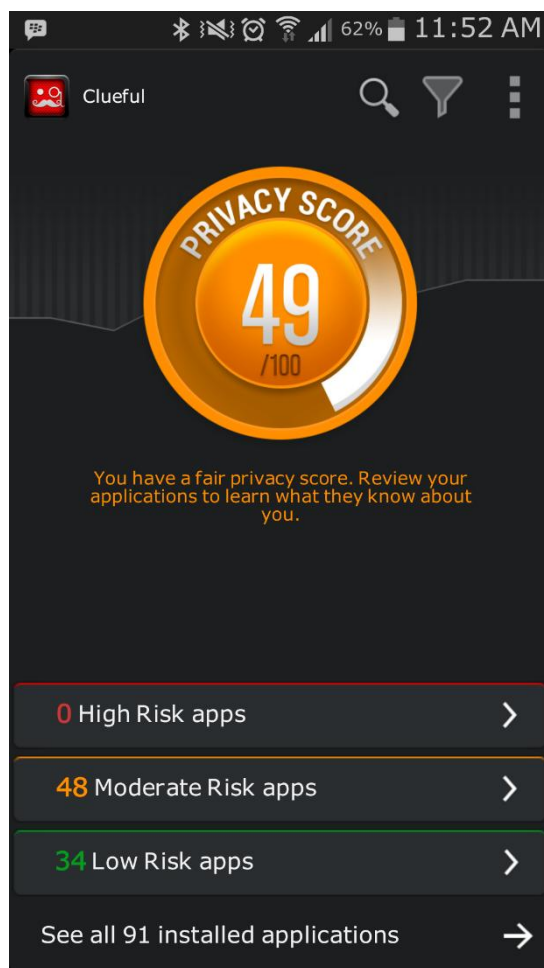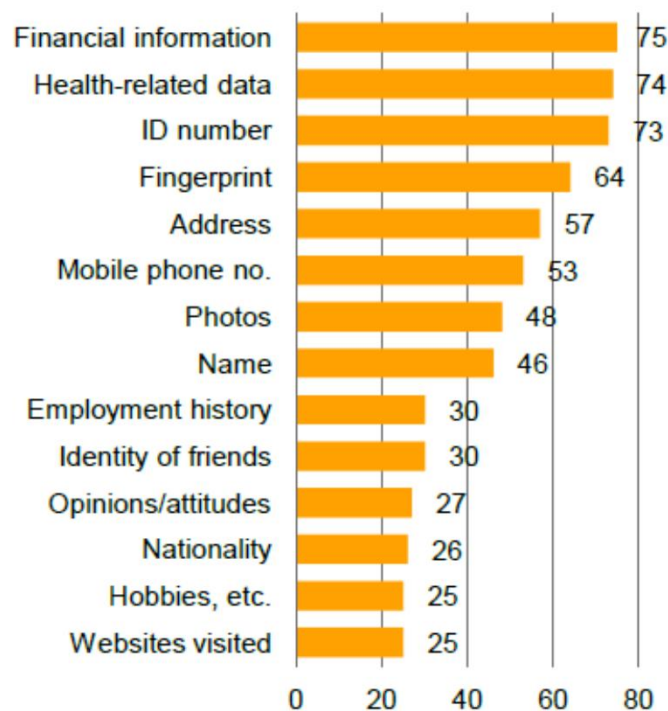
Data Protection Laws of the World Handbook (2014):
http://www.dlapiperdataprotection.com

Socmed-OTT impacts on Network Operators

OTT comms have experienced explosive growth...

skype
- Skype-to-Skype calls (including video calls) grew 48% in 2011, to 145 billion minutes (50% crossed a national border)
- Skype has over 200 millions avg. monthly connected users.

Source: Gigaom, Skype Journal

(WhatsApp)
- Top selling iPhone, Android and BlackBerry app in main markets
- Dec11: 1 billion messages/day
- Tens of millions active users (estimated)

Source: Whatapp Website

Viber
- Reached 5 millions users in 5 days (launch 2nd Dec10)
- ~18 millions active users/month, 30 million registered users by Oct 2011
- >50 million registered users Feb 2012

Time spent/day

Non smartphone
6'

Smartphone
1h30'

Tablet
2h45'

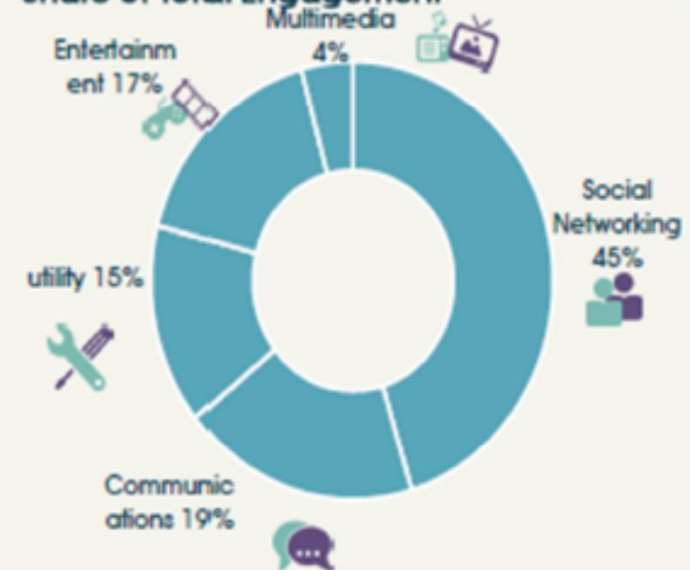**PC**
3h50'

64% of App usage is communication & social networking... but increasingly we're just the pipe

Share of Total Engagement

- Multimedia 4%
- Entertainment 17%
- Social Networking 45%
- utility 15%
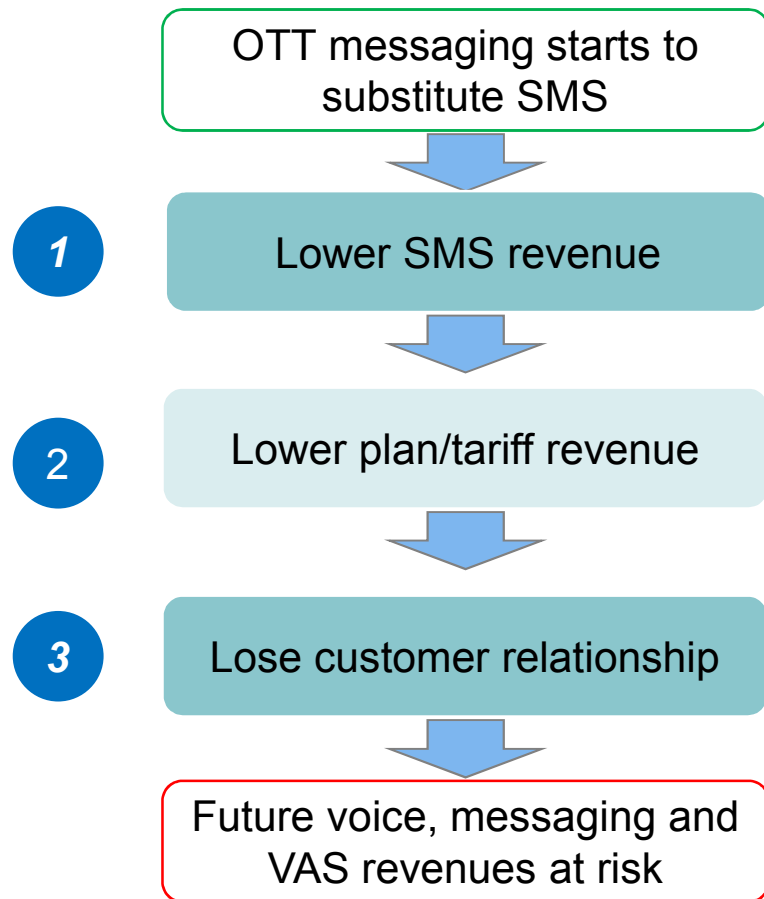- Communications 19%

19% of App time is "communication", although 45% is Social Networking

Source: Ipsos MORI "App Tracker", February 2012

17.12.2014

Forecast: As OTT services gain a foothold operators core voice/text revenues are at risk

OTT messaging starts to substitute SMS

1 Lower SMS revenue

2 Lower plan/tariff revenue

3 Lose customer relationship

Future voice, messaging and VAS revenues at risk

Lower SMS use = lower SMS revenue

Lower demand for SMS = Lower plan/tariff revenue as customers move to lower value plans

Operators become 'pipes' as OTT services become primary means of communications

Operators cannot monetise their position as trusted, mass market consumer brands

myriad™

Ref: Ovum, 2012, Counteracting the social messaging threat

Power Paradox of Socmed

- Big data is touted as a powerful tool that enables its users to view a sharper and clearer picture of the world. For example, many Arab Spring protesters and commentators credited **social media** for helping protesters to organize.

- But big data sensors and big data pools are predominantly in the hands of powerful intermediary institutions, not ordinary people. Seeming to learn from Arab Spring organizers, the Syrian regime feigned the removal of restrictions on its citizens' Facebook, Twitter, and YouTube usage only to secretly profile, track, and round up dissidents.

Neil M. Richards & Jonathan H. King, Three Paradoxes of Big Data, 66 STAN. L. REV. ONLINE 41 (2013).

Socmed war in Indonesia's election 2014

Social media use and misuse in Indonesia's election

This presidential election is being redefined by the Indonesian voters' massive use of social media

Ulma Haryanto

Published 7:00 PM, Jul 03, 2014

Updated 5:46 PM, Aug 28, 2014

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JAKARTA, Indonesia – A rock star in Nazi uniform sings to an unauthorized version of Queen's "We Will Rock You" (the video was originally uploaded to YouTube on June 19 and has since been removed). A human rights activist is slammed for posting a photo on Twitter of an Indonesian writer (with her child) who had written about the rock star on Time.

As Indonesians prepare to vote for their next leader on July 9, social media is flooded with memes, photos, videos and chatter about the campaign, its candidates and its very

52 talents with cases vs GMA-7 jobless by 2015

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1 Comment

young are and have reached out to them on social media. And the candidates' social media strategies pretty much reflect their different personalities.

Prabowo's structured campaign

"We have long sensed the importance of social media, and Gerindra has its own digital team since 2009," said Noudhy Valdryno, a digital strategist for the Great Indonesia Movement Party (Gerindra), which was founded by Prabowo, a former three-star general, in 2008. "The team receives personal support from Prabowo, he's quite a tech-savvy, so he understands [these things]," Noudhy told Rappler.

Prabowo's Facebook page has been active since 2008, and as of July 3 has garnered 7.3 million "likes." His Twitter account @Prabowo08, which he manages, was set up in 2009 and has close to a million followers.

Jakarta governor Joko "Jokowi" Widodo has more followers on Twitter (1.65 million), even though it was only created in 2011. But his official Facebook page only has a little more than 84,000 "likes." A Google search for Facebook and Jokowi will bring readers to his unofficial pages, which have more "likes."

The online campaigns of Prabowo and Gerindra are run by Noudhy and 3 other digital strategists, all no older than 28 years old. "We also have a YouTube channel, online radio, we have mobile games, and our own social network," Noudhy added.

Gerindra's digital team has grown from 4 to 50, working from "behind the screen" at the third floor of the party's headquarter in Ragunan, South Jakarta.

In line with Prabowo's military culture are the uniforms employees are required to wear every day: a white safari shirt from Monday to Thursday, Batik on Friday, and casual wear for the weekends. Not to forget a Prabowo-Hatta brooch pinned on their chests.

"The office is manned by 20 people in a typical work day, then we take turns [doing the graveyard shift]," Noudhy explained. "This way Gerindra and Prabowo's online activities and interaction can be monitored 24 hours a day, 7 days a week."

Noudhy would not disclose the cost of managing their digital team these days, but "6 months ago, our operational cost ran from IDR 20 to 30 million per month." (Between $1,600 to $2,500)

Jokowi's volunteers

If Prabowo has a structured and well-organized social media team, Jokowi's is run by volunteers under JASMEV, or Jokowi Advances Social Media Volunteers scattered all over the country.

"Our volunteers are everywhere, it's very sporadic," said the social-media savvy Kartika Djoemadi who started the group.

Issues to be addressed in Policy Frameworks

1. User data and privacy must be protected.
   - In the case of lack awareness about privacy, proactive efforts by the government and regulators is required

2. Socmed OTT issues:
   - Fair revenue-sharing between socmed OTT and network operators, to ensure sustainability in network development.
   - Encourage the development and use of domestic OTT.

3. Government must have control to maintain all national interest and national sovereignty related aspects.