

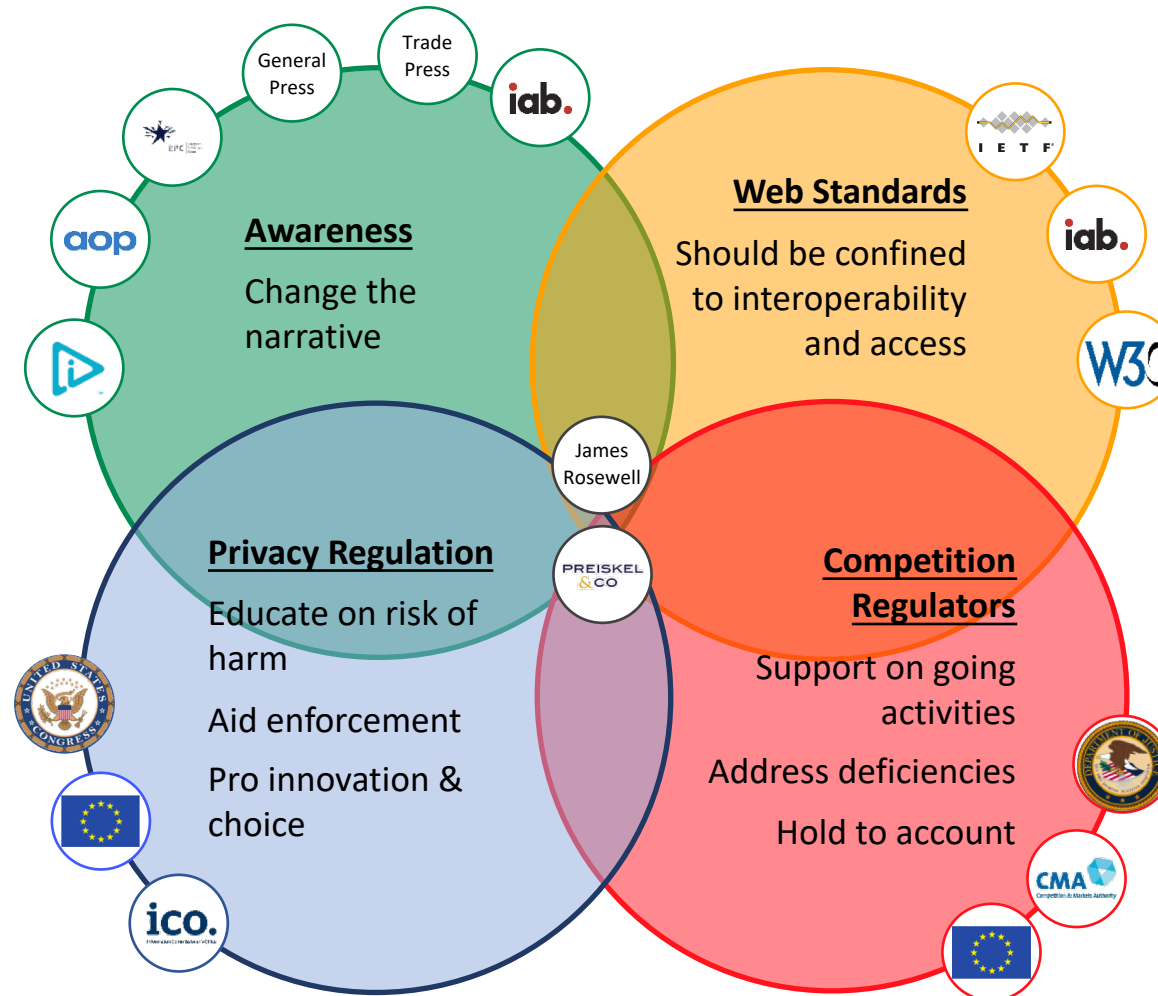
Opening the web for everyone

Version 2.0 – July 2024

TODAY

- Apple and Google abuse their role – e.g. bundle payments
- They “tax” industry with their announcements
- Third party “bad”, first party “good” narrative is dishonest and damaging
- Regulators have a partial understanding of causes
- W3C and IETF dominated by web browser interests and fail to enforce rules
- IAB policy groups and others ineffective due to Big Tech financial dependency
- Plurality of the media threatened

MOW's Spheres of Operation



DESIRED OUTCOMES

- B2B (third party) and B2C (first party) treated equally in digital services and privacy
- Role of web browser is limited to supporting access and interoperability
- Standards making bodies ensure fair play
- Regulatory oversight of standards and web browsers
- Competition on the merits not standards
- Plurality of the media protected

Note: Logos illustrative and may not be a complete list