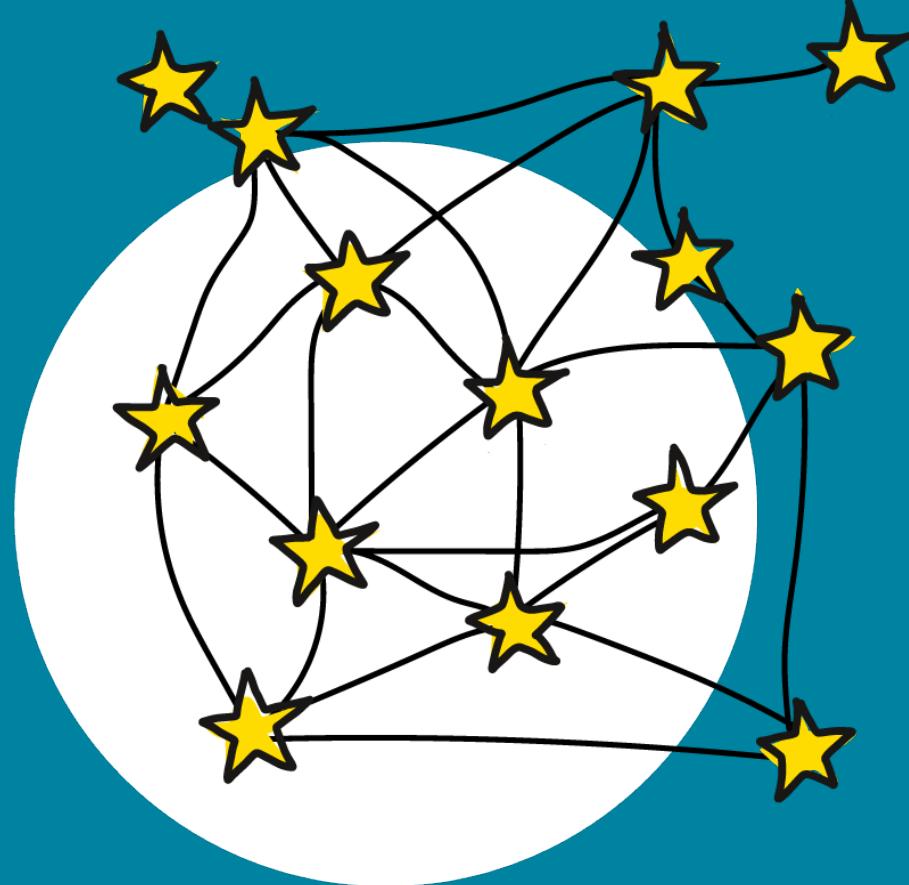


The need for an open web search in Europe

The approach of the Open Search Foundation and its
implications for E-Commerce-Companies

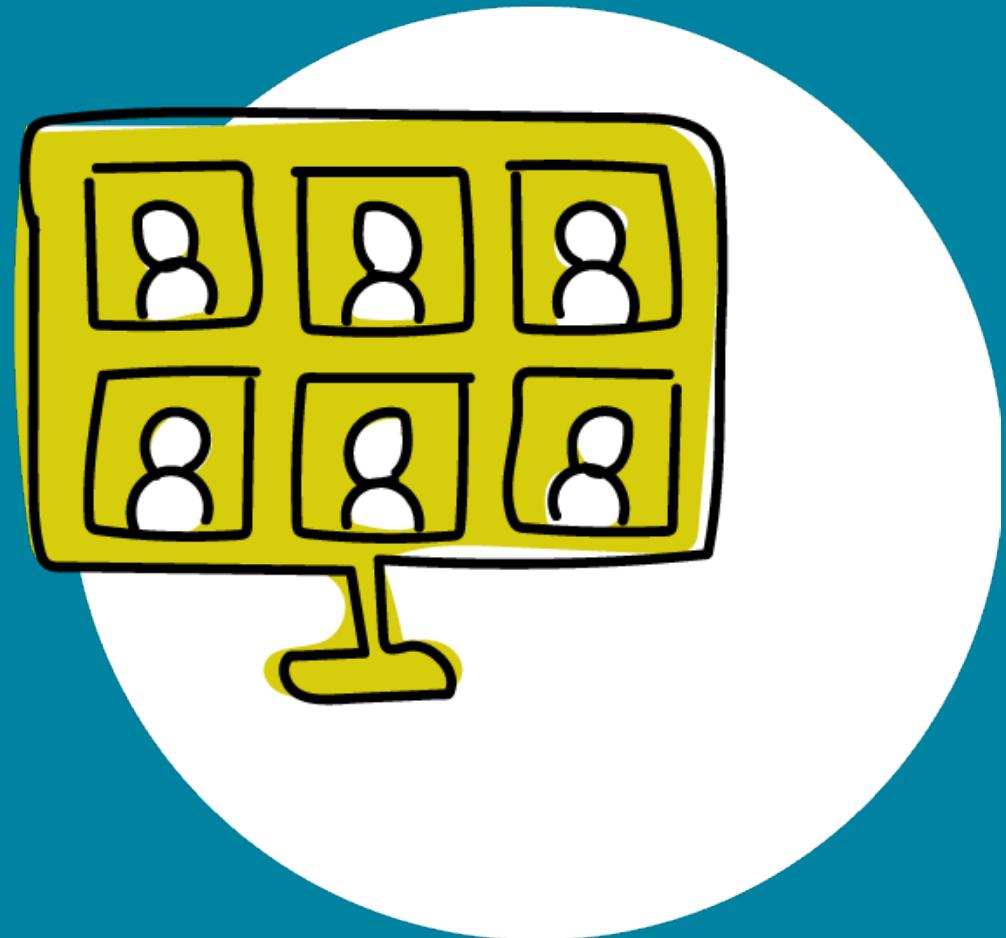


Alexander Decker – CMO Open Search Foundation
ad@opensearchfoundation.org

Do you use Google?

This field controls your life!

Also at work?



Why there is de facto only one search engine in Europe

4

Worldwide, there are only four relevant search engines with their own search index.

2

Of these, only two search indices are significant: Google (USA) and Baidu (China).

1

Outside of China and Russia, there is only one relevant search index: Google.

93 %

Is the market share of Google in Europe

Search engines are not transparent.
Google's search index and search algorithm are black boxes.

Search engines are not neutral

The results issued by Google lead to a limited access to information. 80% of all clicks redirect to the same 10,000 domains. With over 360 million domains registered worldwide, this is less than 0.003%.

”

For this type of reason and historical experience with other media we expect that advertising funded search engines will be inherently biased towards the advertisers and away from the needs of the consumers.



"If it doesn't cost anything, you're the product."

At first glance, the major search engines are free.

But: they make their living by collecting our data, merging it, evaluating it and processing it.

With every single search request we do, we feed the system. It's almost a perpetuum mobile.



THOMAS RAMGE
VIKTOR MAYER-SCHÖNBERGER

MACHT MASCHINEN

Warum Datenmonopole
unsere Zukunft gefährden
und wie wir sie brechen

MURMANN

“

In economic terms, data
monopolies lead to
increasing inequality of
opportunity.
Power asymmetries
intensify.

“

As a result, the innovative
capacity of all other
companies as well as
society as a whole
declines.



- “ Europe needs to regain autonomy and sovereignty in the Internet and digitalisation in general.
- “ The Open Search Foundation works on concepts for a cooperative, open and distributed Internet search.



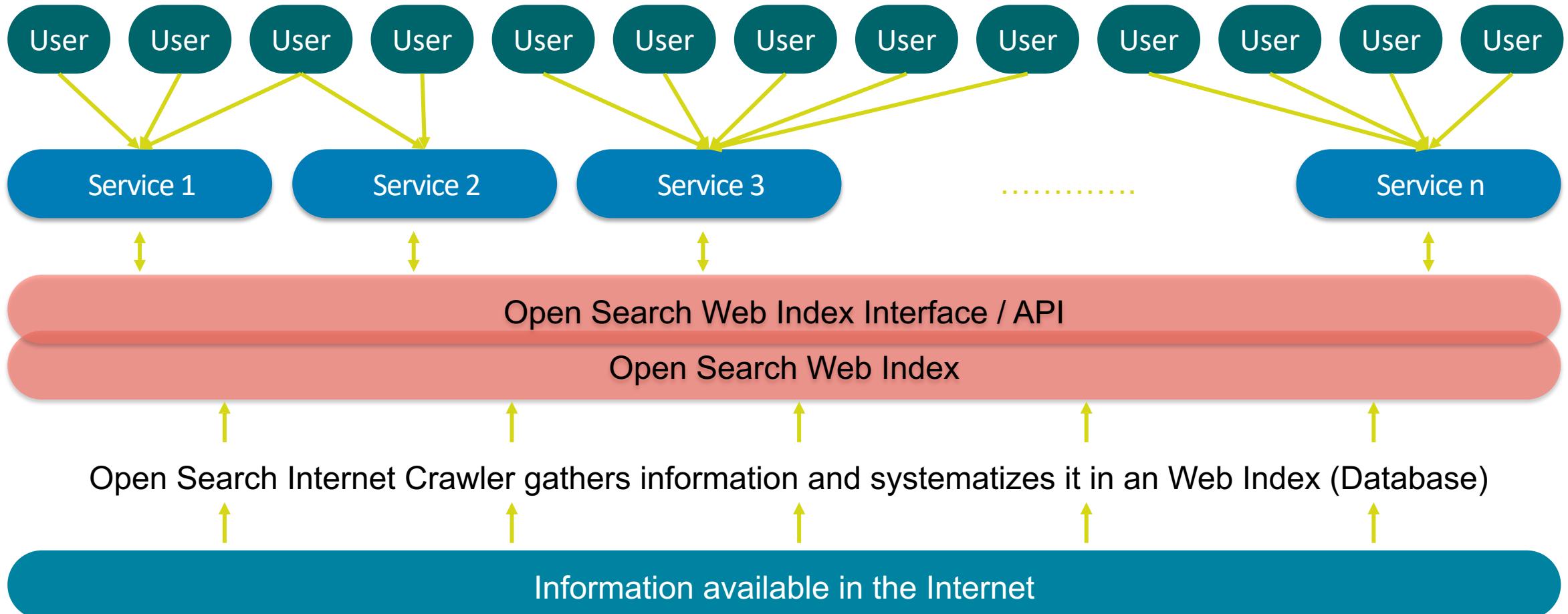
Prof. Arjen de Vries
Directeur - Institute for Computing
and Information Sciences
Radboud Universiteit

We can never beat them
[Google] at what they do
very well, if we try to do
the same.

The basic idea of OSF is based on the separation of search index (as a basis for all further services) and search engine(s)/other services.

An open and distributed Internet search in Europe bases on an open search ecosystem – The Open Search Web Index

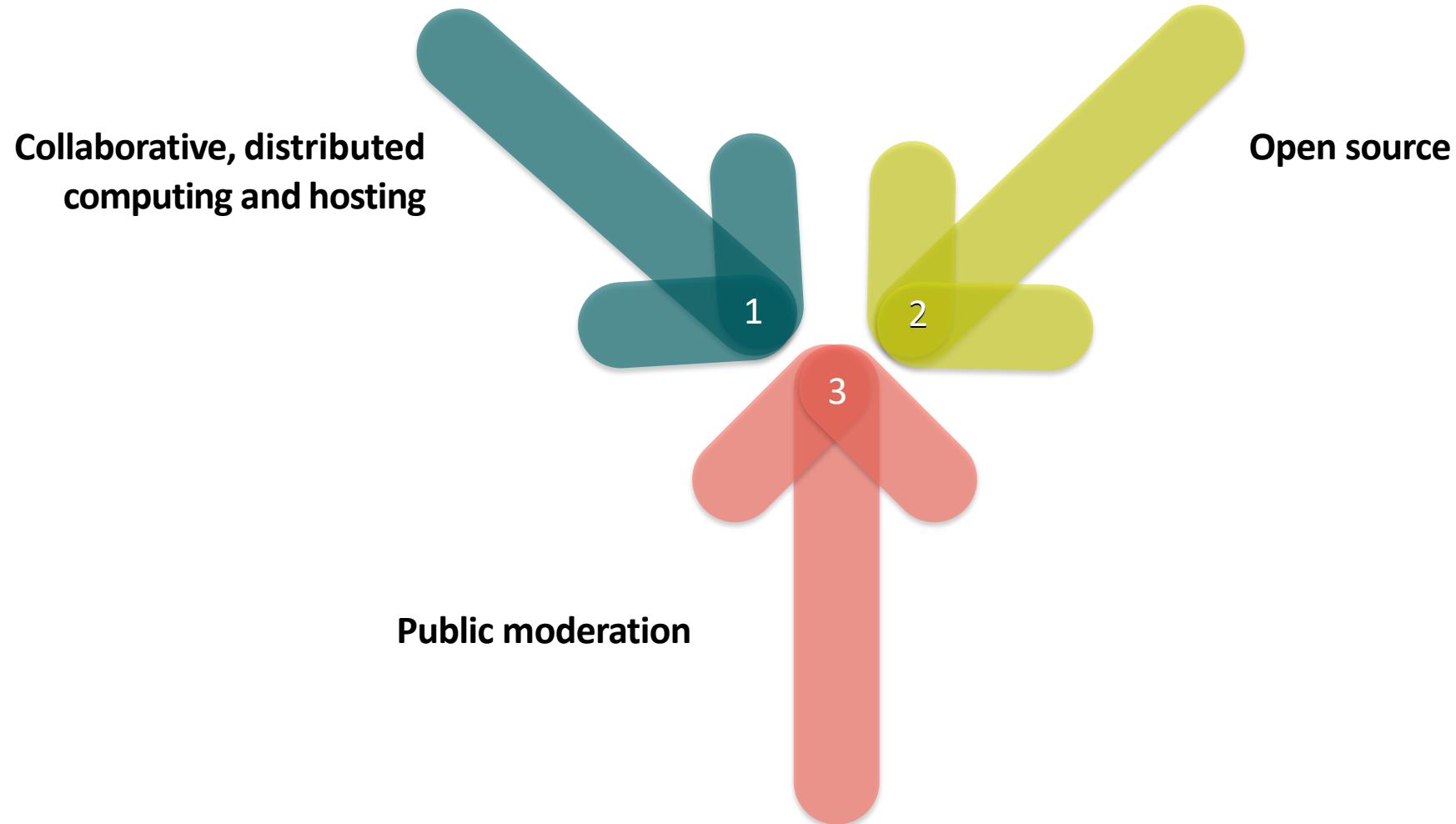
The Open Search Web Index



An open, transparent search index based on humanistic values

- A free, public good
- Protect privacy and data
- Neutral and trustworthy
- Open for the future

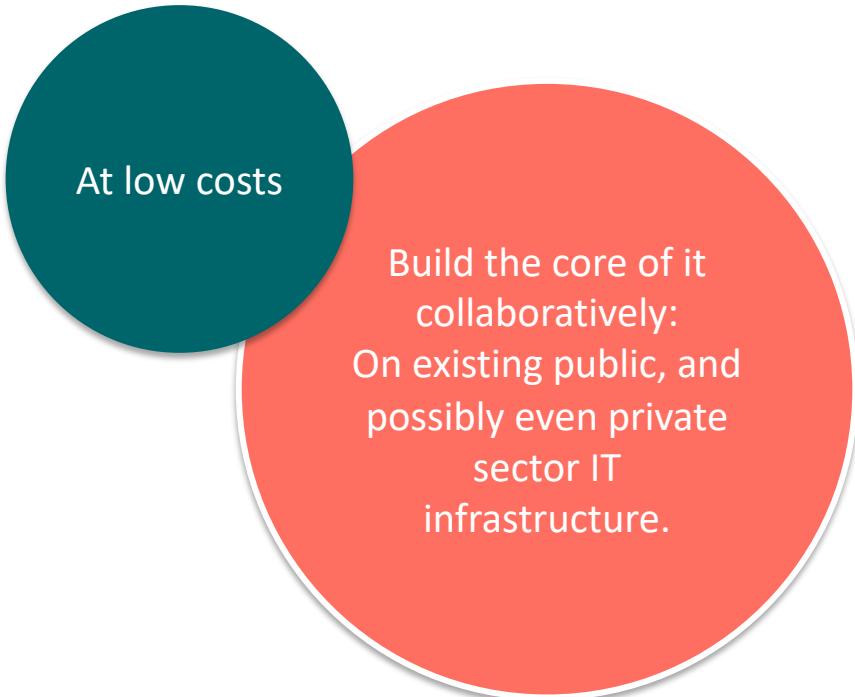
We suggest three basic principles for an open search ecosystem to be developed in and for Europe.



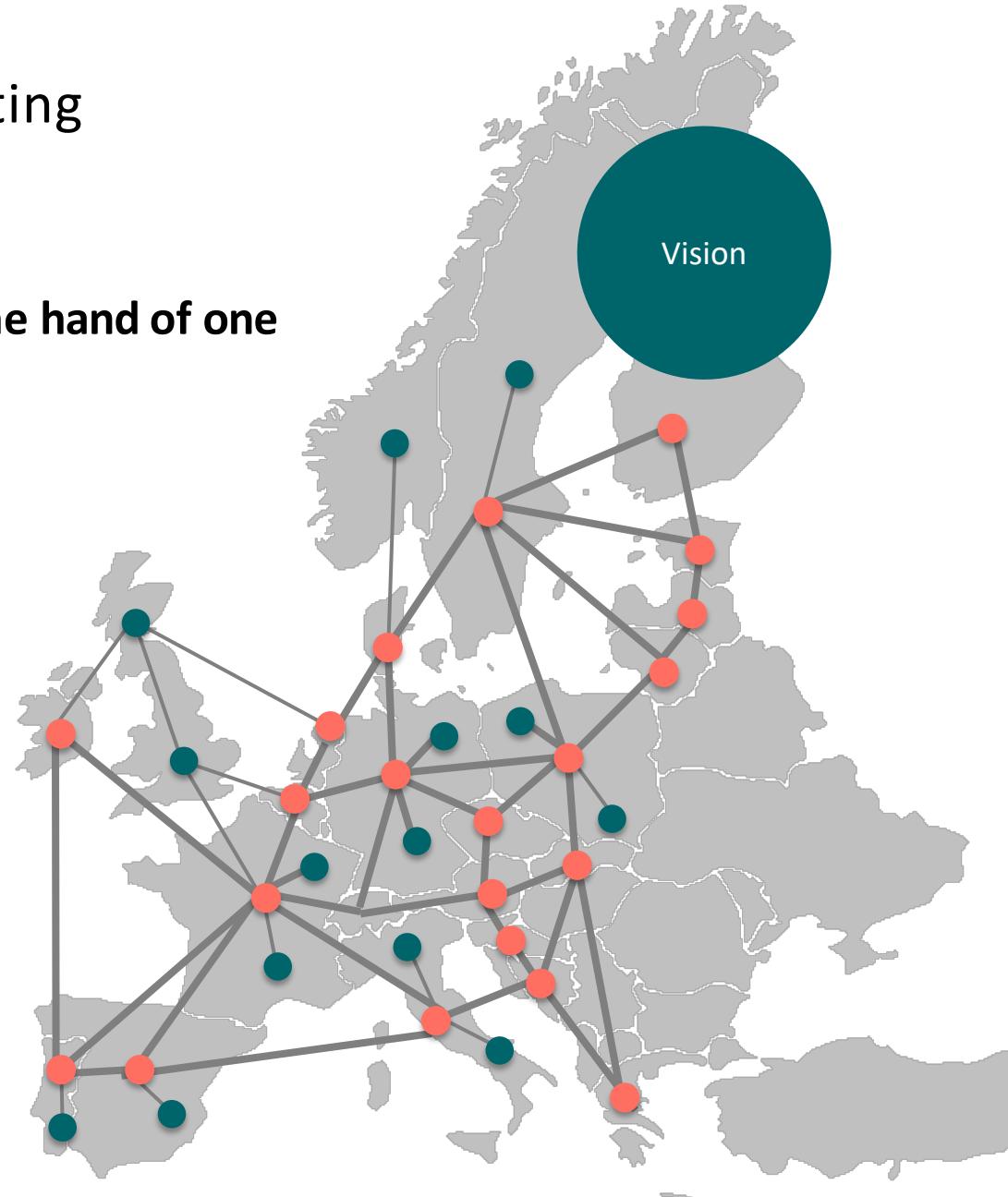


Collaborative distributed computing and hosting leverages the strengths of cooperation.

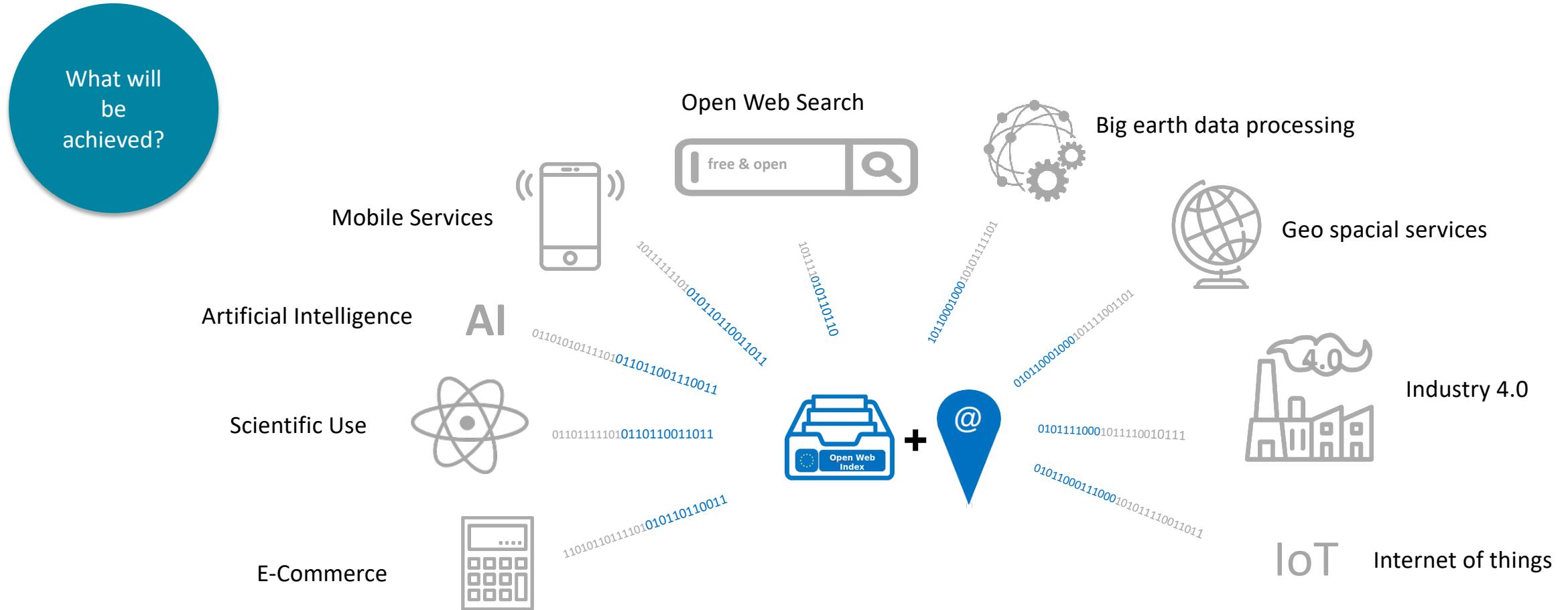
From a centrally managed and monopolistic system in the hand of one company to a decentralized search ecosystem, shared and co-operated by many.



- Main hubs
- Sub hubs
- Central connection
- Sub connection



An **Open European Internet Index**, as a fundamental and indispensable basis for a large variety of public and private information services.



→ Europe's „Galileo“ Programme for Internet Autonomy

Vision: We are committed to ensuring that in five years ...

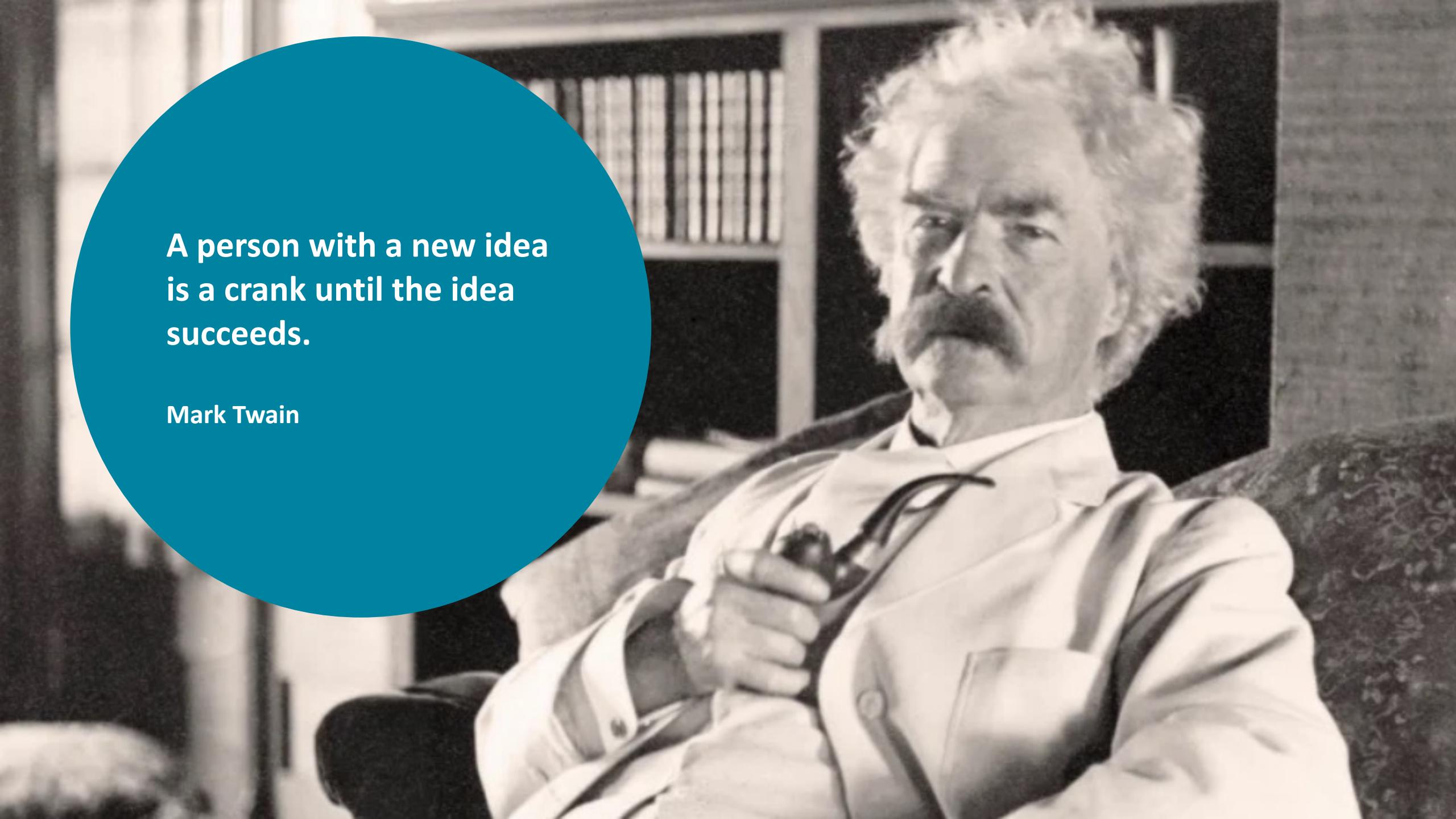
... a large variety of search engines based on an open search index exist and are used in Europe. This is reflected in the fact that these search engines achieve a **market share of at least 10 percent**. (Topic Diversity)

.. 1/3 of European citizens and 50 % of schoolchildren are **fully informed about internet search** and its various possibilities, and they have understood the subject matter (Topic Awareness). They are able to use search tools consciously and confidently. As a way to achieve this, half of the European countries should include "search units" in their teaching plans (development of digital competence / digital literacy / **search literacy**).

... the web index is based on common European **ethical values and standards**. (Topic Ethics)

... as a basis for this, a common open web index is available to people, which is structured according to transparent criteria that **comply with European law and democracy**. (Topic Governance)

... the operation of such a web index as a public good is based on a sustainable business **model committed to the common good**. (Topic Sustainable "Business Model")

A black and white photograph of Mark Twain, an elderly man with a full, curly white beard and mustache. He is wearing a light-colored suit jacket over a white shirt and a dark bow tie. He is seated in a chair, looking slightly to the right of the camera with a thoughtful expression. In the background, there are bookshelves filled with books.

**A person with a new idea
is a crank until the idea
succeeds.**

Mark Twain



U N I K A S S E L
V E R S I T Ä T

DFN
Deutsches
Forschungsnetz

Bayerisches Staatsministerium
für Digitales



UNIVERSITÄT
KOBLENZ · LANDAU

Ostfalia
Hochschule für angewandte
Wissenschaften

Invest in Niedersachsen

JRC
EUROPEAN COMMISSION

European
Commission

Alliance
4 Europe

BSB
Bayerische
StaatsBibliothek
Information in erster Linie

ETH



Z.D.B
ZENTRUM
DIGITALISIERUNG.
BAYERN

nlnet
FOUNDATION

BMW Foundation
Herbert Quandt

lrz
Leibniz Supercomputing Centre
of the Bavarian Academy of Sciences and Humanities

metaGer

SpaceNet

esa

DLR

Network, interested Supporters and participants
in OSF events

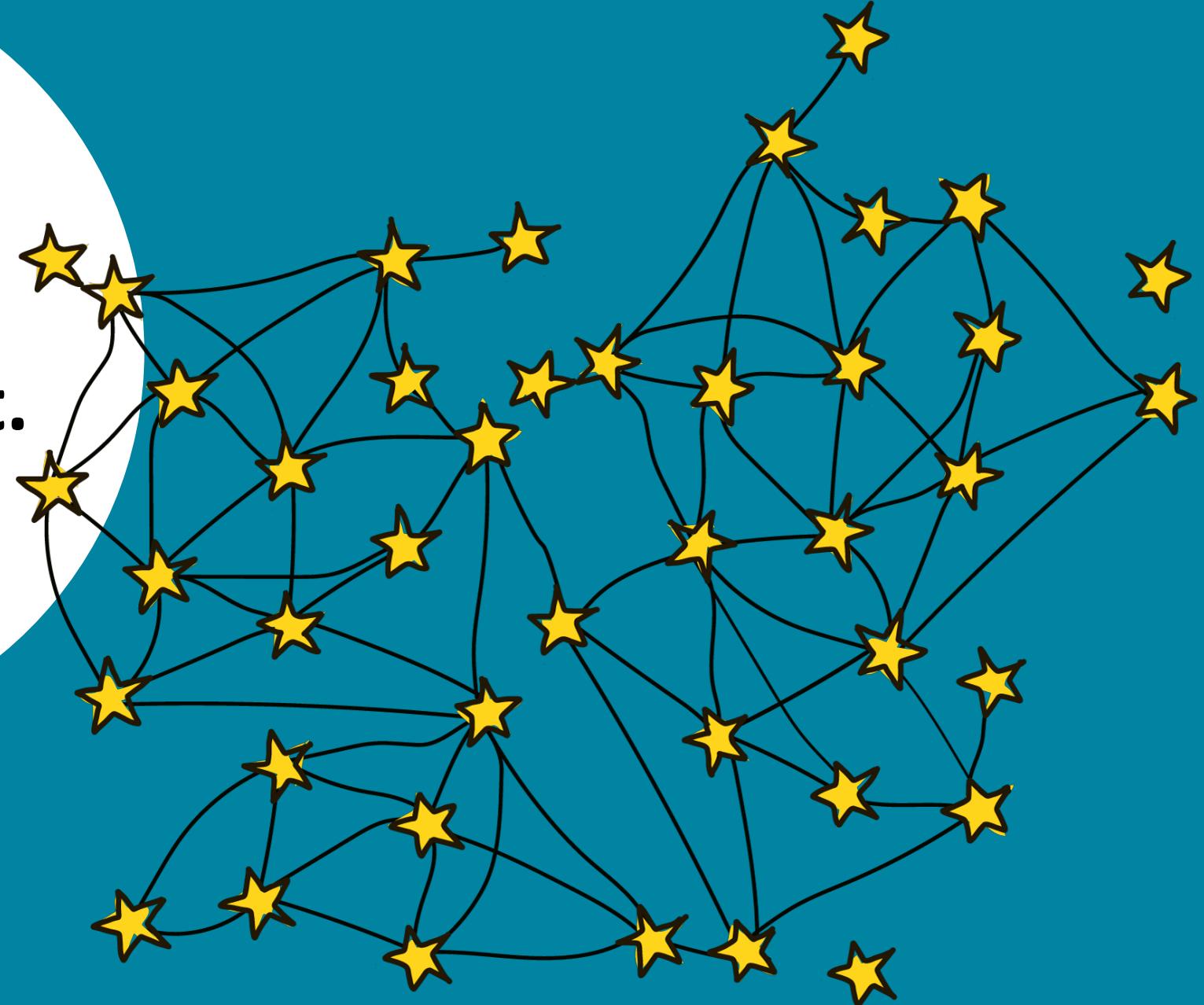
IT4 Innovations

CERN

CINECA

Roland
Berger

Together,
for a better net.



Now it's your turn:

What are the prerequisites you as e-com freaks would have for such an index.

What could be the biggest achievements for you?

3rd International Open Search Symposium **#ossym2021**

- **11-13 October 2021**
- **Hosted by CERN, Geneva, Switzerland**
- **Interactive scientific and community meeting**





We need your support!

... start an open search project in your organisation.

... report the findings to your board.

... make a contact with someone you know, who could contribute to ...

... just talk about it
#searchliteracy ...

... participate in a work group.

... give money.