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This presentation reflects only my personal opinions.  
It's not related, in anyway, to my employer's viewpoints and I do not have official affiliation with FON.



# The “How Many” Question

★ How many units shipped?

--is it important?

★ How many installed and functional?

--where and how router begins its social life

--the “movement”

★ How many users? (and coverage)

--what FON can bring into social network

- How many I serve? How many I use?
- What do I do? What do you do?
- Can we do something together?
- The FON-derous stories



# Internet@TW: Quick Fact

- ★ Nearly 14 million Internet users
- ★ 3.3 million household w/ Internet Access
  - 90% ADSL
  - 80% HiNet (Chunghwa)
- ★ Less than 20% demands for mobile/wireless Internet Access
- ★ WISP: EasyUP (out), HiNet, WiFly, M-Taiwan project trial, etc. # of subscribers unknown
- ★ # of bloggers: 800,000? (Yahoo, MSN excluded)



# Possible Kick-off Plans for FON TW

★ Easy ones (get couple hundred to a few thousand)

--Referral / Invitation-based Program

- what drives referral?
- regional Focus

--Campus Tour w/ FON ambassadors on FON bus

★ Some efforts (a few thousand-10,000)

--FON Community

--FON Cafe

★ Greater efforts (> 10,000)

--FON monks (true believers) vs. FON girls (make others believe)

--ISP Partnership (TANet, Seednet, Content Provider)

--FON City



# I wish...

★ FON becomes ISP-independent

--FON Supernode (bridge) + High density of FONeros

★ FONeros w/ Content

--Router + W<sub>3</sub> servers + Storage -->Content Server

--All-you-can-share: Access, Bandwidth, TV shows, music, personal blog, photo....