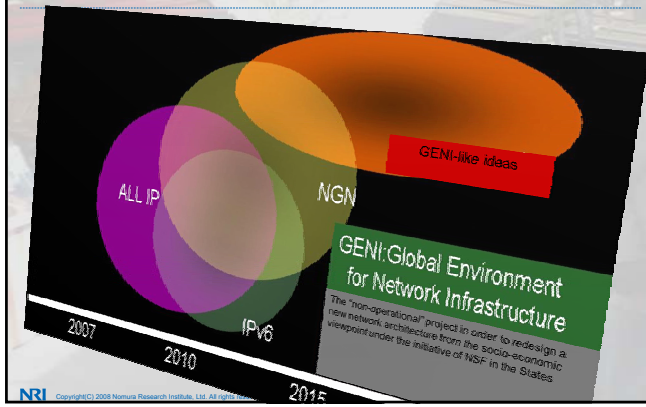


Global Forum 2008

Participative Innovation in Media and Contents

October 22, 2008
Dr. Makoto Yokozawa
Nomura Research Institute
Professor of Joint Research Unit,
MOIS Lab., Kyoto University
<http://www.mois.asia/>

Openness in Software Innovation and Other Issues



IPTVs, the killer application

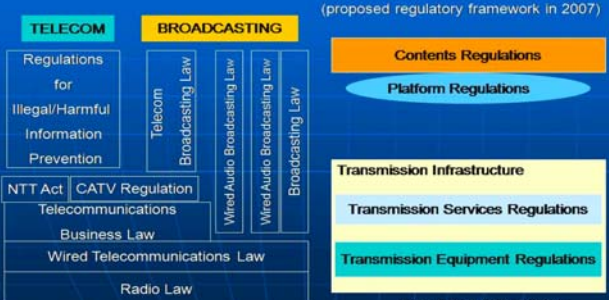
Government

Multilayered Framework in Japan's Telecom/Broadcasting convergence Legislation

BEFORE CONVERGENCE

AFTER CONVERGENCE

(proposed regulatory framework in 2007)



Participative 3D Virtual Worlds

Question : Where is the competitive contents?

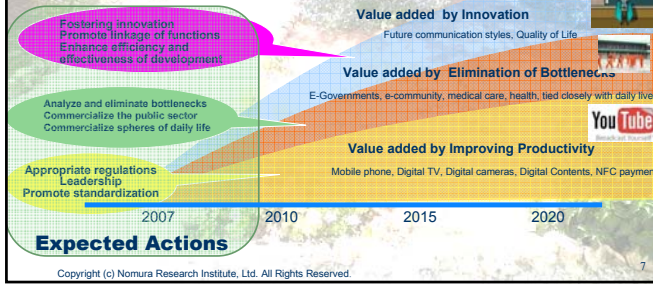
New Trend in CGM – Vocaloid, User Created Virtual Idol

New Value Circulation in Media and Contents



Question: How to Add Value in Media and Contents Market?

- Barriers in "Improving productivity"
- Barriers in "Elimination of Bottlenecks"
- Barriers in "Hidden Innovation"



Concluding Remarks

Convergence in Legislation (No one can tell which is TV) -> FOSTER Competitiveness

- Layered Structure of Regulation
- Media and Contents Layer for Telco, ISP and Broadcasters
- Platform - Layer Regulatory Issues

Multidimension Convergence (What we have to look at) -> Competitive Contents Industry

- Broadcasting + Telecom
 - Fixed + Mobile
 - User + Professional
 - Software + Hardware
 - Network + Information
 - Real world + Virtual world
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Thank you

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