

GLOBAL FORUM 2005
 Shaping the Future

Global Forum 2005
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THE BROAD CONVERGENCE - ACT II
 Services & Applications for Businesses & Communities in a Knowledge Based Society

Content in a convergent environment



Rudi Vansnick
 President Internet Society Belgium vzw
 Founder president Int. Federation Audio & Video Security
 Member ISOC European Coordination Council
 Grand Jury member World Summit Award 2005

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Content in a convergent environment
 Experiences from World Summit Award 2005

- ✓ Overview World e-Content today
- ✓ New technologies widening content perspectives
- ✓ National aspirations
- ✓ Challenges of convergence
- ✓ Policy
- ✓ Quality versus Quantity
- ✓ Conclusions

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 Overview World e-Content today

- ✓ 40 best cases from the World Summit Award
 - ✓ **Some statistics:**
 - 742 products entered
 - 168 countries participated
 - 40 products selected as best practice from 26 countries
 - 37 jurors from 36 countries
- ✓ Good content came essentially from developing countries.
- ✓ High technological features were not present
- ✓ None of them accessible on mobile platform
- ✓ Some interesting cases closing the digital gap

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 New technology

- ✓ iDTV (interactive Digital TV)
- ✓ Mobile multimedia + broadcasting = TV in your pocket
- ✓ Data casters coming soon with broader offer
- ✓ New types of interactive entertainment and education
- ✓ Less distinction between voice, fax, streaming video, audio and other multimedia application

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 National aspirations

- ✓ Wide diversity from different continents
- ✓ Advances of ICT bring benefits through low transaction and distribution costs
- ✓ Providing PC's and Internet connection preliminary step forwards a fully networked society

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 Challenges of convergence

- ✓ Increasing amalgamation of digital technologies
- ✓ Poverty alleviation and food security priorities for developing countries
- ✓ Cross sector convergence in services facilitated by increasing liberalization
- ✓ Development of broadband networks towards establishment of national information infrastructures
- ✓ Administrative convergence, merging various ministries, ...

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Policy

- ✓ Public interest
- ✓ Government focus
- ✓ Broader range of economic and social activities
- ✓ Increasingly becoming platform independent, interesting phenomenon of competition between service providers
- ✓ User needs to become diversified, which can be both content users and creators
- ✓ Policy framework should embrace competition as key principle in decision-making
- ✓ Trust should be facilitative rather than regulative

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Quality versus Quantity

- ✓ Quality of content prior to quantity
- ✓ Content is emerging the market without being of high added value
- ✓ 50% of internet users are non-native-English speakers
 - 25% Europe
 - 25% Asia
- ✓ 12% of active business websites are in non-English-speaking countries
 - 17% in Europe (incl. UK and IE)
- ✓ 65% of overall content in English

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Conclusions

- ✓ Unpredictable technological evolution
- ✓ Unforeseen market changes
- ✓ Cultural overflow across continental borders

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Thanks for your attention

Rudi Vansnick
 +32 9 329 39 16
 +32 475 28 16 32
 SkypeID: ruudisoc
rudi.vansnick@isoc.be
www.isoc.be

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