

Islands, archipelagos and continents

Leading the change

A proactive approach to the natural evolution of the content domain

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Netizens, Communities, eCitizens

being human in the digital age

- From citizens of the Net, or Netizens.” (1995)
- To Calm technology^(*) = "that which informs but doesn't demand our focus or attention." . . . and ubiquitous access to content and services

(*) Mark D. Weiser (July 23, 1952 – April 27, 1999) was a chief scientist at [Xerox PARC](#)



The present: some trends

Technology is evolving . . . PCs . . . ubiquitous access to services (*)

- From “e” to “m” (e.g. eGovernment -> mGovernment);
- From “programmes” to Apps
- Local Storage and Processing to Cloud Computing (SaaS, PaaS, IaaS, Haas)
- ...

And as it happens in the maturity phase of many sectors “performances and good by definition... The choice is about appeal”

Users are evolving . . . new way to use / “consume” media, information & news

- From professional users / Computer Scientists to former digitally divided;
- From content consumer to content prosumer;
- From information provision to service provision;
- From Information Society to knowledge society and more over consciousness society;
- ...

Market is evolving

- From plastic box on the shelf to on line shops
- From few expensive software solutions to many cheap Apps
- ...
- From software companies to single or small groups up to social & crowd sourcing ...

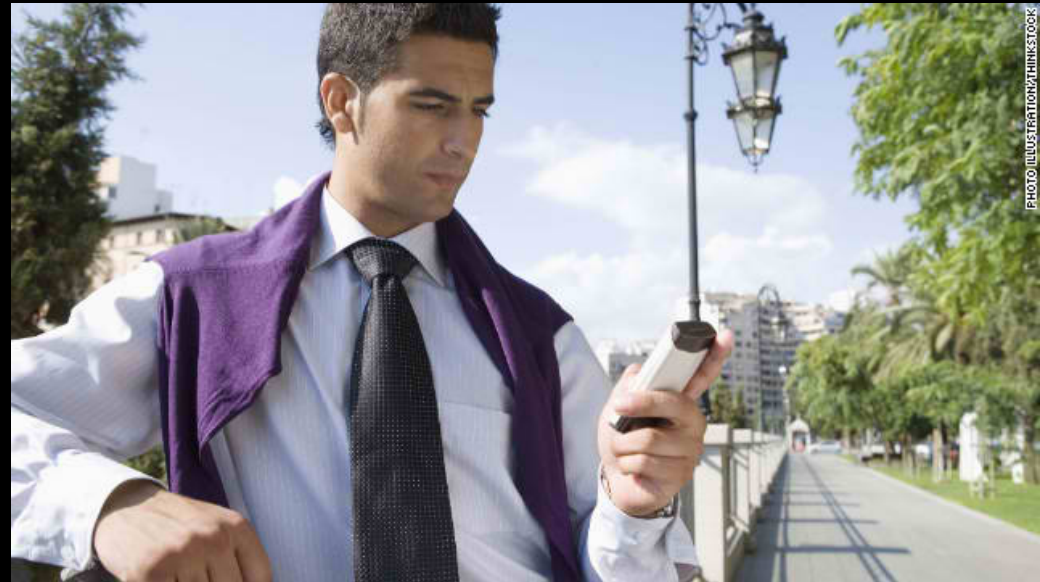
Software Market

Developers side:

- Online distribution and payment based on e-shops enabled the access to the mass market to single developers;
- Standardization of systems and guidelines helped
- ...

Customers side:

- People is looking for the Top 10 Apps;
- The consume of Apps is continuous;
- The market model is based on low costs /big numbers;
- The IPR management is evolving . . .
- Digital media are evolving . . .



Digital Middle Age



Do we really fully enjoy the “power” of the digital age?

Which portion of available technologies is fully exploited?

Of course I do not refer to single “spot” or “happy islands” I refer to true innovation, through a systemic approach to the added value offered by new technologies.

The present contribution will outline the evolution of e-content and explore future trends.

ICT bottlenecks

New technologies and trends do not mean by definition “innovation” – positive change in society
Our history is full of un-exploited technologies and innovation bottlenecks

Innovation use to proceed discontinuously

- Home Computing
 - Desktop Publishing
 - Internet
 - RFID
-
- IT . . . ICT . . .
 - Information Society
 - Knowledge Society
 -
-
- Smart Solutions
 - Smart Cities
 - Smart . . .



Cloud of Keywords

Clear goals
Endorsement
Regulations, Policies

Infrastructure

Technology (hard soft)

Interoperability

Interworkability

Content and service developers

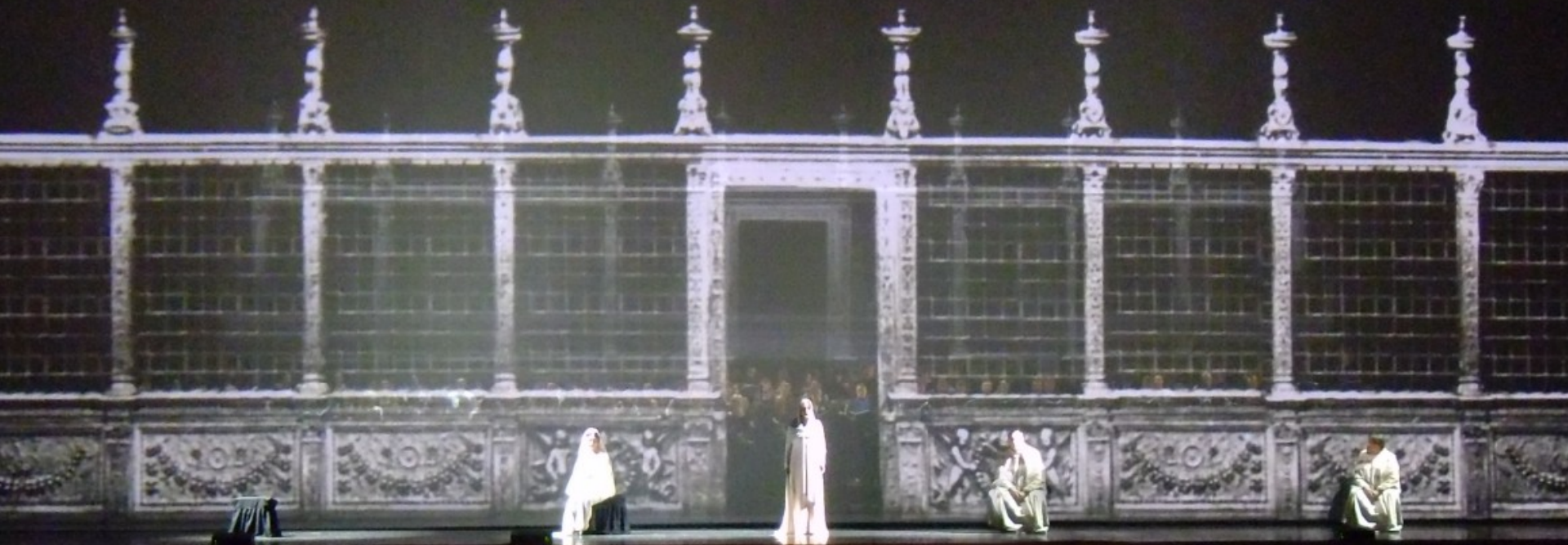
Quality Content

Added value services


Political and Financial support (some times)

• • •

Videoclip



To conclude an example of positive use of technology providing added value. This technology may offer the opportunity to promote cultural shows in remote areas both indoors and outdoors – The Last Judgment – Kremlin State Theatre – Paolo Micciché



Thank you for your attention

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