

The selection of the world's best digital content got underway at the opening of the World Summit Award (WSA) 2011 Grand Jury in Hong Kong. Under the topic "Revolutionizing with Technology and Creating Harmony with Content", experts from all over the world discussed new developments in the fields of ICT and digital content. They met in Hong Kong on 8th April, 2011 as a start for the upcoming Jury Process of the WSA.

The WSA brings together a multitude of expert from all continents with backgrounds in the creative industries, telecommunication, advertising, journalism and research, as well as in teaching. They presented their views in six different panels. Here is a selection of the statements. For short statements of all jurors, please go to www.twitter.com/WSAoffice or check the log here. For pictures, please check our flickr channel.

Topic 1: E-Content goes social: best practice examples from integration of Social Networks and quality content

In the discussion on social media, Ms. Josie Cacdac, Program Director of Informatics Indonesia, stated that "world has become a small borderless society where one hardly sees differences if one speaks the same language". Language also refers to digital literacy and thus Cacdac demanded ICT-education from primary school level on: "Today's curriculum should integrate new techniques such as blogging as a way of self-expression towards a positive end, wiki creation as a collaborative effort to develop quality e-content, and website development as a corporate effort to identify one's entity or group. Young people need to learn the value of responsible social networking and netiquette. "

Mr. Faouzi Zaghib, General Manager of R2i, Tunisia, pointed out the shift in social media usage in Tunisia: "Before January 14th, social networks were inaccessible or under control of the Tunisian government censure. Many contents were hosted out borders. Now 62 per cent of our internet users are active on Facebook." He argued that the Tunisian revolution was conducted mainly by youngsters, less than 30 years old, using mobiles, emails and Facebook to share contents, publish news and mobilize people for peaceful sit-in all over Tunisia. This accelerated change: "It took us 23 days to get rid of 23 years of dictatorship."

Topic 2: New Media goes mobile: successful products from the global App Tree

Mr. Alfredo Ronchi, General Secretary of the MEDICI Framework, Italy, concentrated on Apps as "filter" for the "ocean" of content on the Internet. "The key of success of the Apps is the ease of use, the idea to provide one specific service in a very practical and easy to understand way," he stated. He also commented on the effects of app distribution markets, who include functions such as Apps of the Week and thus creating the 15 minutes of fame known from Youtube and similar platforms: "This mechanism changed the market approach, moving this software market segment closer to other media markets such as music or movies." Ms. Manar Alhashash, Secretary General of Kuwait e-Award, stressed the importance of local knowledge for successful app development: "If you want to produce the only version of a traditional Kuwaiti game, you need Kuwaiti people to produce it, because they really understand it."

Topic 3: Networking goes IPv6:Video conference debate with the President of IPv6 Forum

It is about time to finally move to IPv6, discussants agreed. Mr. Latif Ladid, President of the IPv6 Forum, Luxembourg, stated during his presentation via Skype that IPv6 is a “worldwide and large-scale plumbing exercise” ignored for too long: “The address space has evaporated in front of our eyes, putting an end to the growth of the Internet.” According to Ladid, the address space has melted down to zero in February 2011 at IANA level and by mid-2011 at Registry level. Aside from that practical pressure, IPv6 should be fully introduced as it allows for opportunities for competitive offerings, advantages in security, authentication and more. Industry however was moving to slow and only due to the pressure of address depletion, Ms. Borka Jerman Balzic, Head of Laboratory for Open Systems and Networks, University of Ljubljana, Slovenia, argued. She added: “However, application of distributed or mobile computing on IPv6 is so compelling that the transition is really taking faster pace than ever before. This is a case especially in the emerging economies such as China.”

Topic 4: e-Business goes Cloud and Web 3.0:improving value for e-solutions

Mr. Suleman Bakhsh, Senior ICT Analyst of the Telecommunications Regulatory Authority in the United Arab Emirates, explained Cloud Computing in a simple way: "It is IT as a service purchased on-demand rather than an in-house, home-grown department." He stated that last year saw a 67% increase in the use of cloud computing. "Small and giant companies both like the cloud", he explained, "because of its lower costs, simplicity, on-demand resources flexibility and the ability access information outside to the office. Mr. Alexander Felsenberg, independent Consultant from Germany, gave an example and presented “Convento”, Germany’s leading software for PR and IR communication management, pointing out the advantages of the cloud version “myConvento”.

Topic 5: Devices go handheld:producing content for tablets and more

Mr. Jak Boumans, Secretary General of the European Academy of Digital Media, traced the development of handheld devices from Sony 1991 e-reader via the development of e-Ink to Kindle and its current competitors, smart phones and tablets. He underlined that what marks all these developments is that they demand content in a certain format to fit the device. He argued that new screen developments such as Liquavista might change our media consumption and thus our lives. Mr. Christian Rupp, Federal Executive Secretary for e-Government in Austria, agreed on the point that contents have to be tailored differently for every platform. He furthermore presented the Austrian citizen card model, which allows for identification of citizens by card or via mobile phone as a good example on how to include mobile devices in government efforts.

Topic 6: Content goes development:fighting poverty, hunger and disease with innovative ICT usage

Development through ICT is a major topic of the World Summit Award. Ms. Chitranganie Mubarak, Senior Programme Head at the ICT Agency of Sri Lanka, presented how intelligent ICT solutions can help to fight genetically inherited diseases and better the lives of those

Vivid Discussions at Opening Conference of WSA Grand Jury

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suffering. In Sri Lanka, Thalassemia patients are supported by a disease management system that allows to easily keep data such as treatment and health history of patient and family. Furthermore a local language portal offers information to raise public awareness and video consulting was included to allow for better treatment of patients everywhere. Ms. Nibal Idlebi from Syria, Chief of ICT Applications Section at UN-ESCWA, pointed out the importance of UN initiatives such as the United Nations Global Alliance for ICT & Development, one of the key partners of the WSA. With regards to development and the United Nations Millennium Development Goals, she highlighted the World Summit Youth Award, a sister award of the WSA, that aims at young people under 30 years: "These young people use new media to take action on the MDGs, they show that portals and websites can have an remarkable impact on the development of people. Showcasing is important, so people on one end of the world can learn from people on the other side."

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