Towards Policies for Effective eContent

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Why All This?
ICT as "key input to productivity & growth performance"  

Broadband connectivity as "key component in ICT development, adoption and use"  
[DSTI/ICCP(2003)13, § 1]

Digital content to exploit (and promote) broadband infrastructures  
[DSTI/IND/ICCP(2003)3, §57]

Objectives
Productivity, growth, and quality of life

Line of Argument
ICT for productivity & growth performance
Broadband connectivity for ICT development, adoption and use
Digital content for broadband promotion

Issue Number '1'

Objectives
Productivity, growth, and quality of life

Digital Content / Services - Various Kinds

- Software
- Searchable databases
- Dynamic information (e.g. financial quotes, news)
- On-line magazines and newspapers
- Reports and documents (easy multiplication and indexing)
- Multimedia objects (music, film)
- Interactive services (e.g. online forums, chat-rooms, telephone calls, games)
- Information services (e.g. travel agencies, ticket agencies, stock brokerages)

Broadband: No precise definition
- Variety of Technologies -  
DSL, cable modem, fixed wireless, mobile wireless, Ethernet LANs, fibre to the home, satellite, broadband via electrical power lines

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New Content Products and Services: Opportunities for Value Creation

Public / Governmental
- Pleasing citizens
  - Extended service spectrum
  - Increased accessibility / availability
- Reduced costs of service provision

Private / Business
- Utilize new applications!
- Create / maintain positive profit margin
- Enter new markets

Value Creation ... ?

What?
- Truely new products and services?
- Lower prices for a given product/service?
- Higher margin?
- Anytime, anywhere, anyhow?

For whom?
- Suppliers?
- Customers?
- (Intermediaries)?
- Citizens?

At what price?
- What makes something 'create value'?
- Somebody offers it?
- Somebody pays for it?

Content Policy Wish List (Recommendations)

- Increase funding for governmental / public applications to test, develop markets, and improve public service levels
- Allow / develop for VARIETY - varying infrastructures degrees of bandwidth, security, price
- High-quality content online as "a way of improving their government services and stimulating their national culture"

"A wealth of information creates a poverty of attention."

Herbert Simon

Ideal
- "Technologically neutral policy and regulation among competing ... technologies"
- "neutral": whose perspective?
- How many infrastructures?
Content Policy Wish List (Recommendations)

- Push for internationally compatible infrastructure development
- Provide business with a fair chance across borders (harmonize VAT, legal settings, etc.) – do not protect local / national providers (economies of scale and economies of scope)

Sound economic analysis could be provided to back up each recommendation!

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Support education!

Thank you for your attention!

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