

Towards Policies for Effective eContent

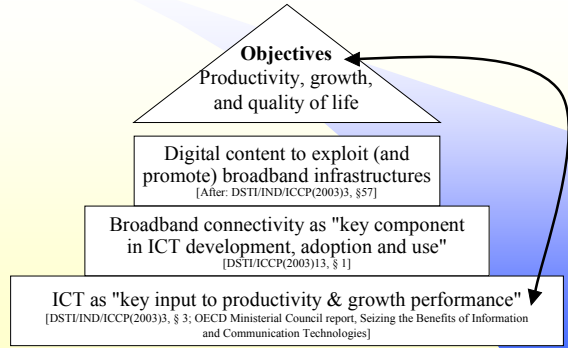
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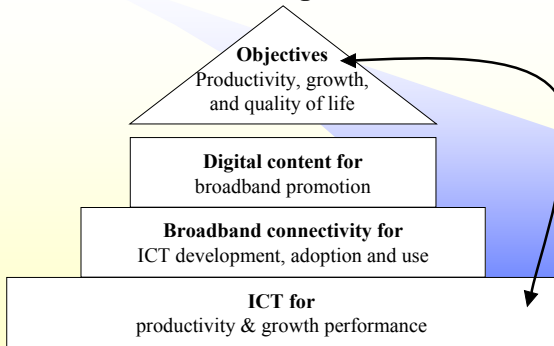
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OECD, Paris, October 1st, 2003

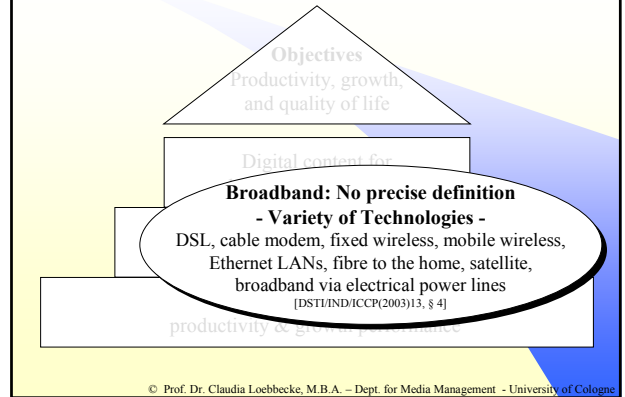
Why All This ?



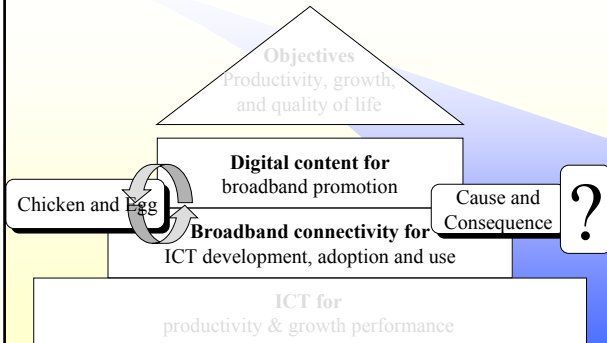
Line of Argument



Issue Number '1'



Issue '2'



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)

Digital Content - Various Kinds

- Software
- Reports and documents (plus ...)
- Health 'content'
- Education
- Governmental / Public Services
- Tele-Conferencing
- Agencies, stock brokerages)

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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

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

Herbert Simon

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Value Creation ... ?

- | What? | For whom? | At what price? |
|--|--|---|
| <ul style="list-style-type: none"> • Truly <i>new</i> products and services? • Lower prices for a given product/service? • Higher margin? • Anytime, anywhere, anyhow? | <ul style="list-style-type: none"> • Suppliers? • Customers? • (Inter-mediaries)? • Citizens ? | <ul style="list-style-type: none"> • What makes something 'create value'? • Somebody offers it ? • Somebody pays for it? |

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Content Policy Wish List (Recommendations)

- Increase **funding for governmental / public applications** to test, develop markets, and improve public service levels

Government and other public organizations as model users ...

- ➔ infrastructure availability, i.e. widespread and affordable access etc. required !

High-quality content online as "a way of improving their government services and stimulating their national culture"

[DSTI/ICCP(2003)13, § 6]

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- 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**

Ideal
 "Technologically neutral policy and regulation among competing ... technologies" ✓

◆ ◆

"neutral": whose perspective ? How many infrastructures ?

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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
- 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)s

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

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Support education !

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

Thank you for your attention !

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