

Principles

I'm not sure that I agree with the way in which this question is phrased. The "Internet economy" has developed quite successfully up to this point i.e. it has more or less "built" itself through a rather passive enabling policy environment and I see no requirement (or expectation) that this will change in the immediate future.

I do on the other hand see quite a great deal of difficulty in building an appropriate Internet Society/Information Society/Knowledge Societies (for all) as was the aspiration of the World Summit on the Information Society. I also see that the integration of the Less Developed Countries and marginalized populations in Developed Countries will be achieved not by the furthering of "policy principles" towards building "the Internet Economy" but rather by focussing specific attention on creating the pre-conditions, infrastructure, enabling programs and policies which will in fact allow for the achievement of Internet Societies/Economies for all.

Among those policies would be focussing on the "effective uses" of ICTs to support enhanced opportunities at the local/community level in such areas as local e-commerce, micro-finance, community based e-health, community based e-enabled social development and so on. As well, there would be policies put in place to ensure equitable access to the range of infrastructure supports to an Internet enabled society including financially accessible broadband capacity and the local capacity for multi-media digital creation, storage and transmission.

In addition to ensure an Internet Society for all there is the need for consumer protection including in the area of privacy but also around spam, viruses and monopolization of trade and "intellectual property" to ensure that those marginalized by the current Internet economic practices are not permanently disabled in these areas.

Convergence

The challenge will be to ensure that there is as wide an access to the benefits and applications of these developments as is possible and specifically to ensure that marginalized populations in Developed Countries and in Less Developed Countries are in a position to take advantage of these developments including through using them as a basis for local innovation in the range of areas including local economic development, social development learning and education and so on.

The challenge will be to ensure that these populations are in a position through the availability of appropriate levels of access; knowledge and training for effective use; opportunities for service development and service provision on a fee return basis; to allow benefits to accrue to others beyond those with the most immediate access (and currently advantaged) position with respect to these developments.

Creativity

As previously the challenge will be to ensure the broadest possible access (and effective use) of these new opportunities. The current finding is that if anything the gap between those currently taking advantage of these developments and those who for whatever reason are lagging behind is, if anything increasing turning what had been a "digital divide" into an increasingly unbridgeable chasm.

The need to pay direct attention to including currently marginalized populations, communities at risk and Less Developed Countries into "our (expanded) capacity to create, compute, communicate, co-ordinate and innovate" is increasing at an accelerating rate with only fragmented and poorly conceptualized and implemented strategies to overcome these.

Alongside any measures to enhance capacity among those whose capacity has already been significantly enhanced should go a concerted effort (and resources) to respond to the requirement for a much broader base of inclusion into these new structures of opportunity.

Confidence

Perhaps the most effective and least costly method of controlling fraudulent and malicious practices in relation to the Internet is through enhancing the role of online and physical communities in the creation and maintenance of trusted environments and as the basis for digital identity and management.

Transferring responsibility in these areas to public authorities or to private concerns only increases the risk (and potential cost) of (accidental or intentional) breakdown in these arrangement. Recognizing that trust (and identity) are ultimately founded in the inter-personal contact and contextual knowledge found in communities is probably the most effective means for managing these issues in the longer term.

Other material

Principles

1. Respect for individual privacy (including effective data protection laws).
2. Consumer protection against abusive online practices such as inadequate notice of one-sided terms, unsolicited email, surreptitious installation of unwanted computer programs, imposition of unfairly restrictive terms of service/sale, and other forms of misleading/deceptive conduct online.
3. Protection of "user rights" regarding digital content, so as to ensure balance with copyright owner rights in the effort to promote creativity in the arts and science.
4. Effective, low cost methods of consumer redress in the context of distance and cross-border transactions.
5. "Network neutrality" - i.e., no discrimination among content or applications based on ownership, source, or destination.

Convergence

Policies to promote competition and innovation need to be balanced with laws and policies protecting individual privacy and establishing consumer/user rights so as to ensure a fair and healthy online marketplace.

Creativity

Current trends toward stronger copyright protection (legally and technically) work against the goal of fuelling creativity. Publicly funded research and publications should be made available to schools and libraries (and hence, the public) at no cost. There should be limits on the legitimate use of digital rights management technologies and on the validity of related contractual agreements. Open access initiatives should be strongly supported and encouraged. Open source software development should also be strongly supported and encouraged.

Confidence

End-users are currently held to a higher standard of responsibility for losses due to online fraud, etc. than is reasonable. Industry players should be legally responsible for losses attributable to their own negligence. Such responsibility will create stronger incentives for industry to design and use more effective security measures.

Other material

Principles

The points below quote John Coates, who for six years was the marketing director and conference manager for The WELL in the San Francisco Bay Area. Distilling from that experience Coates set out the principles [in John Coates, "Cyberspace Innkeeping: Building an Online Community" from Bay Area Macintosh Users Group, Spring 1994 Newsletter p. 310.] below for building an "online community". I came across them reading the Bay Area Macintosh Users Group journal bought in San Jose in 1994. The Coates principles struck me at the time as being insightful. Today, as Web 2.0 and online social networking develop at an extraordinary pace, I value the Coates principles as the wisdom of the crowd.

- * The currency is human attention. Work with it. Discourage abuse of it.
- * You are in the relationship business.
- * Welcome newcomers. Help them find their place.
- * Show by example.
- * Strive to influence and persuade.
- * Have a big fuse. Never let the bottom drop out.
- * Use a light touch. Don't be authoritarian.
- * Affirm people. Encourage them to open up.
- * Expect ferment. Allow some tumbling.
- * Leave room in the rules for judgment calls.
- * Fight for tolerance.
- * Encourage personal and professional overlap.
- * Don't give in to tyranny by individual or group.
- * Encourage face-to-face encounters.
- * Help it be "women-friendly".
- * It isn't just you: let the people help shape it.
- * Be part of the community.

Convergence

No comment.

Creativity

As regards the first bullet point, enabling innovation and encouraging new co-operative models, I would commend the book Organizing Genius: The Secrets of Creative Collaboration by Warren Bennis and Patricia Ward Biederman (Persus Books, USA, 1997).

Our firm has an article, titled "Is your team a great group" extracting key principles from the book. The article is at <http://www.dilanchian.com.au/docman/corporate-business-dealings/is-your-team-a-great-group-/download.html>

Confidence

I commend the article by our firm titled "Checklist of 51 hints for data and IT security" at <http://www.dilanchian.com.au/ip-tech-e-biz/checklist-of-51-hints-for-data-and-it-security-2.html>

Principles

Net Neutrality

No Censorship

IDN Introduction

Universal Access

Ubiquitous DNS resolution

Expansion of the Name Space (new Top Level Domains)

Preventing crime (spam, phishing, etc)

Convergence

It should be avoided to create new monopolies, for instance with one major RFID root manager.

Creativity

I fully agree with the first consideration, the second one has two sides, the access for the citizen by WLAN, mobile, UTMS, etc and the availability of information. Both should be enabled.

Confidence

In countries where the first aim is to get citizens online and provide public information, too complicated security policies will slow down the development of the national information society a lot.

In general we need a good collaboration of the relevant players (e.g. ICANN, GAC, registries and registrars) to decrease fraudulent and malicious elements.

Other material

Principles

eBay Canada's position is that the most fundamental policy principle that will create an enabling environment for the Internet economy is continued government initiatives and legislation that promote net neutrality across policy domains and national borders. Governments should prohibit network operators from replacing the existing robust, open internet with ?pay to play? private networks.

The internet is a global network that has the potential to connect everyone. The internet has always been governed by a regulatory regime based on the principles of openness and non-discrimination.

Internet companies, businesses and other organizations have spent billions of dollars on new content and services that have transformed our economies and our way of life. This investment has in turn fueled the global economy. Content and services are what drive broadband internet access adoption. Consumers who subscribe to broadband do so primarily in order to be able to use these innovative new services and to get access to interesting and information-rich content. All these positive developments would be threatened by policy changes that would allow discrimination by network operators.

Consumers, non-profit organizations and businesses already pay for access to the internet. Network operators should not be permitted to double-dip by charging consumers twice (directly or indirectly) for access to innovative services provided by third parties. Allowing network operators to do this would, in effect, make high-speed internet access a toll-road. That will slow the adoption of broadband, limit public access to important information and tools, and damage the leading role that the Internet plays in technological innovation.

Further, double-charging will raise consumer costs and create an inefficient, non-transparent market for high-speed access. Micro and small business sellers that rely on the global internet community will be hardest hit by such double-dip fees and tiered services, impeding their existing and potential customers from accessing their sites. Perhaps worst of all, such a policy could make network operators the gatekeepers for the deployment of future online applications and services, thus threatening to stifle the innovation and diversity that have made the Internet such a rich resource for everyone.

Continued net neutrality is the foundation for the future of the Internet economy.

Convergence

Creativity

Innovation and creativity are fuelled in large part by the open and non-discriminatory nature of the Internet. This open architecture, or net neutrality, has resulted in the development of life changing innovations such as the World Wide Web, search engines, online video sites and online marketplaces such as eBay; many of which evolved out of university dorm rooms, basements and many other places where creative and innovative ideas are developed.

The Internet offers a powerful platform for the sale of goods and services by a passionate community of individuals and businesses. It creates jobs through local, national and international trade. Buyers can choose to search and purchase either domestically or from the global marketplace. Sellers can list locally and trade globally, reaching a huge international marketplace and attract buyers from around the world.

As we have seen with eBay group of companies (eBay, PayPal and Skype), the Internet has the power to create communities and transact on a scale never scene before. But businesses are not tapping in to the full economic potential of the Internet. In Canada, we know that Canadians are online in record numbers, but e-commerce accounts for a mere one per cent of Canada's total revenue from private firms. Only 53 per cent of Canadian Internet users have actually made a purchase online within the past year, compared with 71 per cent in the U.S., according to a December 2006 survey of American Internet users.

Governments around the world want to encourage economic growth and create job opportunities for their citizens, regardless of where they live. E-commerce offers virtually anyone the opportunity, regardless of location, to access international markets. Governments must ensure that their citizens can continue to take advantage of the opportunities available through e-commerce.

In an era of globalization and free trade, the more people buy online, the more products businesses will sell online, and that, in turn, will draw more repeat buyers from around the globe, creating jobs. It is a rising tide. In order for this rising tide to occur, net neutrality must continue. Any attempts to alter the neutral nature of the Internet will hinder the economic and social creativity.

Confidence

Trust and safety are the foundational blocks for building consumer confidence in the Internet economy and online transactions. Consumers need to be confident that their transactions are secure and that they are protected from identity theft and fraud. Consumers expect online merchants to make the purchasing process safe, simple and secure. While consumers enjoy shopping online, eBay research suggests consumer confidence levels in the security of actual online purchases, especially those associated with lesser-known merchants, lag behind the consumers' desire to engage in shopping over the Internet.

Protecting consumers from fraud and identity theft has been at the heart of successful e-commerce companies since the beginning. Information enables the consumer to evaluate buyers and sellers and to determine if they want to do business with them. To use eBay as an example, we ensure our buyers and sellers have confidence in our online transactions by developing policies and programs to empower consumers and protect their online identities. We also empower all of our online users by giving them a forum to rate their experiences in every transaction they participate in. These ratings are freely available online to anyone using our site which makes buyers and sellers more accountable for their behaviour.

Collaboration between governments and firms is also critical for the development of an information infrastructure that will protect consumers and build confidence. For example, eBay's Trust and Safety team is composed of industry leading experts in online security who work collaboratively with other experts from around the world to share knowledge of current and future threats to help ensure we stay ahead of the curve. We also work with law enforcement through our Global Law Enforcement team, an organization of investigators, security engineers, and law enforcement relationship managers located around the world to help prosecute fraud that has already occurred.

Finally, secure payment methods are a significant part of the consumer confidence formula, because almost every transaction ends with a payment. Without safe payments, both buyer and seller confidence suffers. eBay's PayPal was built from the ground up for exactly that reason: to provide consumers with safe and secure financial transactions. eBay's free Buyer Protection program lets buyers make payments, with confidence in a secure environment that prevents their personal information from being used by fraudsters.

Industry, governments, consumers and interest groups must continue work together to improve the consumer protection protocols that will help improve consumer confidence in online transactions.

Other material

http://pages.ebay.ca/aboutebay.html?_trksid=m40

Principles

Policies concerning the future of the internet economy should be rooted in the key principle that the internet is a public resource. The internet offers new opportunities to build an international public space that is open to all to participate in, and benefit from, on an equal basis.

As an internationally recognized set of principles, the Universal Declaration of Human Rights acts as a good framework upon which to build an internet economy that functions in the public interest. Through protecting economic, political and cultural freedoms, the international human rights framework can provide the foundations for building a sustainable, efficient and trusted internet economy. The impact of any policy on human rights should be considered in the process of its definition and implementation. Policies should, as a minimum, do no harm, and where possible should advance human rights.

More specifically, the human rights framework can help to build an internet economy that:

- ?Is under democratic, transparent and public (multi-stakeholder) control.
- ?Is structured around the notion of public interest rather than narrow or sectional interests.
- ?Is affordable and accessible for all to access.
- ?Is open and competitive.
- ?Favours the advancement of new, collaborative business models.
- ?Achieves a balance between security and privacy and between liberalisation and innovation.

Convergence

The notion of citizen or public interest should underpin policies concerning how best to manage convergence processes. This includes a broader set of concerns than consideration only of consumer interest, recognising that the internet environment encompasses public cultural and social goods (the voluntary sharing of information or development of technical capacity) as well as economic goods. Light-touch, market-led regulation and competition law may not be sufficient to build an internet economy that serves the public interest. There is a pressing need for the development of new regulatory frameworks at national, regional and international levels to maximise the roll-out of communications infrastructure. This must be designed and maintained democratically and transparently by multi-stakeholder bodies. Further elaboration of what constitutes the ?public interest? is required to ensure that a clear set of underlying principles exist to guide regulatory policy at the infrastructure, code and content layers of the communications environment.

The issue of network neutrality or traffic prioritisation should be tackled in any discussion of convergence, particularly during the transition to next generation networks. Whilst it is recognised that different tiers of data transmission are required to guarantee quality of provision for different services such as voice and video, the public must receive assurance that service providers will not discriminate against content arbitrarily or with the sole aim of extracting more profit from content creators. An appropriate policy approach might be the establishment of independent, multi-stakeholder bodies at national and international levels to settle disputes and determine what constitutes ?fair? and ?unfair? discrimination in internet traffic.

The horizontally structured (rather than vertically integrated) nature of the internet encourages competition in different ?layers? of the system, from infrastructure to software and content. However, trends of consolidation within and across these layers in the form of bundled services present serious concerns for consumer choice and cultural diversity in content. A public interest internet economy would encompass opportunities for both accessing and contributing to a diverse range of material at the content layer, and the maintenance of open and interoperable standards at the infrastructure and code levels of the internet economy. This will require a tough regulatory approach to ensure that markets stay open and operate in the public interest.

Creativity

The internet offers tremendous opportunities for enhanced creativity and knowledge-sharing. However, to realise these opportunities, it must be recognised that systems for managing creativity in the pre-internet era are unlikely to be the best way to manage creativity in the internet era. Policies intended to manage creativity in the internet economy therefore must not succumb to pressure from media conglomerates which would benefit from the maintenance of traditional systems. Instead, creative and collaborative business models and approaches to intellectual property are required to unleash the creative potential of the internet economy. Existing intellectual property systems should be reviewed to ensure that they achieve the aims of maximising innovation and creativity rather than simply creating monopolies on knowledge and culture for intellectual property's sake. Moreover, policies should always be relevant to local as well as global contexts, enhancing development rather than exacerbating inequality.

Again, respect for human rights should underlie policy processes concerned with creativity in the internet economy. Of particular importance is a positive conception of the right to freedom of expression in which people have opportunities to seek and receive information without interference, rather than just impart it. The internet offers possibilities for global, open access to knowledge, the realisation of which would create an innovative and vibrant internet economy.

Confidence

There is an urgent need to balance efforts to enhance the security of internet infrastructure and transactions with efforts to maintain its openness and adaptability, characteristics which contributed so much to its successful development. New opportunities for social, economic and cultural development and innovation should not be sacrificed in the name of security. Nor should the human right to freedom from arbitrary interference with personal privacy.

In view of this, user-education and awareness of the dangers are preferable to policy approaches that increase restrictions, monitoring and filtering of communications. Education and understanding can help to build confidence and cultures of trust online, whilst monitoring and filtering that is not transparent or fully understood are likely to have the opposite effect. As part of the process of building trust and confidence, users and service providers need to engage actively with the issue of online security and be involved in the drafting of international policy solutions. Coordination between agreements and codes that already exist is essential considering the international nature of the internet. During this process, it should be recognised that many instances of crime on the internet are rooted in offline social, political and economic problems. Tackling the symptoms of the problems through heavy handed online regulation is therefore unlikely to be the best way to address their underlying causes.

Finally, international policy makers need to be aware of the spill-over effect that heavy handed and ill-considered policy approaches in democratic countries might have in more authoritarian countries where increasing security often acts as an excuse for government surveillance and control that violates human rights. In a similar vein, international human rights standards should restrict the export of technologies to countries where they are likely to be used for purposes that would violate these standards.

Other material

The Freedom of Expression Project website elaborates these issues: <http://www.freedomofexpression.org.uk>.

For an overview of the main issues affecting freedom of expression at the infrastructure, code, applications and content layers of the networked environment, see <http://www.freedomofexpression.org.uk/resources/drivers+of+change/shaping+the+networked+world>.

For outcomes of civil society discussions about these issues in Latin America, Africa and Asia see <http://www.freedomofexpression.org.uk/workshops>

Principles

- Access to technology and internet by lesser developed communities
- Government and corporations partnering to make sure that economic development is achieved by driving policies that reflect demand of the community
- The ecosystem (gov't, investors, e

Convergence

Convergence is important in order to save money and generate more opportunities and ease of use - the community has to be educated in this area as a foundation for moving forward. If users are not educated, they wont be effective users and the model will be less productive. If they enjoy it and find it useful they will use it as a platform to build and generate growth whereby all will benefit.

Creativity

It is essential that there are strict measurables attached to this strategy otherwise the strategy will not be successful. All of the above items must be addressed but the question is how and to what extent do the stakeholders have to participate to make it meaningful and impact the community.

Confidence

Confidence is the base of any interaction and since the online community has been affected in the past - they will be more pessimistic and want further controls. This needs to be balanced with the need for privacy and individuals not wanting their personal identity and information shared among a larger community. Difficult but important balance which can be achieved by allowing the end user to own their own identity and make decisions as to how their information is shared.

Other material

Principles

1. USING THE INTERNET TO IMPROVE FUTURE ECONOMIC PERFORMANCE AND SOCIAL WELFARE

IT does not work in isolation, but interacts with patterns of human behaviour. With the rise of blogging, development of new digital knowledge content, social networking, virtual worlds and the convergence of the information, communications and entertainment industries, this has become manifestly true of the internet.

The interaction with organisational and cultural systems is also bound to be a strong influence on the use of the internet. In addition, as this technology supports the growth of globalisation and the transformation of government, it increasingly influences the distribution and exercise of economic power.

Business and governmental information systems need to work with the wider systems around us, in particular the internet. In order to do this, they need to be based on:

? Value: the soundness of the economic case for the investment in those systems

? Trust: the security of the environment for the use and transfer of information

? Standards: the universal availability of widely-shared technical standards for the exchange of information between parties.

The increasing interdependence of systems makes the linkage of these elements particularly important. Without trust or standards in exchanging data, for example, the value of information systems cannot be maximised.

Joined-up thinking about the impact of these issues, as well as joined-up systems, remains one of the key challenges for the development of the internet economy.

Convergence

2. BENEFITING FROM CONVERGENCE

Many of the most pervasive information technology developments of the past 10-12 years (the world wide web itself, e-mail and instant messaging, mobile phones, internet search engines, social networking), have emerged from the market without any significant need for government intervention. Indeed, in some cases the government has been slower than the commercial sector to exploit these technologies. Against the background of these developments, it is not clear that consumers require guidance from governments to help them navigate the transition to a converged network, except in one crucial respect ? that of information security. In other respects, we consider that governments? IT strategy should be directed towards the efficiency of those governments? own uses of IT, rather than reflecting too much concern about adopting a quasi-educational role towards businesses and citizens.

The various problems caused by ineffective security in relation to the use of the internet have a grave economic impact, inhibit the use of e-commerce and continue to be underestimated. We consider that more emphasis needs to be placed, in relation to this issue, on the economic consequences of insecure systems. There needs to be a clearer generally accepted legal framework for determining liability for (i) the consequences of providing internet-based e-commerce systems that are insecure; (ii) the effects of internet-facilitated abuses, in particular spam, ?phishing? and ?denial of service? attacks; (iii) the effects of internet-facilitated criminal activity; (iv) the delivery of malicious software such as viruses and key-loggers as an inadvertent result of simply obtaining access to a web site.

There also need to be more severe and specific penalties, available in the major jurisdictions in respect of products and services delivered over the internet in those jurisdictions, against those who knowingly and deliberately set out to compromise the integrity of information systems or who knowingly and deliberately facilitate such activities. As the United Kingdom House of Lords Science and Technology Committee says in its recent report "Personal Internet Security" (5th Report of Parliamentary Session 2006?07): ?We believe that the sentence should fit the crime. The nature of e-crime is

such that mostly (but not exclusively) small crimes are committed in very large numbers; they also generally involve a high level of intrusion into personal life. Sentencing guidelines should be reviewed in recognition of these realities.?

Creativity

3. FUELLING CREATIVITY

No comments.

Confidence

4. BUILDING CONFIDENCE

Most business managers are convinced that information security is important but are confused about which aspects of it are crucial. Many business managers wrongly see information security purely in terms of IT security. They are concerned about the actual and potential costs of security. They also have no rationale to help them determine how much they ought to be spending on it. They appreciate that security can save time and money in the end but, understandably, they do not want to spend unnecessary time addressing the issues in the first place. Although they realise that many of the issues are complex, they still want simple solutions and are disappointed when these are not forthcoming.

There is no such thing as a totally secure system: it is inevitable that there will be some level of insecurity that individuals and businesses must accept. There will therefore always be a need for users to take effective responsibility for the security of the information over which they have control. Nevertheless, the ordinary user can often have little or no direct control over the consequences of insecurity arising as a result of others exploiting technical complexity with fraudulent or other malevolent intent.

There must therefore be a change of emphasis towards greater regulation of the information services infrastructure. We must ensure that our legal, regulatory and administrative processes and systems take account of the realities when things go wrong. For example, ISPs should be required to do much more, by way of controlling communication traffic, to prevent the subversion of business systems and domestic systems by cyber-criminals spreading malicious or intrusive software and propagating spam or bot-nets.

We do not expect to have to insulate our own wires when the electricity reaches our own premises or purify water as it comes out of our taps. We expect the relevant industry to do these things as an integral part of the delivery of the product, supported by a framework of laws and regulations to reinforce this responsibility. Networked computing has become a comparable utility, in that ordinary daily life, business and government could scarcely nowadays be conducted without it, yet its delivery is a complex and highly technical process. Its delivery should therefore be subject to comparable expectations of pre-existing safety.

Other material

Principles

Stakeholder involvement: It is crucial that the Internet community is involved in discussions on the future of the Internet economy. ISOC and its Australian chapter, ISOC-AU, take a user perspective ? of business, academia, professionals and residential users - informed by a strong technical understanding or our members.

Access to the Internet: All people should have access to the Public Internet, including access to high speed, quality, affordable transmission services that underpin the growing use of the Internet and support a growing Internet economy. Any constraints on public access to Internet content should be no more restrictive than what is available to the public off line.

Internet Useability: If all users are to become involved in the Internet economy, the Internet, and its underlying technologies, including the software/applications that run over the Internet, must be developed to ensure accessibility for all users. The Web Accessibility Initiative (www.w3.org/WAI/) provides guidelines both for making websites accessible and a range of tools that can be used, including authoring tools, to ensure the Internet is accessible to all.

Convergence

Net Neutrality: Everyone should have access to the public Internet. While Internet traffic may be subject to legitimate actions to manage traffic congestion and to prevent or stop illegal activity, traffic should not be arbitrarily subject to actions undertaken by transmission providers for commercial reasons, such as arbitrary constraints to particular types of traffic.

Internet Addresses: The Internet has become essential infrastructure for the, community, businesses and government. The timely transition to IPv6 addresses is an essential component of the continued growth and development of the Internet and the Internet economy.

Creativity

Confidence

Internet Standards. Open standards have been essential in the growth and development of the Internet. Development of open standards must continue through the Internet Engineering Task Force (IETF) implementation of those standards in open software, with its peer review process.

Security and privacy: The architecture of the Internet provides connectivity and the infrastructure of the Internet has proved resilient in terms of security. People often confuse software and services provided over the internet with the Internet technology itself. In addressing the issues of privacy and security, it is essential that the source of those issues be carefully identified. In many cases the means to address those issues are outside of any one jurisdiction, and ways to address them are through consumer education and international cooperation.

Other material

Principles

Globalisation is a non-return trend hampered by "non synchronisation" among economies and social environments. From a political point of view it is of paramount importance to fill the gaps as much as possible. Telecommunications and specifically the Internet, can provide an excellent tool, but must comply with some policy principles, among which:

- ? Competitive supply in all sectors of Information and Communications Technology
- ? Technical consistency of products and services, based on global standards
- ? Regulatory consistency of markets, encouraging international supply
- ? Neutrality of underlying technologies to enable application of innovation
- ? Acknowledgement of the differing but complementary needs of business and consumers
- ? Universal access to an unrestricted, affordable choice of services via symmetrical, high-speed broadband, in order to meet basic needs, like education and health
- ? An internationally coordinated front against e-Crime
- ? User friendliness and natural interfaces seen as a fundamental requisite
- ? Help for the development of the Internet Economy in the Less Advanced Countries

In addition:

- ? a common objective is the ubiquitous access at consistent speeds to all IP services ? users do not want to have to manage a two ?process? ? the internet way and the old way
- ? Governments can lead the way in re-engineering the economy by using the Internet to deliver services ? education, health, business registration and information, social welfare services. This would quickly identify access gaps, affordability concerns and skill shortages (among the general population, not the IT community)
- ? Economy continuity (similar to the Business Continuity Planning, but much more important!) should be key concern of Governments. This goes beyond disaster recovery and critical infrastructure security to ubiquitous, resilient internet access, data storage and processing services
- ? whatever we do must include disabled users ? we cannot design systems that exclude people
- ? if the network is to serve the World community and develop in its geographical size, as well as in its application range, rules for the development should substantially be determined by users needs, rather than conditioned by specific commercial interests of concerned parties

Convergence

Globalisation is a non-return trend hampered by "non synchronisation" among economies and social environments. From a political point of view it is of paramount importance to fill the gaps as much as possible. Telecommunications and specifically the Internet, can provide an excellent tool, but must comply with some policy principles, among which:

- ? Competitive supply in all sectors of Information and Communications Technology
- ? Technical consistency of products and services, based on global standards
- ? Regulatory consistency of markets, encouraging international supply
- ? Neutrality of underlying technologies to enable application of innovation
- ? Acknowledgement of the differing but complementary needs of business and consumers
- ? Universal access to an unrestricted, affordable choice of services via symmetrical, high-speed broadband, in order to meet basic needs, like education and health
- ? An internationally coordinated front against e-Crime
- ? User friendliness and natural interfaces seen as a fundamental requisite
- ? Help for the development of the Internet Economy in the Less Advanced Countries

In addition:

- ? a common objective is the ubiquitous access at consistent speeds to all IP services ? users do not want to have to manage a two ?process? ? the internet way and the old way
- ? Governments can lead the way in re-engineering the economy by using the Internet to deliver services ? education, health, business registration and information, social welfare services. This would quickly identify access gaps, affordability concerns and skill shortages (among the general population, not the IT community)

- ? Economy continuity (similar to the Business Continuity Planning, but much more important!) should be key concern of Governments. This goes beyond disaster recovery and critical infrastructure security to ubiquitous, resilient internet access, data storage and processing services
- ? whatever we do must include disabled users ? we cannot design systems that exclude people
- ? if the network is to serve the World community and develop in its geographical size, as well as in its application range, rules for the development should substantially be determined by users needs, rather than conditioned by specific commercial interests of concerned parties

Creativity

It is believed that grants and fellowships for studies and researches have to be fostered. A special focus should be given to new ways of solving real problems in real life, with the use of the network, as opposite to device applications that help make business out of the network by creating unreal ?network realities Worlds?.

More specifically, actions should be addressed to:

- ? improved partnership between application and data base developers and communications service innovators. It could help for building application friendly networks and network friendly applications
- ? sharing information and access between public and private sectors and evolving shared and common standards for information definitions and user interfaces, in order to increase economic efficiency, productivity and growth
- ? globally shared innovation initiatives for building collaboration between public and private sectors for avoiding wasteful duplications ? within the limits set by competitiveness and the ability to capitalise on innovation and investment
- ? motivate applications providers to develop bandwidth efficient applications ? not bandwidth hungry applications or operating systems
- ? stimulate software vendors to address security as part of product design

Confidence

The key issue is believed to be the large difference between National legislations and in particular the differences often existing between the US approach and those of the rest of the World (e.g. the different attitude of the US and Europe re the fighting Spam). A Worldwide harmonisation seems required here, which wisely balances interests, security, privacy of the users of the network, fostering the development of e-commerce and of all the other ?e-s?.

More specifically:

- ? resilience and continuity is vital if business critical e-processes are to be implemented on a global basis; denial of service attacks can focus on key routing nodes and do more damage to internet?s topology than random equipment or service failure. Path lengths quickly extend resulting in congestion and timed-out processes. Security procedures must reflect this and consider more than just fail safe back up
- ? rules for privacy, security and consumer protection must not mean that their impact is as great or greater than the one which it is designed to block. Information access constraints and controls should not prevent legitimately efficient processes
- ? identity theft is a big concern and is assisted by the complex password structure which makes security of passwords unsustainable. There is an urgent need for biometric access controls to reduce the need for many different passwords
- ? identity controls are a major political issue, e.g. with physical id cards/DNA databases. A balance must be struck between a high level of personal freedom and the constraints imposed on such freedoms with the aim of protecting society

Therefore:

- ? it is essential that global actions on security issues continue
- ? we need to make Internet Security as big an issue as Climate Change has finally become.

OECD is perfect vehicle to do this, but needs to engage globally.

Other material

On Malware, see the document ?How can awareness, education, and training of individuals business ? in particular SMEs ? and users be improved?? presented by Ernie Newman(TUANZ) on behalf of Intug, during the Malware Workshop at APECTEL 35 held in Manila April 22-27, 2007

Principles

Internet Economy ?THE OLD AND THE NEW ECONOMY?

The speed of taking decisions and how to enter to this new technological world is fundamental to achieve a space in it. A delay in technological matter is affecting Chile, product of the lack of clear politics and of leadership to approach the phenomenon of the New Economy, according to professor Arnold Hax of the Massachusetts Institute of Technology (MIT), carried out these declarations in the seminar ?Strategies in Times of Internet?.

The professor affirmed that ?Chile in the past had a very aggressive positioning and enough leadership inside Latin America in the use of the computers, however, it gives the impression that nowadays Chile is not assuming that position? in what is the phenomenon of Internet. He said that during a seminar in 2001. Today, July 2007, Chile is way behind, first because we did not signed a project with Negroponte to help the government incentive massive use of notebooks for USD\$100 to school children, but in Argentina, Brazil and Uruguay they did take challenge and did step forward and compromised their willingness to change their status quo. This could be due to the fact that in Chile the public (from the Executive branch) and private sector managers still do not have a clear vision of the phenomenon that approaches.

He also, said that inside the regional context, Chile sustained a better position than the other nations. But he emphasized that nevertheless, this problem affects to the generality of the nations of the region, because the penetration of the web in Latin America is much lower that in the developed countries, although Latin America is the area that is registering bigger rates of growth as for connections to the net.

The important thing is that Hax -affirmed- that is not still too late for Chile to jump into the phenomenon of the New Economy. In the seminar it became present the so controversial question of what are the keys elements to turn a company "dot.com" into a one that is able to obtain profits.

On the other hand, Stephen Bradley, professor of the School of Business of Harvard, explained that whenever technologies arise, it is certain, that new business appear parallel, an important part of the earnings are made by the alliances that take place among the different companies.

However, the professor referred to that one single question, that it will depend in the way it is used to generate revenues in the world of Internet, one of them is to charge people to subscribe and buy in certain places products and services. As for example, the emarketplaces

Enrique Ostal?, General Manager of Emol, declared that at first of the electronic trade was focused mainly to the topic and the contents in the web pages, later to a battle of capture traffic reception, and in that Chileans were champions, our traffic in the world of the cyberspace is tremendous and that has generated a terrible yield of worry at the managerial level, because Internet should turn to be a tool of work, and not a world of entertaining, that is likely to be used for the most of the parts. That minimizes the advantages of this new and modern tool.

At the moment the great focus of the strategy is who leads, and the one who leads will be the one that uses in the best possible manner the information that one has in the profile of its clients.

The fundamental thing emphasized, was the fact that Internet is not a fashion, it is something which, we will all have to learn how to live with, and that it will be part of our lives since we are born. Hax emphasized vividly that he wanted to wish a lot of luck to those that didn't understand it.

For Steven R. Lerman from the MIT, argues that for the internet economy is:

IMPORTANT TO CONSIDER:

The new economy has three characteristics:

- It is Global
- It favours things intangible, "ideas, information and relationships"
- It is intensely interrelated

Intelligent products:

- Products able to understand their users and to tell them if they need or not to consume them

Comparing the old economy and the new one. (General terms)

Old Economy, some aspects to consider:

- It rejects the standardization
- It is only focused in the company
- The resources are scarce
- The chain of the value is rigid

New Economy aspects:

- Oriented to the standardization and to "clients individualization"
- It is focused in the external of the company
- Full resources, the only form of having a competitive advantage is to be the first one.
- It destroys the old value added chain
- Must be defined "corporate strategies" and not only strategies for business
- You cannot be prisoner of the product
- Must developed a Bonding with the client
- The world has been reduced, if one doesn't respond an e-mail immediately it is better not to do so, the spelling is irrelevant (without accents) and symbols are used to communicate expedite, and to be more productive, : -), ; -), etc.
- Creation of value in the new economy, tell me in what net or domain you are, and I will tell you who you are.
- Customization, the capacity to give attention to the personal measure.
- Competing in the "new economy model of the Functional Hierarchy towards the Pattern - Sense and Respond - in the Organizational Network"
- The companies should be alert that "Globalization is Imminent", identify drivers decisive of changes
- The informed users buy more
- The new technologies will be driven to be wireless, (next years)

INDUSTRIES IN TRANSITION:

When a user or a competitor of Internet enters in this industry, the laws will never be the same. It is a strategic necessity to adopt the technology or you will be left aside. There are enormous advantages for those that move early

TO UNDERSTAND THE STATE OF THE KNOWLEDGE

You don't know what you know

You know what you don't know

You know

You won't sell products only, but you will sell "solutions"

Today nothing, anything or nobody is an "island?"

The biggest challenge of innovation is the change of the "conventional wisdom" to the vision of new products that will give in the client; "it is not the company the one that innovates, it is the client?"

The old chain of supply v/s the new chain of supply is different. (LINEAL V/S NETWORK)

Steven R. Lerman also, says that if you don't have direct access to your clients you have to look for the way of arriving to them. In the near future near the 50% of the global population will be on-line. A person in the electronic space can communicate with 10 million people in an instant. In the new global economy; distance stopped to exist. It is important the relevance of knowledge and the decisive factors for preparing the bases to have a competitive advantage in the same knowledge itself, "just to highlight that fact?". We have to open our minds, to be able to understand the system of the "network economy", we can no longer stop to look outside, because this will be the decisive factor of how we have to do things, and to generate new and better business, specially to open up to the external world, ideally taking advantage of the new international agreements.

Finally, for it, it is very important:

First, to look the content of the web pages, they must be attractive and amusing, if you don't capture traffic you are lost, when you capture the traffic; you have to invite the users to leave their information (CRM) and when they leave their information, you must create intelligent databases to take out the maximum advantage of them.

Bernardo Javalquinto

Economist, Member of the Editorial Advisory Board, Grameen Bank Dialogue in Chile founded by the Peace Nobel Prize Prof. Dr. Muhammad Yunus, Bangladesh. PhD. (c) Doctorate in Economics and Administration: Advanced Management in International Business, Universitat of Lleida, Spain; M.B.A International Business, U. Gabriela Mistral; B.Sc. Economics; University of Maryland, U.S.A., A.A. International Affairs, Montgomery College, U.S.A.; Member of the International Association of Knowledge Management; MBA Association; Society of Economists, Chile. At the moment acts as Economist, and Partner Consultant of JMLC International Consulting, and it dictates classes in the Master of Public Management at the Faculty of Economics and Business; and Prof. Thesis Advisor/Guide, Faculty of Engineering, Universidad Mayor, Delegate Camara Chilean - USA de Commerce.

Convergence

Creativity

Governments must take the leading role, once they do societies follow.

Confidence

In Chile we can a hardly issue policies in this regard if we are the few countries in the world that allows Banking Secrecy

Other material

Principles

National Sovereignty: The ability for nations to apply their own legal, economic and cultural policy to converged digital media. This applies to defining and responding to illegal content, application of taxation and the right to promoting and incenting the creation of content that is appropriate for national cultural identity.

Reliance on Market Forces: As a matter of policy, governments should rely on market forces and apply government regulation and intervention only after a determination that competition will not protect consumer interests.

Convergence

Privacy safeguards: Consumers must be empowered to

- access and verify the accuracy of any records maintained by companies or governments, regardless of where such records are located;
- opt out, without retribution, of the collection of name-linked data;

Reliance on market forces: governments should resist the temptation to enforce standards beyond the minimum required to give effect to enforcement of consumer legal safeguards (such as law enforcement access, etc.);

Creativity

Governments should make records, archives and public domain information available on an open and non-discriminatory basis.

Governments should not invest in projects nor own companies in competition with the private sector at the risk of distortions in the behaviour of free market forces.

Confidence

As described above, governments must have the right to assert sovereignty over the enforcement of the application of laws in defense of their citizens.

As such, member countries should

- cooperate to define universally applicable legal frameworks for digital media and electronic commerce;
- commit to avoid actions that prevent members from enforcing their laws;
- refuse to fund initiatives that seek to interfere with the enforcement of another nation's legitimate application of its laws;
- cooperate in investigating and prosecuting violations.

Other material

Principles

Support greater internationalization of ICANN "bottom-up" consensus management, while retaining (and returning to) the originally-conceived limited focus on issues governance.

Improve harmonization among nations with respect to laws governing intellectual property infringement and other undesirable activity while avoiding the creation of an international body with broad internet governance responsibility.

Convergence

(Bearing in mind previous comment on ICANN) As a condition for participation, require that ICANN representation be contingent on a prospective member's having formally addressed telephony reform (privatization and enforceable competition; e.g. WTO guidelines; have implemented formal legal precepts for electronic validation of documents and exceptions where they are not recognized; e.g., UNCITRAL model, European Parliament & Council directives; have defined acceptable dispute resolution mechanisms and ISP liabilities; implemented privacy protections and intellectual property protections.

Require informed consent for human implantation of sensor devices. In the case of adjudicated criminals, the use of implanted sensors should have a "sunset" provision requiring formal review and approval for continued use.

Creativity

Let the wild ducks fly

Confidence

(See previous) Harmonization of separate legal systems, rather than the establishment of an overarching system of Internet governance. The role of ICANN should not be expanded in this regard, but participation based on the establishment of appropriate policies to address criminality and consumer empowerment should be a pre-condition.

Other material

Principles

Fundamental policies are different from country to country especially between developed and developing countries. In the case of small island developing states, in the fundamental policy principles that are key to build the future of the Internet Economy include but not limited to:

- 1 Improving Telecommunication Infrastructure e.g. satellites, submarine cables, fibre optic etc, to ensure that the Internet can be easily accessible.
- 2 Opening telecommunication to competition. Telecom operators in small islands are monopolies. In Samoa, since the mobile market was opened to competition in Nov 2006, the number of mobile users has exceeded 100% increase.
- 3 Internet Policy in Government and email policy
- 4 Rural connectivity policy - while ITU helped implement 10 telecenters in Samoa, there is a need to network the telecenters, and pilot the use of wireless broadband to enable the use of e-commerce and other e-applications such as e-government. There is no point developing an e-government application if civil society cannot access such applications in an appropriate, affordable and secure environment
- 5 ccTLD policy - Since the advent of the Internet, small islands have either sold their domain name or its right to management. Others who are managing their own need a policy to ensure that their domain name is not sold to those people or companies that use the Internet to disseminate undesirable content. Most of the time, once surveys of domain names are done, small islands can be seen as the source spam etc when in fact it is the user of the domain name that is responsible.
- 6 Internet Capacity Building policy - there is a need for a government wide training policy on using the Internet and computers.

Convergence

The key component in this section is Awareness. If we can convince decision makers of the Benefits from Convergence, then governments and private sector can work together with organisations that has the expertise to develop this wonderful concept of integrating data, voice and video into a single Internet platform.

In any country, especially developing countries, political will is the key. Most developing are still asking the question of what's in it for us if we develop information and communication technology (ICT) when we need food, education and health? This question can bring a huge set back into efforts to build an information society and a knowledge economy. But when there is political will, any ICT for development including Convergence as discussed here can be at least considered.

The key issue in small island developing states, especially those in the Pacific is affordability of Internet development or ICT development in general. Our economies of scales are so small that our national budget cannot afford these useful ICT developments.

On the other hand, we need high speed network to provide social and economic services. For example, using the Internet to better manage emergencies such as cyclones, earthquakes etc. If small islands has the ability to better manage these circumstances, then there will be little disruption of both social and economic welfare after such emergencies.

Therefore, I strongly support the development of next generation networks for small island countries, provided we have policies in place and political will. But as mentioned before, there is no political will if decision makers are not aware of the benefits.

Creativity

Let us not forget civil society in this section. It is amazing what people who have never used computers and the Internet can do. Since ITU implemented telecenters in rural Samoa, those people who have never seen a computer and heard of the Internet before have come up with very valid suggestions. e.g. one women's committee have suggested using the telecenter to record family information and store genealogy information etc so that future generation can understand where they are from.

It sounds simple to people from developed countries, but to small islands people who live in rural villages, they have come up with innovation that benefit them - this is civil society at its best.

I believe given the opportunity, new models and ideas can be learnt from civil society.

The best way to encourage and enable innovation is developing policies surrounding copyright, intellectual property etc., and provide competitions on different components of the Internet. Of course with programmes, we need programmers which a skill that is lacking in small islands, but people can explain in laymen terms their innovations, and programmers or technical experts can use the information to plan and build a programme. e.g. village personal information is a good idea but a programme or database needs to be built.

Confidence

While we need to bridge the digital divide between rural and urban and between isolated small islands and the rest of the world, we need to ensure the people's security in using the Internet. So I agree with the 4 themes of this section.

But again, AWARENESS is very important. How do we train Internet users to know what a fraudulent and malicious email? How do we train them that it is secure to send photos etc to their families overseas? How do we train them to know that it is safe to send their stories to other people/organisation? How do we train them to know that their computers have virus and how to protect them from these fraudulent and malicious elements?

I am talking above about civil society, but of course there is a higher level of technical know how to ensure that the user is confident to use the Internet in anyway they desire.

Other material

Principles

- exchanging and enhancing knowledge
- linking countries around the globe
- time and cost effective
- improves productivity, efficiency in different sectors
- key indicator of economic growth, prosperity
- contributes in educating society, upgrading skills

Convergence

- may not be cost effective for all countries to start with
- needs infrastructure
- will create digital divide
- greater range of products for customers
- will increase efficiency, productivity
- needs training for aging population group

Creativity

- needs combining both public sector and private sector efforts
- target specific sectors to start with for major changes and gradually introduce in other sectors
- small businesses will miss out opportunities
- providing subsidy , tax concessions etc as a

Confidence

- imposition and coordination of national and international laws
- strict penalty system
- imposing selection criteria in providing license etc
- imposing coding system for each internet user
- increasing awareness of consumers and their rights

Other material

Principles

- Cultural and language diversity on the Internet;
- Online education as means to reduce the existing educational breach in developing countries;
- Consumer protection and awareness through multi-stakeholder cooperation including academic and civil soci

Convergence

In Mexico, convergence is a relatively new topic, and is a policy area oversight by the telecomm regulator the Federal Communications Commission (Cofetel) under the coordination of the Ministry of Communications and Transports(SCT). Mexico enacted legislation in October 2006 in order to facilitate convergence of telecommunication services and foster competition among concessionaires of public telecommunications networks providing the service of television and/or restricted audio and concessionaires of public telecommunications networks providing local fixed telephony services.

Due to the recent changes in Cofetel?s organizational structure and the short time that the convergence regulation has been in force, it would be very anticipated to try to assess the impact of such regulation in the Mexican marketplace. However, in order to benefit from the potential of convergence of Internet services like broadband, IP voice, video on demand and web 2.0 applications, there are a number of challenges that need to be taken into account like for instance:

- I. That the services in convergence are provided on a competitive, transparent and non-discriminatory basis, and that the anti-trust legislation and its regulation are duly enforced by Cofetel and the anti-trust authority Federal Competition Commission (Cofeco). The correct enforcement of the legislation would prevent entities with substantial relevant power in different markets continue to incur in unfair commercial practices that distort telecommunication services and the displacement of local fixed telephony and television and restricted audio concessionaires around the country.

Convergence, Consumers and High Speed Networks

In the current technology era that we are living, consumers are the ones who would benefit the most of convergence of services including those provided through the Internet and wireless networks. Some of the issues and barriers that Mexican consumers currently encounter in order to enjoy the full potential of convergence of services are:

- I. The highs costs of getting an Internet connection and the lack of DSL and cable coverage in some urban and rural areas;
- II. The low penetration of broadband services in the country. According to the OECD, Mexico reports an estimate of only one bandwidth connection per 100 inhabitants, and Mexico was ranked in the last place among the OECD membership during 2006, reporting an average of 10 broadband connections per 100 inhabitants; and
- III. The lack of a legal framework and guidelines to enable the use of IP telephony and wireless networks in national territory.

The introduction of wireless networks and the reduction of Internet access fees would likely increase Internet penetration.

RFID

RFID is a technology that is spreading rapidly particularly among the retail and health industries in North America. The Mexican industry and the government have not yet developed RFID policies for its use. RFID would greatly impact consumer privacy and marketing practices. Policies and governing guidelines on RFID should be jointly developed among the industry, consumer groups and the government taking into account model guidelines from international organizations and developing countries.

Creativity

Education policy plays a significant role in order to enable innovation in different activities of society supported through the use of the Internet and other technologies. Innovation should be encouraged from the early stages of elementary education and consolidated in tertiary and postgraduate education. In order to achieve such goal, priority should be given to reform the general plans of study, teaching techniques and alumni evaluation approaches, but most important to encourage the use of online platforms in developing countries to raise the educational levels. Provided that education is a government related area, the creation of cooperative partnerships between foreign governments, technology providers and academic institutions would help to improve education policies and foster science research according to the particular needs of each country.

The Internet has not only provided a new spectrum of work opportunities, it has also changed and improved some obsolete forms of employment schemes. Internet has brought an important element to our modern society -freedom of mobility -and a vast field of cooperation, interaction schemes and incentives for innovative people whose ideas, opinions and views had not been heard before. In order to continue foster such creativity, and particularly the development of quality of digital contents among the population, governments should provide more and better mechanisms for the financing of viable ideas and projects that led onto the creation of more and better paid jobs, especially in emergent economies where there is a shortage of jobs and a massive brain drain. The OECD may play an important role in fostering the creation of such financing mechanisms and policy objectives among its members.

Access to public government information is a sign of a democratic and transparent modern society. Access to information legislation has greatly improved citizen participation and trust in government related activities. Through access to information laws, governments are not only held accountable in the decision-making process but also with regards to the quality of recommendations and the services they offer to citizens. In order to enable maximum access to public government information and improve citizen trust in government related activities, joint efforts between government and civil society should continue in order to keep citizens well informed about their rights and obligations on this field based on the legal framework of each country, particularly through the dissemination of information and the use of online platforms.

Confidence

Building confidence on the Internet is a key policy element that needs to be achieved collectively and with full participation of all the stakeholders including the academia, civil society and consumer groups.

Criminal conduits such as spam, phishing and spyware are gradually eroding the security of critical infrastructure. Those conduits are not only diminishing consumer trust on e-commerce transactions, they are also discouraging the use of e-mail communications through Internet and mobile devices. The said threats also serve as the main source to perpetrate fraudulent schemes such as illegal pyramid schemes and identity theft. Unfortunately, there is no single solution to comply with all the legislation and specially to take legal action against perpetrators using such criminal conduits due to the ubiquity and the borderless nature of the Internet and the enforcement approaches used by the authorities located in the OECD member countries.

In order to improve trust on the Internet and web 2.0 applications, the policy recommendations and principles on consumer protection, privacy of information and security enacted by the OECD and other regional organizations should continue to be implemented and improved together with all the stakeholders at the international and local levels.

Also, there is the need to translate all of the OECD recommendations and documents into Spanish and other useful languages. Most of the OECD documents are not properly known outside a specific jurisdiction due to language barriers and the scarce knowledge of the citizens.

International cooperation in the enforcement of laws among government agencies and consumer enforcement networks in order to curb fraudulent, misleading and unfair commercial practices occurring on the Internet- such as identity theft- need to be revisited and improved.

Academia, civil society and consumer protection groups will play an important role regarding the protection and awareness of the consumer interest through the implementation of the necessary mechanisms and online tools in order to inform, educate and prevent consumers from the current dangers of the Internet and other threats to web 2.0 applications. Such initiatives, in combination with international policy recommendations, government legislation, international cooperation and the adequate enforcement of legislation would greatly help to enhance consumer confidence.

Digital identity is an individual feature that no entity ?government or private- should have control except for the individual him-self. Therefore, an update to guidelines and policies that allow users to create and protect their own identities in an easy fashion is deemed necessary. Such update should take into account the international and regional human rights conventions and the privacy principles on data protection adopted by the OECD and other regional organizations.

Other material

The OECD has been one of the leading international organizations in creating consumer, privacy, data protection and security policies in the ICT sector. However, in order to continue such leadership and its credibility in the international arena, the OECD should be more proactive and inclusive by involving representatives from the academia, civil society and experts from Mexico, not only in workshops and meetings, but also during its policy-making process.

Mexico has been a member to the OECD since 18 May 1994; however, there has been little inclusion of such stakeholders in the development of technology and consumer policies within such forum.

OECD Broadband Statistics (June 2005)

http://www.oecd.org/document/16/0,2340,en_2649_34225_35526608_1_1_1_1,00.html

OECD, Working Party on the Information Economy; ?ICT Diffusion to Business: Peer Review Country Report Mexico?, (23 October 2006)

Velasco San Martin, Cristos, ?Mexico?s Monograph on Cyberlaw?. International Encyclopaedia of Cyberlaw; Kluwer Law International, (September 2007) <http://www.ielaws.com/cyber.htm>

Available for purchase directly with the publisher <http://www.ielaws.com/publisher.htm>

NACPEC Submission to the UN Internet Governance Forum (IGF) Consultations, (February 22, 2006)

<http://www.intgovforum.org/contributions/Contribution%20NACPEC.pdf>

NACPEC?s sections (Updated as of September 2007)

Spam <http://www.nacpec.org/en/links/spam/index.html>

Spyware <http://www.nacpec.org/en/links/spyware/index.html>

Identity Theft http://www.nacpec.org/en/links/identity_theft/index.html

Principles

Vitally important principles governing the new era of the Internet are

1. A "sea change" is taking place in human behaviour world wide caused by broadband and broadband wireless;
2. "The participative society" is emerging as a consequence of Ubiquitous Participation(UP!)* - the ability to participate interactively anytime from anywhere;
3. Advertising is not only multimedia, but also Multidimensional Multimedia(MM!)* - personalized and reaching recipients through various complementary interactive systems and services at different times of the day and night including: Laptops; Desktops; Hand-held Devices; Video-on-Demand TV; stationary and in-and-on-vehicle interactive Electronic Billboards; location-based devices such as personal and in-vehicle GPS and even re-programmable Electronic Paper;
4. Viral advertising, viral communication and social networking are replacing the old saying "word of mouth" by "Word of Multidimensional Multimedia"(WMM!)*;
5. Online virtual worlds such as Second Life and World of Warcraft are producing generations of teenage, young and middle-aged persons which demand high-speed graphics and video as part of their daily experience - at leisure and at work. This is the new realization that the consumer is the same person as the employee;
6. New-era consumer technologies are leading and producing new-era enterprise/business applications. This is a sea change from the traditional situation where the enterprise was the source of new applications which later were adapted to consumer requirements;
7. Mobile Multidimensional Multimedia(MMM!)* is the future for all entertainment and business applications, including the Internet;
8. The Internet will become a three-dimensional video experience embracing all the above principles which have emerged in the 21st century and which will be permanently with us and will continue to evolve - they are NOT passing fads.

* PricewaterhouseCoopers LLP, Toronto, Canada, definitions.

Convergence

1. While convergence is important and has been defined as having its ultimate expression in Internet Protocol(IP) based Multidimensional Multimedia(MM!) it is evolving even further into Emergence: ?Emergence is what happens when the whole is smarter than the sum of its parts ? when you have a system of relatively simple-minded component parts ? often there are thousands or millions of them ? and they interact in relatively simple ways. Somehow out of all this interaction some higher level structure or intelligence appears, usually without any master planner calling the shots. These kinds of systems tend to evolve from the ground up.

Stephen Johnson, author of ?Emergence?, in O'Reilly Network : An Interview with Stephen Johnson, 2002

The importance and role of Emergence has only begun to be realized. It is inherent in Ubiquitous Participation(UP!), Multidimensional Multimedia(MM!)and their role in the further evolution of Web 2.0 to Web 3.0. The theme of Benefiting from Convergence should therefore be generalized to include Benefiting from Emergence;

2. While of great importance in the supply chain and increasingly in consumer applications, passive RFID has become merely one type of system among others in short-distance communications such as Bluetooth, WiBree, UWB, NFC. These are rapidly evolving and more and more widely used in sensor systems. Active RFID enables longer-distance communications and finds application in, for example, stolen vehicle tracking and recovery;

3. As pointed out on the previous page, "the consumer and the employee are now recognized as one and the same person". So any special training or guidance for consumers will be equally required and applicable to employees at all levels in the enterprise/business;

Creativity

1. The great Einstein had this to say about creativity:
"Creativity is contagious. Pass it on." - Albert Einstein

This should perhaps be adopted by the OECD.

2. If they are to be used, and useful, in the future Public Sector websites will have to change drastically to include multimedia (in particular informative video) and mashups (the automatic inclusion of applications within others - such as for example automatically placing geographical information on a map without having to click on a link to a map application);
3. To get the desired results, OECD's innovation strategy will have to be implemented with the aid of extensive funding and tax incentives. OECD must be seen not only as the "preacher" but also as the "enabler";
4. OECD could play a very important role in providing e-science information by ensuring its accuracy. There is too much "pseudo science" available on the Internet and this can and must be corrected by the OECD.

Confidence

1. Just as organized street, premises and drug crime was pursued and punished relentlessly in the 20th century, so now must organized crime be eradicated from the Internet by using clever technologies and heavy penalties. "Motherhood" policies will be a waste of time and will be laughed at by online criminals. OECD will have to work closely with crime prevention agencies and police forces worldwide just as Interpol was used to crack down on international street, premises and drug crime in the 20th century.

Other material

Dr. David Jacobson

416 814 5800 david.h.jacobson@ca.pwc.com

Dr. David Jacobson is Director ? Emerging Technologies, Advisory Services, PricewaterhouseCoopers LLP (PwC), Toronto, Canada. He assists PwC and its clients with the evaluation of emerging technologies, including their commercial applications and prospects.

David is the Canadian member of the PwC international technology network which includes the PwC Global Technology Centre resources in California, UK and Europe. He is a contributing editor, PwC Technology Forecasts and Advisor to the Global Technology Centre.

David has served as a Board Member of the Canadian Photonics Consortium.

Respected internationally for his breadth and depth of technology understanding and contributions, David is a Fellow of the Institute of Electrical and Electronics Engineers (IEEE) (US) and a member of the Editorial Board of the premier international emerging technologies journal IEEE Spectrum. He is a Chartered Engineer (UK), and a Fellow of the Institution of Engineering and Technology (UK).

David's comprehensive technology and business experience as a former professor at Harvard University, senior executive in the international telecoms, electronics and ICT industry, in venture capital, and in advisory services, are of particular benefit to clients in his bringing a uniquely refreshing thought-leadership perspective on technologies and their prospects.

Special qualities and benefits to Clients

The communications, wireless, multimedia, broadband, social networking, on-line games, virtual worlds, E&M, location-based applications, RFID, semiconductor, photonics, nanotechnology, engineering and software sectors are all undergoing significant change and evolution ?- and that presents significant opportunity and risk to investors, companies, service providers and governments.

David focuses on core trends and thought leadership in these areas of technology and their commercial prospects.

David's international, high-tech, hands-on, experience in technology and business assists a wide range of clients to review and adapt their technology, new product development and investment thinking and strategies to changing circumstances, thereby enabling them to enhance their value.

David works closely with the Audit, Tax, and Advisory groups of PwC and their clients to achieve a high level of understanding of the technologies underlying the business of clients; this enhances insight into clients' needs and results in more effective ways of anticipating and answering such needs. In addition, this enables clients to use PwC as a useful, perhaps even unique, sounding board to test ideas, plans and strategies in technology, new products and applications. His engaging thought-leadership presentations are much sought after by clients and event organizers.

Principles

The Internet's current success comes from its ability to communicate information freely and easily among all users. Any barriers to that exchange of information, or discrimination against certain users, will cripple the Internet's effectiveness.

Therefore, principles stressing open, nondiscriminatory access and consumer choice will foster online access and participation for citizens, as well as encouraging open competition among providers.

Principles:

1. Consumer Choice

Internet users should be able to choose from a variety of providers for both fixed and mobile Internet access.

Policies should encourage a diversity of providers to ensure that a competitive market will serve consumers well, providing them with the ability to change providers if their current provider provides discriminatory or unfairly priced services.

2. Plan Transparency

Service providers should be completely transparent in how they manage their networks. If particular types of data or particular providers are privileged over others, this must be disclosed. Likewise, any limits on upstream and downstream traffic must be posted.

Consumer choice is meaningless if providers hide from consumers the actual quality of service they receive. Recent reports of hidden bandwidth limitations on "unlimited" broadband service illustrate the problems of a lack of transparency.

3. Open Devices:

Broadband service providers must allow consumers to use devices of their choice on a network, provided only that the devices do not harm the network.

This principle becomes increasingly important as Internet access progresses beyond desktop computers and wired connections, onto various types of mobile devices using a range of wireless spectrum. Mobile service subscribers should not be tied to specific pieces of hardware. Such device portability will ease access to networks and encourage competition among service providers.

4. Open Applications

Users should be able to run applications of their choice on a network, without those applications being blocked or deliberately degraded.

The flexibility of the Internet is premised upon its ability to handle data from an unlimited variety of applications. Useful applications, like VoIP, should not be blocked or degraded by an ISP simply because they present competition to other services provided by an ISP. Nor should providers block or degrade applications created by their competitors.

5. Access to Content

Users should be able to access and distribute the content of their choosing.

The Internet provides users with a multiplicity of content and viewpoints, unedited and uncurated by a central authority. Users should have access to the full range of this information, subject only to the narrowest restrictions on speech, undertaken for the most compelling reasons of public welfare and safety. Absent legal restrictions on speech, providers should not block or degrade data based upon its content. Nor should providers use tools that would "overblock" by barring legitimate content.

Convergence

Today, consumers have access to many different distinct networks—traditional telecommunications, mobile voice, mobile data, and wired broadband Internet, with its unlimited variety of applications. Yet too often, users are restricted in their use of the networks, and cannot access the full richness of the Internet from their mobile devices because of dictates from their wireless carriers.

This is often due not to technical constraints, but to active choices made by service providers to restrict consumer access. Mobile phone service providers will lock hardware to prevent subscribers from accessing content not approved by or tied to the provider's service. This can result in anticompetitive behavior, where consumers are locked in to certain sources for content or applications.

The problem is exacerbated by technological protection measures (TPMs) that prevent users from moving content from one device or platform to another. Many countries have implemented legal protections for TPMs that prohibit circumvention, even for legitimate purposes such as transferring content between personal devices or defeating business practices that tie applications to a particular device, or a device to a particular service. Such practices can easily be anticompetitive. Even where they are not, contract law, not copyright and related rights, is the appropriate means to maintain this business model.

Unless consumers can easily transfer applications and data between varying devices, convergence will remain stunted due to a lack of interoperability. Some of the related problems inherent in this field are outlined in a working paper by Tim Wu, "Wireless Net Neutrality: Cellular Carterfone and Consumer Choice in Mobile Broadband" (available at http://www.newamerica.net/publications/policy/wireless_net_neutrality).

Creativity

The innovations in creativity spawned by the Internet are the result of unprecedented user participation. Ensuring that continued participation is essential. Thus, user-created content should be encouraged and freely allowed. Systems designed to curb illegal content such as obscenity, defamation, and copyright infringement must not err on the side of restricting speech and user creativity.

Legal or technical systems for removing copyright infringement from the Internet should bear in mind legitimate reasons for copyrighted material to appear online without express authorization. Failing to take exceptions and limitations into account will stunt online commentary, education, discourse, and criticism. Furthermore, such mechanisms should be crafted to ensure that they are not readily abused to suppress speech for reasons other than copyright enforcement.

For example, the US notice-and-takedown procedure for copyright infringement has been frequently abused by those seeking to suppress others' speech when there was no valid copyright claim at issue. A detailed example of this can be found in Jennifer Urban and Laura Quilter's "Efficient Process or 'Chilling Effects'? Takedown Notices Under Section 512 of the Digital Millennium Copyright Act." 22 Santa Clara Computer & High Tech. L.J. 621 (summary report at <http://mylaw.usc.edu/documents/512Rep/>).

Nor should online service providers face liability for the actions of individual users who place unlawful content online. Doing so would require service providers to act as a gatekeeper, inspecting the vast trove of user-created content for possible violations before allowing it to be accessed. Given the high volume of such content, competent ex ante inspection of all of it is impossible. Yet these providers are the means by which ordinary individual users can most easily make use of the Internet's connectivity. Penalizing such a service for the misdeeds of one of its customers would risk the creative ability of all of the service's blameless users.

The transnational nature of the Internet also requires that governments and providers be mindful that local community standards often do not apply to the world as a whole. In the interest of encouraging open creation online, local prohibitions, such as lese majeste, should not be made to apply to speakers outside the local jurisdiction. To do so for all localities would starve online conversation of a number of vital topics.

Confidence

Malicious and fraudulent actors can erode users' confidence in the online environment not only by gathering personal information and committing financial fraud, but also by abusing legal, administrative, and corporate process to remove content they disfavor. Fear of prosecution can do as much to stifle user confidence as fear of disclosure.

This is not to downplay the importance of protecting privacy online. Protecting the confidentiality and security of communications and personal information requires more than targeting the malicious and fraudulent actors who misuse information. Users should be assured that data they share with others will be used in accord with the OECD's guidelines. Furthermore, users' data and personal information should be treated as theirs regardless of the physical location of the media storing it. An arrangement with a third-party data storage company, or a web-based email account, should not cause a user to waive her privacy rights in the data.

Software need not be malicious in intent to expose users to risk online, either. One telling example is Sony BMG's attempt to place TPMs on many of its compact discs in 2005. The software, including both measures against copyright infringement and also targeted marketing tools, compromised the security of users' computers by installing a "rootkit" that made it easy for malicious software to escape detection. The software also would provide certain information back to company servers. A summary of the scandal can be found at http://en.wikipedia.org/wiki/2005_Sony_BMG_CD_copy_protection_scandal.

Ensuring user confidence requires preventing surreptitious installation of software onto users' computers, regardless of intent. It also requires that users have the right to remove harmful software on their own systems, regardless of the software's status as a TPM.

Other material

Additional references not mentioned in the above comments include:

Comments of the Open Internet Coalition to the US Federal Communications Commission:
<http://www.openinternetcoalition.com/index.cfm?objectid=4A4EA5AD-F1F6-6035-B1251249D0B1D387>

Public Knowledge White Paper on Network Neutrality:
<http://www.publicknowledge.org/content/papers/pk-net-neutrality-whitep-20060206>

Letter from Professor Timothy Wu and Professor Lawrence Lessig to the Federal Communications Commission on Network Neutrality:
http://www.freepress.net/docs/wu_lessig_fcc.pdf

Principles

The internet economy is just a basket of a whole range of issues of concerns among and between stakeholders in the Internet Governance debate. The future of the internet economy therefore depends on how issues that the World Summit on Information Society has been discussing to facilitate Universal Access in Athens,Tunis,Rio De Janeiro etc.

1. Political Leaders both at National and Global Level need to act more to implement Telecom/Energy/Education Infrastructural Development to connect the Developing world to the Internet. A proactive approach must focus on the public good in infrastructural physical access as well as affordability as tools to stimulate economic growth and thus widen the internet economy market.Uganda, like many African Countries are faced with an energy problem that has seen many internet access telecenters built on a micro enterprise model shut down due to increased over-heads.The result has not only reversed the collective efforts in Bridging the Digital Divide, it has resulted into job loss,lost revenue and taxes.Energy now poses the greatest danger to African economies. For these liberalized economies to go online, there is need for a telecom infrastructure that is affordable through provision of innovative solutions such as implementation of Internet eXchange Points(IXP) to keep local internet traffic local and thus lowering cost of the local loop. The use of WiMAX technologies require proper regulatory frameworks and strategic Public-Private partnerships.

2. There is need for leader in Africa to realize the importance of public accountability as a pillar of democratic governance. Information and Communications Technology has proved to be a viable tool in re-engineering business, automating operations in public service and thus improving service delivery. Because automation of business operations reduces manual labor, the political will to reduce human resource redundancy, eliminate information brokers within the state(Red Tape), elimination of inter agency duplication of roles saves resources and reduces corruption while helps improve efficiency and effective delivery of public services to Citizens and the Business Community.

3. There is need for the World Bank/IMF the two principle agents of market forces and the WTO to identify their locus on whether they champion the interests of the global capitalist elite (Globalist Project) embraced and Cherished by a multilateral movement or the US led Global effort of unilateralism.The threat to the fragmentation of the internet is built around the view by traditional and emerging global players that the US is obtaining unjustified global cultural, political and economic power through the internet. The recent threat of legislation on Network Neutrality in the US, the Chinese interest in building a Chinese Internet(fragmentation of the Internet), the recent Chinese missile military strike on a satellite in orbit is borne out of these traditional economic-political-military rivalries.This is despite of the long diplomatic declaration on the use of space strictly for peaceful means.The US state, Japan, EU must address in a multi-lateral arrangement(WTO), the prevalent economic trade imbalance through agricultural subsidies, patents on HIV/AiDS drugs that impact negatively on the growth of Africa for the common good of the world.

The internet is not the cause of Africa's poverty. It is the traditional problems/challenges of the current world order. Trade imbalances as manifested by agricultural subsidies, patents on drugs such as HIV/AIDS, geo-political conflicts, global warming etc. The internet economy therefore,like the traditional economy needs more market development and penetration.In some cases strategic public intervention to spur growth is important. Africa's 800 million people despite their low incomes cannot be ignored by saturated economies.Addressing energy problems, questions of public accountability in governance, liberalization of the markets,liberalization of the telecom industry,addressing trade imbalances will help build stronger economies that will adopt and adapt technology as tools that facilitate competition in business at all levels and thus become the face of the future internet economy.

Convergence

Convergency of technologies on a single delivery platform,the IP(Internet Protocol)Broad Band, has been the most visible technological development of the ICT industry.

Products, applications and services that were previously disconnected are being consolidated onto a single delivery platform,IP. Convergency is forcing providers in formerly discrete niche markets-such as telecommunications, media and entertainment to become connected business partners. Together, they are creating new market places, services, and revenue models within the communications industry.The change of the economy and society we live in has resulted into the emergency of new business models because content distribution is paramount.

The principle need for convergency is the regulatory framework which often will not match the technological innovation. IPV4 limitations have seen the tech community develop IPV6 to address IP addressing limitations of IPV4. Because of a growing internet market specifically for broad band applications that require high bandwidth such as VOIP, IPTV, Music and Video applications, the market is evolving with demand and the industry seems to ready to cash in. It is this market evolution and development that has seen issues such as Net Neutrality Legislation come on board in the US and possibly concerns in others.

To succeed in a converged industry, communications providers must evolve and adapt to meet content-centric needs of customers. They must shrink time to market from weeks to hours, activate service in real time, and shift pricing schemes from fixed subscription to real-time ratings. This all requires a proper regulatory framework to provide a proper operational environment and enforcement apparatus for the rules as well as courts of appeal and arbitration of disputes. Service providers also have to monetize their customer interactions in varied ways, adding on-demand consumption and real-time contextual advertizing to subscription.

Radio Frequency Identifiers (RFID) technology has become important in production, delivery and supply chain links of goods and services. RFID has been seen to help in Humanitarian Logistics Transport as key technologies in tracking the entire production, delivery and supply chain link.

Creativity

Confidence

Other material

Principles

- 1 - Balance between the technical and non-technical means of delivering public sector services.
- 2 - Balance between the technical and non-technical means of implementing any given policy.
- 3 - Recognition that national boundaries (of policy and/or geography) currently have little or no effect on the flow of data, including personally identifiable information.
- 4 - Research into the likely long-term sociological effects of the massive (and borderless) aggregation of data about citizens and consumers, with or without their consent.
- 5 - Recognition that, although in some respects Internet technologies appear to redress the balance of power between states and citizens, the asymmetry inherent in this relationship persists - and without an explicit focus on points 1-4, the potential is there for Internet technology to perpetuate and indeed increase that asymmetry.

Convergence

Considering the third point specifically (RFID and sensor networks) one can foresee a massive erosion of public trust, confidence and privacy if this technology is not adequately regulated. Particular thought needs to be given as to how citizens could retain consent and control over information about them which may well have been gathered without their knowledge of consent - for example, purely by virtue of being in a particular place, carrying or wearing a particular object and so on. The more pervasive and capable such technologies become, the greater the risk inherent in deploying them with a reliance on policy measures alone to control their use. In other words, such deployments are likely to need built-in technical limitations/controls, if their deployment is to be subject to any effective form of regulation.

Creativity

There is a widely-held belief that the future of climate change, resource utilisation and other ecological concerns can be materially improved by a reliance on innovative technology. It is possible that this belief is well founded, but much more needs to be done to test it. For instance, if new high-tech devices consume less energy than those they replace, but consume more (or toxic) materials in their manufacture, the benefit may be reduced or negative. Similarly, if the cost of recycling new technologies is substantially greater than before, the over-all benefit needs analysis. As a second, complementary theme, there appears to be a current belief that carbon-neutral energy consumption is also ecologically neutral. That assumption needs to be carefully examined. As we focus on growth and employment, there needs to be a corresponding focus on low-energy technology, not just carbon-neutral technology. (Thermodynamically speaking, all human activity, whether carbon-neutral or not, converts matter into heat.....).

Confidence

I entirely agree. So much so, in fact, that these were largely the themes I set out as my 'key policy principles' under Questions 1.

I would add comments to this effect:

- transparency of government activity and transparency of citizens' activity are by no means the same thing;
- the privacy requirements which apply to individuals in their role of 'citizen' rather than 'consumer' may be different, but are certainly no less important.

Other material

Principles

The empowerment of digital era is driving our global economy into divergence and as well into convergence at the same time. Thus this empowerment is so strong that it will create inequality in all social and economical levels in very short time of period.

Thus this will create countries and economic areas and industry segments that is more dualistic than ever if not major guide lines has not decide from upper level in the following areas:

I: Consolidate the basic education to match with the country policies and in the area of R&D and economy.

ANALYSIS:

Most of the universities and polytechnics in Europe teach subjects for example like marketing, logistics, finance, business, social sciences. Thus the education plan in university and polytechnic level does not match to the needs of the country R&D or business level. The only level where it might mach is the technological sciences, but technology is just the part that makes digital era possible since there is no digital business or communities with out digital content that is different form the technology it self. Technology is just network where the digital content is moving and different technological terminals such as mobile, TV, computer where the digital content is actually coming alive.

For example a person graduating a university from area of marketing has example 260 credits behind. Actually from the total 260 credits 0 credits are in area of digital marketing. Some of these students might have 4 to 6 credits from optional digital marketing course. And the knowledge about digital marketing has usually put together in the marketing courses and, is it just one part of marketing when actually in business life digital marketing is part of the business strategy or is coming to be during the few years.

Also another example is that in the country policy it has written that all tax services are over 60% in the internet during the few years. As well the major banks in Europe has strategies that they will move major example 80% of they services into internet. How does the education system match with this in area of Finance education in university level? Should the Finance department also have at least some basic courses about e-banging or e-finance e-economics?

Usually these coursers are just part of some basic course or optional courses. These kind of digital marketing and e-banking courses should not be optional since they are major part of these industries where the students are going to be working soon and hope with some basic knowledge behind them.

II. Create policies and principles for E-payment methods / models.

ANALYSIS:

The internet make?s possible the following trade methods:

- A) Business to Business (B-to-B)
- B) Business to Consumer (B-to-C)
- C) Consumer to Consumer (C-to-C)
- D) Consumer to Business (C-to-B)

The empowerment of methods C and D we can see in different kind of e-auctions such as ebay, etsy.com and several others in world wide.

For this reason it would be very important to Create one global / continent e-payment platform system that is safe, secure and trusted around the world. Since the empowerment of e-trade, e-business is giving most of the power to the major banks and major credit cards such as visa, master card, American express etc. Also new kind of payment methods and different kind of brokers are born in the internet. Where the consumers can know how trusted these new brokers are and on which country laws they are working under?

III: Create stronger policies and principles for internet media pricing models in order to prevent international or continent wide oligopoly in are of internet media pricing.

ANLYSIS:

Digital era will exhilarates the media prices in internet which will lead that companies will also put this growth of the media expenses into the consumer prices. At the moment most of the consolidated media corporations which has internet medias are pricing their internet media on impression based ? at least most of the European countries.

Thus impression based media has not actually nothing to do with the media or the contact that the specific media is able to generate. Impression based media is more related to the way the portal or internet site has build to generate impressions. For example discussion or picture forums generate loads of impressions ? and if a company wants to advertise on this portal it is usually paying per 1000 impressions.

Internet makes it possible to track and monitor on how cost effective and how targeted the media is as well the media is able to focus the advertisement by the content, time and other features but this is sometimes something that the consolidated media corporations are not willing to do for the advertisers, even the technology is there. This is also something that some technology companies are trying to drive down with they security software?s and initiatives even the tracking cookies of these kind of cookies are actually just to monitor the advertisement and how cost effective the media is for the advertiser.

At the moment the model of media pricing in internet media is very old fashioned and dominated by the consolidated media corporations in that country or international corporations such as Google are not leaving any room for the new models that would be actually cost effective for the advertiser but still profitable for the internet media. Consolidated media corporations has become very dominated in the digital era even the internet should make the economy work more flexible and increase the cost effectiveness - still the Consolidated media corporations should know that they have responsible in the society as well towards the smaller companies and thus hole economy and not over price suddenly the internet media just because the have the money and capacity of create a portal and get loads of visitors there in short period of time.

Different kind of pricing models should be monitored in all area of digital media since these pricing models are created in so short period of time in our economic and thus these media prises has a major effect the way the companies small and big are able to continue in the future.

Convergence

Digital Empowerment is the outcome of two forces: convergence and divergence.

In order to benefit from convergence we need to understand that convergence is just one driving force in digital era that we are discussing today. The overall term for this OECD question could be understand and thus be discussed as a digital empowerment holistic model where there is same time convergence and divergence. When creating policies, guidance and overarching principle in OECD level it should be more than important to understand how the digital empowerment holistic model works in digital era.

We need to understand that at the same time when there is convergence there is divergence.

So when discussing this mather we need to be more spesicif. We also need to look this question under more holicits mather and not just under coverage.

Yes there is convergence in industries such as media, IT, telecom and digital entertainment or digital business. But at the same time there is huge amount divergence in digital content and in different digital media channels. This is something that is very day to day problem for advertisers as well to the consumers. Yes there is convergence in network technology such as ip-networks and yes there is convergence terminals such as phones, computers, tv and other digital media terminals.

Also there is same time huge divergence of the consumers choices when making choices between terminals, groups, digital content and channels. As well same time this whole holistic model is changing constantly since the digital empowerment is getting stronger.

So also when creating more convergence in the area of technology we should also investigate the risk and different models of divergence and which forces of consumer behaviour create the divergence which is actually growing quite fast and in some areas of economy starting to be problem, It is also one of the seven basic economy principles that technological development and capital intensities grow are the key points when it comes to the productivity of labor. So as we have seen in many cases when just focusing too much into the technological development and not actually the fact where the forces such as labor could learn how to use this technology or they are using it wrongly or differently than the technological inventors has met this will create the convergence which will actually prevent the capital intensities growing. This is also the major reason for the many reasons why the technology society has said failed in the late 1990's in Europe and where the Lissabon Strategy has started since late 1980 the European union was too focused technology driven society and economy forgetting the divergence it might have.

In conclusion we can say that before Benefiting from Convergence it is very important to discuss these matters under the name of Digital Empowerment which is the outcome of two forces: convergence and divergence.

Thus also this is reason why it is important to discuss and have reaches and holistic models (for example Barman's model of holistic digital empowerment) where we are able to investigate this as a holistic economical process where there is outcomes drive convergence but also outcomes that drive divergence which is also as important driving economical force than convergence since they are in symbiosis.

Creativity

In order to enable innovation and encourage new co-operative models digital era should be understand and always look from holistic model (for example Barman's model of holistic digital empowerment) where the Digital Empowerment is the outcome of two forces: convergence and divergence. When these two forces meets ? the convergence and divergence meet and they are shifting from vertical industry structure to horizontal industry structure this is the area where the new models and advantages will grow and be created. Thus this is the area where growth and employment in digital area will grow. This model is deep and need's more explaining ? I would but it here as enclosed model if there would be place for it.

Confidence

Other material

www.tradedoubler.com

Principles

- 1) The Internet architecture should remain neutral to specific services, allowing new entrants to deploy interesting new services easily (c.f. the Network Neutrality debate in the USA for example) on any machine connected to the Internet (just needing an IP address and a port number).
- 2) The Internet should move quickly from IPv4 to IPv6, reintroducing the end-to-end model (by reducing the reliance on NAT and IPv4) that really can deliver on (1). Governments should incentivise the move, as it is difficult for early adopters to get benefit, due to the nature of the change, but as more move everyone will benefit.
- 3) Policy documentation should distinguish between the Internet (the networking infrastructure based on the TCP/IP protocol suite) and the Web (one very useful service based on the http over TCP/IP), and not conflate the two terms.
- 4) There should be minimal legislative interference with the Internet, allowing its unique creativity to continue to thrive and surprise us.
- 5) Governments should consider the use of economic intervention to provide broadband connectivity where market-led approaches have failed (address the various digital divides).

Convergence

Convergence is, at its heart, the move to use TCP/IP (a protocol suite rather than a single protocol) by a wide range of services in a range of industries, and then the resultant shift towards consolidation within and between those industries.

In the telecommunications industry in particular one must distinguish two types of convergence (1) the use of the public Internet to provide converged services; (2) the use of private TCP/IP networks to provide converged services. Both are valid, but often people assume that all convergence is only about (1). BT in the UK for example have moved towards the use of an IP network for their own telephony services, that is not part of the Internet.

There is no need for governments to intervene in convergence, it is a technical issue that has its own pressures.

The potential issues that may require intervention with RFID and sensor networks relate mainly to privacy. Existing legislation may suffice, but may need to be reworked to take account of the threats.

Creativity

How to enable innovation, that is difficult.

Enabling access to public information is easier, and should be based on open standards, and easy of reworking and refactoring of content. Currently I'd advise using RSS or Atom to create active feeds that allow remote aggregation of information easily by other services or end users. I'd advise using XHTML-based standards for content (rather than HTML for ease of remote parsing) and if necessary PDF and Word in parallel to larger documents-centric material (though open formats may be better in the longer term).

The use of the Internet, the Web, and Grid facilities to facilitate science, or e-science, is a positive move. Remember of course the Web had its origins in CERN as an enabler for information sharing in a distributed scientific community of experimental physicists, so science has been at the heart of these new technologies. It is a fairly similar process to the introduction of IT, or the introduction of internet technologies to any organisation or work-flow, and may be less unique than is sometimes argued. To create innovation requires creating information exchanges, and sharing of IPR between people that may not have done this before, this is never easy and the main problems are not technological. One should be wary of over-hyped easy technologically-based solutions.

Confidence

The open nature of the Internet will inevitably lead to problems such as spam, phishing, and so on (c.f. Jonathan L. Zittrain "The Generative Internet" 119 Harv. L. Rev. 1974 (2006)), and so there are two options:

- 1) Change the Internet from open to closed, controlling identity linked to access (as is done in, for example, phone networks);
- 2) Leave the Internet open and live with the unwanted side-effect as the inevitable price for the freedom to innovate openly.

I think the second is preferable, as we have many alternative closed networks already and should continue to experiment with the most useful open network we have had to date.

Thus any policies should retain the open nature of the network itself, and avoid control of internet access itself, or of the services offered.

Other material

<http://www.harvardlawreview.org/issues/119/may06/zittrain.shtml>

Principles

Accessibility of language and technical platforms - need to ensure that internet communication does not simply cater for those with the highest spec capacity and offers multiple language choices

In addition the internet should seek to ensure:

- ? Coherence, clarity, accessibility, transparency, accountability and multi-way communication
- ? Sharing, learning and leadership
- ? Respect for diversity for all regardless of sex, age, religion, ethnicity, opinion, social or economic status, sexual orientation or HIV status and a respect for a human rights based approach
- ? A belief that every interaction presents an opportunity to learn something new and move the response forward

For AIDS and HIV related communications:

- ? Full participation and meaningful involvement of people living with HIV, and their organizations, with all efforts seeking to fully apply the GIPA principle
- ? A rights based and gender sensitive approach
- ? The involvement of all key groups in planning actions designed to have an impact on them
- ? Result oriented partnership actions
- ? Encouragement, support and resources for appropriate actions in the changing epidemic
- ? Long-term commitment to building the strengths and capacity of all partners
- ? Prioritization of strategic partnerships that have impact at country level
- ? The promotion of the need to Know Your Epidemic in order to catalyse effective action
- ? The fundamental role of civil society in every step of AIDS response

Convergence

It is important that the technology does not take a lead over substance and values. This is especially important to AIDS work within a development context.

For civil society organisations working in HIV and AIDS, adherence to the core values articulated by the Code of Good Practice for NGOs Responding to HIV/AIDS, published by the International Red Cross in 2005, may be observed.

The Code's core values are:

- ? valuing human life
- ? respecting the dignity of all people
- ? respecting diversity and promoting the equality of all people without distinction of any kind, such as race, colour, sex, language, religion, political or other opinion
- ? preventing and eliminating human suffering
- ? supporting community values that encourage respect for others and a willingness to work together to find solutions, in the spirit of compassion and mutual support
- ? addressing social and economic inequities and fostering social justice

Creativity

It is important to ensure that creativity adds to other forms of creativity and does not take away from it - the importance of face-to-face interaction is key and electronic tools should be used to facilitate MORE and not less human and personal interaction.

Confidence

Confidentiality and security are key to securing confidence in consumers. Education about consent and use of information exchanged should be built into expansion programmes

Other material

Principles

Good infrastructure that supports services

Interconnection prices that are not a barrier for developing countries and countries of the southern hemisphere

A regulatory frame that promotes the development of access networks and competence

Rules that protect the users of ICTs and Internet services

Convergence

Triple play or quadruple play services will be the standard for next generation networks.

In this sense it is important to establish the proper regulations in order to allow a competitive environment and to avoid monopolistic scenarios.

RFID has several challenges to privacy, in this sense its usage must be carefully considered.

Creativity

Teleworking must be considered in the national laws and regulations. It is important to establish rules for those teleworking and their relations with companies and customers.

Some countries are working in establishing these rules, Argentina has a Telework law project.

Information of States and governmental institutions must be easily available to citizens and companies, and they should be able to give feedback and relevant information in order to enhance the whole system.

Confidence

Examples like what is made by the CERTS must be followed in all the countries and they should work together towards a safe Internet.

Their actions must be known by all kinds of stakeholders.

Countries must develop their own cybersecurity laws.

Other material

USA Cert

<http://www.us-cert.gov/>

Argentina CERT

<http://www.arcert.gov.ar/>

Cert Brazil

<http://www.cert.br/>

FIRST

Forum of Incident Response and Security Teams

<http://www.first.org/>

Principles

There are main topics:

1. increase the diffusion of cheap technology to allow all people to use internet resources
2. educate people to make a good use of internet, in sense of:
 - a. stop coping and start creating.
 - b. more internet in the school
 - c. more internet for the elder people
 - d. more internet in public administration
3. define global and clear rules to punish internet crimes
4. define a proper code to all institutional and financial sites to make more simple comprehension for all and to increase reliability.

Convergence

i think there is the user side and the ruler side.

From the poin of wiew of a user side the best solution is improve the educational sistem to teach how to use internet to understand what is good information and what is bad.

form the side of rulers the convergence and the definition of network protocol is very usefull. The protocol will be usefull not only for network but also for the way to express ideas and to do something in the net area. the new code will define a sovrnation rule to use internet.

Creativity

the cooperation could be improved with university network for excellence in internet technology and knowlwdge. this measure will improve research and boost this reaserch area.

Internet must analised not only as a technological instrument but as a human phenomenon, so this network will develop not only tecnichal topics but also moral and etichs matters.

The new way to think life will pass to internet in all sense.

Confidence

the control policies are usefull if they can assure the identification of each single action in internet. Only if a public security institution can associate one action to one person the security will works.

In the list there isn't any active security sistem, only passive systems are listed.

Other material

No organisation, Claude Lambert

Principles

1. Freedom of access to all
2. Easy access and formation for general public
3. Creation of an efficient control force protecting the public against abusers (child pornography, drugs, money scams, identity theft)

Convergence

Public services (such as police, libraries, education, military) should benefit the latest technological development. Even in the USA, some sectors, like police work, are too often late in participating in recent developments. Therefore they are late in protecting, forming the public and getting the benefits of new developments,

Creativity

Fuelling creativity can be achieved by all kinds of means, but the most efficient is to give recognition: provide children with opportunities and with role models.

Confidence

Other material

Principles

Convergence

The recent history of deregulation and convergence in the telecommunications sector shows us that improvements for consumers and competition are not easy to achieve. While Canada has several competing players in this market space, the competition is superficial at best. That one solutions provider does not have a monopoly is a superficial measure of the real level of competition and the benefits to consumers.

Multiple solutions providers with similarly priced solutions packages are easily able to limit consumer choice and savings without collusion. In Canada, the few solutions providers who used to bring innovative paradigms to the market have been taken over in mergers and the telecommunications landscape has reverted to a near monopoly scenario.

The RFID paradigm presents serious privacy threats to consumers. They provide an excellent solution for supply chain management and their use in this area should be encouraged. However, any use with humans should be banned. This applies to the use of RFID implants, as well as databases used, for example, to connect RFID-tagged items that have been purchased, with the identity of a real human being who owns them. These practices should be strictly illegal. Also, the discretionary use of RFID readers in public spaces should not be permitted.

The RFID paradigm is a revolutionary solution for supply chain management, but it is not a panacea for everything. There is no "one size fits all" solution to the various challenges faced in the market place. For this reason, RFID should be restricted to its intended solution space, rather than being tossed across the landscape at random problems. For example, RFID is not a suitable solution for storing sensitive information between the pages of a passport.

Creativity

Enabling maximum access to public-sector information, both for the private sector and for citizens, will require governments to develop a culture of sharing information. This requires solutions to encourage both record creation and voluntary release. This should be done directly by the government, rather than via a third party solutions provider, to provide a level playing field for all players in the marketplace.

Confidence

The best way to reduce fraud, in particular identity fraud, is to make the target less attractive. Large databases, controlled by both the private sector and governments, which contain comprehensive information about consumers, are a very attractive target for thieves. Data collection should be limited to only that which is absolutely necessary for completing a transaction, and be retained for the shortest possible time. A database with less information is less attractive as a target.

If there are less attractive targets, there will be fewer incidents, and this will inspire more confidence on the part of consumers.

Reporting incidents is also important. All actors in the market place should be compelled to inform their customers immediately of a breach that affects their personal data and offered a no-questions asked set of remedies. Victims of identity theft should not be persecuted. Hiding incidents will not work. Though it appears at first to keep the appearance of the number of incidents low, consumers will remain deeply suspicious of organizations that hide bad news.

Finally, returning to my first point, unnecessary collection of information breeds suspicion. Consumers are left asking themselves why information is being collected, and what it is being used for. They are offered no comfort by the legal working in vague privacy policies. For example, many online booksellers require consumers to create a profile in order to purchase items. This is not necessary for the transaction (all that is necessary is a credit card number). This leaves consumers wondering what all the extra information is being used for, and what undesirable third parties may have access to it.

Other material