

## **Business and policy solutions: Emerging issues and implications**

*A) Content creation Building the right  
environment for innovation*

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# Content Creation: Some Danish Views

## **The general policy framework**

- Facilitating broadband roll-out
- Promoting safety and confidence
- Building sustainable DRM solutions
- Ensuring competences

## **Public sector as content driver**

- Facilitating common solutions
- Creating specific content



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## The general policy framework - Facilitating broadband roll-out

Market-based approach to the roll-out of  
broadband in DK

98 per cent of Danes have access to a  
broadband connection (2005)

95 per cent have access to broadband  
connections of 2 Mbit/s or better (2005)

Wireless broadband is gaining ground

It does not stop here!



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# The general policy framework - Promoting safety and confidence

ICT safety and confidence has great influence on the demand for content

“Netsafe Now!” – an annual campaign

Public-private partnership with 30+ external partners

In 2005: 230+ activities, 20.000+ citizens participating

Spam strategy

Several challenges remain to be addressed in a cooperation between Government and industry



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# The general policy framework - Building sustainable DRM solutions

Digital Rights Management systems to stop piracy but facilitate distribution

A delicate balance between IPR protection, user friendliness and consumer interests

Need for interoperable systems



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## The general policy framework - Ensuring competences

The content industry needs competences that  
cut across traditional disciplines

DADIU - a Danish example of how to bridge  
the gap

Cooperation between eight educational institutions  
(universities, design institutes, the National Film  
School and others)

Educational systems must facilitate cross-  
functional experiences and exchange of  
knowledge between disciplines



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## Public sector as content driver – facilitating common solutions

Strengthening public content creation by  
providing generic tools and stimulating  
awareness

Public digital signature to access a large number of  
public and private internet services

Technology for converting speech to text

*Top of the Web* - benchmarking of public websites



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# Public sector as content driver

## – Creating specific content

Public content is created on many levels in Denmark as part of efforts to increase efficiency and user friendliness

Current examples:

- One digital entrance to the public Denmark

- Digitization of the Danish State Archives

- Development of digital content for e-learning

2012-vision: All communication with citizens and companies can take place digitally



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Cooperation and dialogue  
Between public and private  
Both nationally and internationally

Thank you!