

Talking Points



COMMITTED TO
IMPROVING THE STATE
OF THE WORLD

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Developments and challenges
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COSTANTLY CHANGING

In the media industry new media and new regulation are a constant forces constantly shaping the industry way of doing business

Success depends on the ability of confronting and embracing this new changes?

CURRENT TENSIONS

Democratic Needs	vs	Market Growth
Interoperability	vs	Lock in System
Sink the Pirates	vs	Boost the Market
<i>“Disintermediation”</i>	vs	Clearinghouse
	function	

FIND THE RIGH BALANCE

- **Use interactive media to listen to: customers', voters', artists'.... They know what is going on**

- **Engage in Strategic Partnership with: other industries, new players entering content production and public sector**

Government's facilitator role

- **Protect Copyrights**
- **Develop Infrastructure**
- **Raise awareness and educate the public**
- **Nourishing creativity and cultural development**
- **Pragmatism**

What's next?

- Identify priorities and drivers (among issues mapped in the music study)
- Focus Research and analysis on main issues and drivers
- Include the voice of the artists, the customers, the voters
- Act fast: pirates are always faster

It was Thales who first conceived the principle of explaining the multitude of phenomena by a small number of hypotheses for all the various manifestations of matter.