

ORGANISATION DE COOPÉRATION ET DE DÉVELOPPEMENT ÉCONOMIQUES



ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT



*Ministro per l'Innovazione e le Tecnologie*

**Italian Minister for Innovation and Technologies / OECD (ICCP)  
International Conference**

**The Future Digital Economy:  
Digital content – creation, distribution and access**

**Istituto San Michele - Rome, Italy  
30-31 January 2006**

**Draft Agenda**  
(version 9 December 2005)

## **Rationale**

Digital content is increasingly important across all media and publishing industries and is pervasive in sectors not previously considered to be content producers or users (for example, business services) and in the public sector (public sector information such as weather and geographical information with direct commercial potential, and public sector content such as archives and cultural content), education and health. Rapid changes in the value chains for content development, production, delivery and use and the creation of new commercial business models to exploit these opportunities are posing new policy challenges for governments to provide the market and business environment that supports development of new digital content goods and services, promotes competition and benefits users.

By January 2006 the OECD will have completed the first phase of analysis of changing value chains and business models, market developments and challenges, and new business and policy issues covering:

- 4 digital content sector studies (scientific publishing, music, computer games, mobile content);
- digital delivery in business and other services not usually seen as content producers;
- analysis of the production and use of public sector information and content;
- a horizontal policy compendium drawing from the sector studies and other sources.

The conference will provide a forum for all stakeholders to draw on this analysis and discussing policy developments and emerging challenges, and identify issues for further policy analysis.

## **Expected outcomes**

Provide a forum for all stakeholders for:

- Improving understanding of the implications of development of digital content;
- Reviewing impacts of digital content on value chains;
- Providing insights into development of new business models;
- Identifying business, technological and policy approaches that contribute to a supportive environment for broadband content and the digital economy.

## **Participants: 200 - 300 participants**

- OECD Committees and Working Parties
- Institutional bodies (ministries, agencies, authorities, etc)
- Academic experts, business experts
- Business representatives (BIAC, CEOs, high level decision-makers)
- WEF Members (Media & Entertainment & ICT Industry Roundtables + programs)
- TUAC and citizen / consumer associations (EDRI, AEC-Association of European Consumers, Consumers International)
- International organisations (EC, WIPO).

## Agenda

Day	Time	Topics	
<b>Monday 30.01</b>	8 - 9 AM	Registration	
	9 – 9:45 AM	<p>Introductions: Daniela Battisti (Cabinet, Minister for Innovation and Technology)</p> <p><b><i>The importance and role of digital content: encouraging production and enhancing access</i></b></p> <p>Welcome by Chair Day 1:</p> <p>Italian Minister for Innovation and Technology Stanca welcoming address</p> <p>- OECD Secretary General Donald Johnston address</p>	
	9:45 -11	<p><b><i>Broadband and digital content: opportunities and challenges for creativity, growth and employment</i></b></p> <p><b><i>Perspectives on opportunities and challenges</i></b></p> <ul style="list-style-type: none"> <li>- Korean Minister of Information and Communication Dr. Chin: Broadband, content and economic growth in Korea</li> <li>- FCC Commissioner Copps, USA</li> <li>- Marco Tronchetti Provera, CEO Telecom Italia</li> </ul>	
	11 – 11:30	Coffee break	
	11:30 – 12:30	<p><b><i>Perspectives on opportunities and challenges:</i></b> (continued)</p> <p><b>Panel:</b></p> <ul style="list-style-type: none"> <li>- Overview</li> <li>- Artists / Content industry / ISP/ Hardware:</li> <li>- Users / Academics</li> </ul>	
	<b>12.30-14</b>	<p><b>Lunch</b></p> <p>Keynote address: Prof. Terry Fisher: Perspectives on digital content/culture</p>	
		<b>Developments: Parallel panel sessions</b>	
	14 – 15:30	<b><i>New platforms and content delivery opportunities: Creating and distributing content</i></b>	<b><i>New user habits and social attitudes</i></b>
	15:30 – 16	Coffee break	
	16 –17:30	<b><i>Diffusing information and content /Access to content and new commercial agreements</i></b>	<b><i>Do digital media change creative supply?</i></b>
	17:45 – 18	Chair and rapporteur wrap-up	Chair and rapporteur wrap-up
	18 – 19	<b>Demonstration of digital cultural content, digital art exhibition, museum</b>	
	20:00	<b>Gala Dinner</b> with dinner speech(es)	

<b>Tuesday 31.01</b>	9 – 9:10	Welcome by Chair Day 2	
	9:10 – 9:30	<b>Keynote: <i>Governments as producers and users of content</i></b> Hungarian Minister of Informatics and Communications: Dr Kovacs	
	9:30 – 10:45	<b><i>Government production and use of digital content:</i></b> <b>Panel</b>	
	10:45 - 11:15	Coffee break	
	11:15 – 12:45	<b><i>New ways of access to knowledge and content</i></b> <b>Panel: Content digitisation efforts by commercial players (e.g. search engines) and by public institutions (e.g. public broadcasters)</b> - Google, BBC, public entities	
	<b>12.45-13.45</b>	<b>Lunch</b>	
	13:45 – 14:00	<b>Keynote: Business and Policy Solutions: Emerging issues and implications</b>	
		<b>Policy issues: Parallel Policy Sub-sessions</b>	
	14 – 15:30	<b><i>Content creation: Building the right environment for innovation</i></b>	<b><i>Content diffusion: IPR, DRM, licensing, standards</i></b>
	15:30 - 16:00	Coffee break	
	16:00 – 17:15	<b>Policy Roundtable: Identifying priority issues, tools and policy challenges: Moving forward</b>	
		<b><i>Policy discussion</i></b>	
	17:15 - 17:45	<b><i>Lessons learned from the conference Panel:</i></b> Day 1 rapporteurs and Day 2 moderators: Discussion:	
	17:45– 17:55	<b><i>Closing statement by the Minister(s)</i></b>	
		<b><i>Press conference</i></b>	

**Contact information:**

For further information, please contact [econtent@oecd.org](mailto:econtent@oecd.org).