



e-G8 FORUM

e-G8 Forum Summary

Paris, May 24-25 2011

Workshops I Session 1: Building blocks: The Art of the Startup

Key Findings

- * Governments should get out of the way of startups. Just ensure high-speed Internet access to citizens.
- * To help start-ups expand and operate across borders, governments should standardize their practices.
- * The G8 could promote a government-coordinated information portal for businesses, covering tax treaties, visa requirements, resident permits, employment rules, and local practices.

Synopsis

To help startup companies, governments should stay largely out of the way. However they can help encourage growth by ensuring high-quality Internet infrastructure and business regulations that foster growth. Universal high-speed Internet access, friendly hiring and taxation laws are policies that make starting an international business easier to navigate and afford. Government can also encourage growth by preventing “brain drain” — the loss of a country’s most talented and educated workers overseas.

To help start-ups expand and operate across borders, governments should standardize their practices as much as possible, making their business requirements and services accessible and intelligible to a broad international audience. The G8 could even promote a government-coordinated information portal, where businesses can go to grasp the wide variety of international issues confronting them, such as tax treaties, visa requirements, resident permits, employment rules, and local practices.

Across the world, entrepreneurs can encounter law-makers with very little detailed knowledge of the issues they’re facing. To produce policies that will affect startups



struggling to expand into new markets, governments themselves should work to educate legislators on the issues that will shape business legislation.

After starting up a business, another hard challenge is creating sustainable, larger businesses that will last. This can be especially difficult in the diverse marketplaces of Europe, where there is more friction facing a startup due to the different treatment of regulations, hiring laws and even employee stock options among countries. Companies based in Europe often keep a presence in Silicon Valley, thus greatly increasing the chances of turning innovative ideas into a successful business. When developing a non-existent technology, companies can find talent and understand the culture necessary to grow in Silicon Valley.

e-G8 Forum Summary

Paris May 24-25, 2011

Session Panelists

Samir Arora, Chairman & CEO, Glam Media, Inc.

Luca Ascani, Co-Founder & Chairman, Populis

Bruce Golden, Partner, Accel Partners

Rick Marini, Founder & CEO, Branch Out

Shaukat Shamim, Founder & CEO Buysight

Moderated by:

Esther Dyson, Chairman, EDventure

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Wednesday May 25, 2011



e-G8 FORUM

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Workshops I Session 2: King Content: Entertainment in the Digital Age

Key Findings

- Global leaders should discuss how to finance creation on the Internet so it benefits the artist as well as society.
- Concerns about authors' and artists' rights may require regulation to protect their freedom.
- Who enforces regulatory rules, and how?
- The G8 should discuss harmonization of rules between countries.
- Mobile technology is changing the way consumers interact with the media. Industry players should adapt quickly to new business models in the virtual economy.

Synopsis

The Internet's infrastructure makes it easier for people to access media on their terms, deciding if they want to own, rent, or access content for free. A percentage of industry experts believe global leaders should discuss how to finance creation on the Internet so it benefits the artist as well as society and culture as a whole.

The demand for TV, movies, and games remains unchanged: People consume as much or more media content than ever. The factor that continues to change as a result of the Internet and emerging technologies is how people consume this media. Mobile technology, for instance, is rapidly changing the way consumers behave and interact with content. A growing segment of end-users now expect content to be made available to them instantly, in any location, for free. Book publishers point out that prior to the Internet, physical space was an issue when it came to the release of new publications: old titles had to be eliminated in order to make room for new releases. Thanks to the Internet this problem has been eliminated. There is also an exciting new market for reissuing previously out-of-print books.

As online consumer behaviors differ significantly, the question for Internet players becomes how to transition from one business model (i.e. providing free content) to another (i.e. providing for-pay content) with the hope of maximizing the consumer experience while maintaining high-quality content. Experts agree that being able to quickly adapt to new business models is essential for today's online players to keep up with rapidly advancing technologies.

The pressing and politically-charged issue of Internet regulation reemerged in the context of online

content. While industry experts remain divided on the subject, most agree the issue should be taken up at the international level by today's global leaders and policymakers. Some experts also point out that regulation is not the evildoer its opponents make it out to be; they believe rules are necessary in any community—be it physical or virtual—and guard freedom. Others assert that aggregated data shows a large percentage of people who are “stealing” media content online do not know they're doing it. Instead, those of this opinion believe that today's online consumers lack the necessary literacy on how to use media responsibly and legally on the Internet. Industry should address this problem.

The enforcement of regulation—Who enforces what, and how?—is also a growing concern for Internet players on both sides of the regulation argument. The general consensus is that the matter should be addressed at the international level. Further, the harmonization of rules and regulations between countries should also be on the international agenda in discussions concerning online media content. Different countries have different rules, and this poses problems for those consuming and distributing media in the borderless, virtual world.

e-G8 Forum Summary

Paris May 24-25, 2011

Session Panelists

Carolyn Reidy, President & CEO, Simon & Schuster
David Drummond, Senior Vice President, Google
Martin Rogard, General Manager France, Dailymotion
David Kenny, President, Akamai
Mikael Hed, CEO, Rovio Mobile
Patrick Zelnik, CEO, Naïve

Moderated by:

Spencer Reiss, Program Director, Monaco Media Forum

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Workshops I Session 3: Electronic Liberty: New Tools for Freedom

Key Findings

- There should be a global commitment to Internet freedom backed by a formal collective response
- The differing company policies between Facebook and Google had huge impact on the freedom of expression and personal safety of Egyptian civic protestors
- One of the new difficulties facing respected, paid-for newspapers is verifying the reliability of anonymous, informal sources of news
- Even more important than Internet regulation and copyright protection must be the absolute defense of freedom of expression online
- The last bastion of dictatorship is the router. Human beings can also be routers which no government can block, viz. the rebels of Benghazi

Synopsis

Policies of major internet companies can unintentionally have devastating impact on the personal security of active concerned citizens living in authoritarian regimes. Facebook's insistence that each profile should correspond to a readily identifiable person might make sense in a democracy, but in other regions it can create enormous problems. Thousands of Internet users are in prison around the world for the "crime" of expressing their opinions.

The company policies of Google and Twitter made it possible for internet users in the Middle East, for example, to communicate freely but without the danger of being identified. However, for a mainstream traditional media outlet which places a high premium on the reliability of its sources of information, the anonymity of informal sources poses a huge problem.

It is easy for an undemocratic regime to restrict access to the Net, but no government can ever shut down freedom of expression. We recently saw courageous Libyans smuggling telecoms and internet equipment into Benghazi after the Qaddafi regime had knocked out their transmission towers.



In open societies, the Internet is rapidly progressing as a sophisticated tool for political strategy and communication. The innovative techniques used by the Obama 2008 campaign are now mainstream tools used by everyone.

There was a very strong feeling expressed that there should be a well structured Global Commitment to Internet Freedom, backed up by the certainty of a collective response to any major infringements, based on Article 19 of the United Nations Treaty of 1948. This is extremely urgent, and should be enforced as a greater priority than either any agreement about Internet content regulation or Copyright Enforcement.

Despite all the concerns for individual freedoms, and their possible limitations, users in wealthy, Western democracies should not just take the Internet for granted: there are many places in the world where even simple access to the Web is greeted with infectious excitement and optimism.

There is heated debate about whether to permit encryption for online messaging services.

Session Panelists

Alec Ross, Special Advisor to U.S. Secretary of State Hillary Clinton

Jean-François Julliard, Secretary-General, Reporters Without Borders

Tony Wang, General Manager Europe, Twitter

Hassan Fattah, Editor-in-Chief, The National

Jamal Khashoggi, General Manager, Alwaleed 24News channel

Susan Pointer, Director, Public Policy & Government Relations EMEA, Google

Nadine Wahab, Egyptian activist

Moderated by

Olivier Fleurot, CEO, MSLGROUP

doubling effective client base from 150 to 300 million potential users.

The music industry may soon see a new rush of revenue. Just as has been happening in the book publishing industry, back catalogues of the old school record labels are now becoming very valuable.

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Introduction: **John Perry Barlow**, Vice Chairman, Electronic Frontier Foundation
Alec Ross, Special Advisor to US Secretary of State Hillary Clinton
Jean-François Julliard, Secretary-General, Reporters Without Borders
Tony Wang, General Manager Europe, Twitter
Hassan Fattah, Editor in Chief, The National
Jamal Khashoggi General Manager Alwaleed 24News channel
Susan Pointer, Director Public Policy and Government Relations EMEA, Google
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