



e-G8 FORUM

e-G8 Forum Summary

Paris, May 24-25 2011

Workshops II Session 1: Be Here Now: Mobility Changes Everything

Key Findings

- * Smart phones will be the agent of change in the market. They blur all lines between communication, social networking and commerce**
- * Regulation should be very light. The threat of consumer backlash will curb abuse, and the physical limits of spectrum will require more cooperation between government and industry**
- * Mobile smart phones are dominated by two or three gatekeepers. This state of affairs that may require antitrust oversight to safeguard competition**

Synopsis

Smart phones are increasingly the tail that wags the Internet dog. They are already being used for search and browsing functions that had been the exclusive preserve of PCs : mobile searches are up 64% and social networking use is up 57% since 2009. Overall mobile media consumption is twice what it was three years ago, and accelerating at an increasing rate. Samsung predicts that smart phones will be twice as powerful in 2013, making them essentially a portable computers.

As they grow more powerful, smart phones will become even more versatile. There's already newly-minted jargon to point the way forward: Mocial—the interaction of mobile telephony and social networking ; Metail—a mix of mobile phone and retail; and, most musically, Solomo—social networking, mobile phoning and localization. The mobile phone has already become the basic computer medium in much of the developing world; in Kenya, 13 million people use mobile banking.

These highly personalized tools will require vigorous safeguards for data privacy and security. However, most agreed that this does not necessitate greater government regulation. User reaction will police the market adequately. As Accel Partners' Richard Wong put it, "Any company that breaks the consumer's trust (by releasing personal data



improperly) will be hit by a backlash so bad that it will keep everyone from overstepping the line."

Still, governments may need to take action in one specific area. Unlike the Internet, smart phones are dominated by a small number of operating systems, notably Apple and Android. They function as the market's gatekeepers, potentially curbing competition as they determine what content can and can't have access to their systems. As one panelist said, "We are afraid of closed systems". Many agreed that competitive markets characterized by multiple choices and the ability for new entrants to move in are the best business environment overall, and this may imply stronger antitrust oversight.

Additionally, unlike fixed bandwidth (which is functionally limitless), smart phone capacity may become restricted by the limits of the radio spectrum. Although some have an unwavering political commitment to Net Neutrality, others feel that some kind of "soft" regulation, drawn up in cooperation with industry, may be necessary to apportion limited spectrum capacity.

e-G8 Forum Summary

Paris May 24-25, 2011

Session Panelists

Alexandre Mars, CEO of Phone Valley

George-Edouard Dias, Head of L'Oreal Digital Business Group

Bart Decrem, SVP & GM, Disney Mobile

Richard Wong, Accel Partners

Eric Hazan, Partner, McKinsey & Co

Tod Cohen, Deputy General Counsel and VP Government Relations International, eBay

Olivier Roussat, Director-General, Bouygues Telecom,

David Jones, Global CEO, Euro RSCG Worldwide

Moderated by:

David Barroux, Les Echos

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Workshops II Session 2: Disinter-Media: Is Internet killing—or relaunching—the press?

Key Findings

- * Content defines the press—not how it's distributed
- * Adapt to innovation and risk-taking. If you don't fail occasionally you're not trying hard enough.
- * Re-thinking what the Internet means for journalism is a challenge but also an opportunity.
- * How should newspapers approach the Internet? There is no single answer

Synopsis

Internet will not kill newspapers, but it is re-defining the newspaper industry. Traditional business models that have worked for decades or even centuries need to be scrapped in favor of more flexibility, adaptability and consistency. There is no single solution: national, international and regional papers face differing challenges. Bloomberg LLC, a business and financial news provider, has a business model whereby all subscribers pay the same price, no discounts. FT.com's system delivers a portion of initial content free; it then becomes a paying service. The New York Times had a money-making model in place that charged for selected articles, but decided it could make more money by removing the pay structure and returning to advertising.

Whatever newspapers decide to do, the one thing they will have in common: expect to make mistakes. As one participant warned: if you don't fail occasionally, you're not trying hard enough. Also, expect change. No successful strategy will have a long shelf life. As technology continues to morph and evolve at breakneck speed, what works today may be outdated tomorrow. The industry learned that painful lesson when they were caught out

with 5-year projections that completely failed to take into account the rapid development of social media.

Done correctly, Internet tools can greatly complement newspapers, even if the physical papers have fewer readers. It's all about content. Content, not the means of distribution, is what defines every organ from The New York Times to the Wall Street Journal to the Financial Times. As content creators, the Net and the newspaper have more in common than in conflict. For some newspapers, their website can offer an opportunity to engage more deeply with readers. The website -- which provides content readers want and content they can use to help make decisions -- redefines the role of the journalist, and although this is a challenge it is also an opportunity. The key will be how to balance digital revenues and sustainability long-term.

e-G8 Forum Summary

Paris May 24-25, 2011

Session Panelists

Robert Thomson, Editor-in-Chief, Dow Jones

Robert Shrimley, Managing Editor, FT.com

Arthur Sulzberger, Jr., Chairman & CEO, The New York Times

Norman Pearlstine, Chief Content Officer, Bloomberg LLC

Carlo De Benedetti, Chairman, Gruppo Editoriale L'Espresso

Moderator: Frédéric Filloux, CEO, E-PresseDavid Barroux, Les Echos

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Workshops II Session 3: Open Government, Open Data: For the People, by the Internet

Key Findings

- Data sharing by governments and its reuse by ordinary people is a great leap forward for participatory democracy.
- Publishing government data online is a good start, but much is of surprisingly low quality. Active citizens can correct errors by crowd sourcing.
- Data should never be the exclusive preserve of private companies. Collaboration between private companies and public administration around the reuse of data can, however, foster innovation and the development of new economic activity.
- Collaboration between the public and the private sector can be a rich source of useful data for Open Government systems, for example in fields like public transportation.
- The default mode should be that all Government data that would be released under a Freedom of Information request should be published online, in machine-readable formats.

Synopsis

Governments in countries with widely differing levels of economic development and democratic freedom grapple with issues regarding Open Data systems. The process can (and optimally does) include national and local governments and international administrative and non-profit organizations, as well as commercial organizations and private individuals. Different models seem to be working in different places.

Open Data systems are evolving at uneven speeds, even within countries. In the US, the quality and the amount of available government data on the White House website (www.whitehouse.gov) has increased impressively since 2000, but the open-data site www.data.gov only launched two years ago. But not all open data systems are concerned with government. A highly impressive crowd source website in the Philippines, www.checkmyschool.org, lets concerned parents check on their children's education. In Kenya, www.usahidi.com was developed to monitor violence and foul play during the 2008



elections; it is now being used to lay out all kinds of interactive maps, in Africa and elsewhere. In Madrid a crowd source application tracks the condition of the Spanish capital's trees.

While there is strong political support in France for the principle of open data government and the launch of data.gouv.fr, perhaps the most advanced G8 member country in terms of civic open data systems is the UK. Data.gov.uk boasts almost 7000 national data sets, from detailed, street-by-street crime maps to the location of bus stops. (Individuals often contribute, to the benefit of all: scrutiny by Net users revealed that at least 6% of the British bus stops were initially located in the wrong place, and crowd-sourcing eliminated the errors). In response to widespread public indignation regarding politicians' personal and public spending, every expense over £500 must now be registered on the site and all 355 administrative areas in Britain now publish their full budgets online.

The World Bank, like other international organizations, now publishes most of its data free online. It also actively encourages developing countries to make use of it, democratizing development economics. Only when countries specifically request that their economic data remain classified is it not made available to the public.

The private sector has an important role to play in spurring the development of Open Data and spreading its benefits to society at large. Private corporations developing Government IT systems can help make public sector data more easily accessible and reusable. The ecosystem of developers, corporations and Web entrepreneurs can reuse public data, to invent new services for citizens, and to create new economic activity, which can participate in strengthening growth and job creation.

Open Data is a digital application for exemplary democracy, and a powerful public policy lever to catalyse the development of the information society, which will fuel a major share of growth and jobs.

Session Panelists

Laurent Blanchard, Vice-President, European Markets and General Manager, Cisco France

Carlos A. Primo Braga, Special Representative and Director, EXT, Europe, The World Bank

Jean-Philippe Courtois, President, Microsoft International

Séverin Naudet, Director, ETALAB, data.gouv.fr

Andrew Rasiej, Founder, Personal Democracy Forum

Professor Nigel Shadbolt, University of Southampton

Moderated by:

Stanislas Magniant, Co-Founder, Netpolitique.net

Wednesday May 25, 2011