“ICTs as an Enabler”
Agenda

• ICTs are Here to Stay
• ICTs Fundamental Impact
• The Crucial Shift – 2.0
• Accessing the Benefits
Getting ICT Wrong...!

“Television won't last because people will soon get tired of staring at a plywood box every night.”

Darryl Zanuck, movie producer,
20th Century Fox, 1946
Getting IT Wrong…!

“This ‘telephone’ has too many shortcomings to be seriously considered as a means of communication. The device is inherently of no value to us.”

1876, Western Union Internal memo
Key Messages

• ICTs are here to stay

• Many companies have been the casualties of getting this perspective wrong / acting too late

• ...very soon (if not already the case) this analysis will extend to countries
The Fundamental Impact of ICTs
ICT Economics

- Costs of Paper, Ink & Postage are increasing!
- Costs of computer power, telecommunications and bandwidth are decreasing!
ICT Economics

- ICT is the engine of growth in every sector
- ICT is a driver of price / value at a product level
- Data is the new oil.
Crucial Shift: Content 2.0

- Content ‘Pre-Web’:
  Presenting – and selling - professionally produced Content

- Content 2.0:
  Presenting and selling - **Context, People, Relevance, Packaging, Timeliness**
  and all types of **Content!**
Content vs. Content 2.0

TV Generation
- Reach Millions of people at the same time - with the same content or message or... advertisement

Net Generation
- Reach the perfect 100 people; that reach another 100 people; that reach another 100 people...

High quality, Relevant, Accessible
Content Economics

Newspapers going bankrupt by the week (in Europe) while online search, news, blogging grows and grows

Local newspapers have moved to target on-line customers
Content Economics

Thanks a billion.
Over 1 billion downloads in just nine months.
Only on the App Store.
How will the Region Benefit?

• The ITU says that a 10% increase is Broadband deployment results in a 3% increase in GDP, particularly for developing countries.

But is it automatic?
Accessing the Dividend

• The answer lies is human capital development. Humans:
  – Determine the enabling or disabling environment
  – Develop / provide value-added content
  – Develop online services which are relevant to their society and other (developing) nations
  – Determine infrastructure deployment and architecture.
  – Uptake digital lifestyles,
  – Create the value that drives GDP.

Infrastructure, laws, policies or any other factor by itself is insufficient.
Engagement, Awareness and Capacity Development

– Local governments will have new models of Governance and new demands of the population all with limited resources.

– New business models and ways of organizing supply chain activity.

– Individuals will have to be open to adapt to change
Key Questions

• Who are the key stakeholders required to get on-board?
• What are the key messages that should be given?
• What are the areas in which capacity building may be needed?
• Thank You!