

2003

2005

Internet

GENEVA

TUNIS

world summit  
**Award**  
The best in e-Content and Creativity

## A SHORT DESCRIPTION



*a cooperation of*

World Summit on the Information Society  
EADiM – The European Academy of Digital Media  
ICNM – International Center for New Media  
and the EUROPRIX Network

**An Initiative by the  
European Academy of Digital Media**



**with the support of  
and in partnership with**



**with the financial support of:**



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**Możesz więcej**



**BANFF TELEVISION FOUNDATION  
FONDATION DE TÉLÉVISION DE BANFF**

**innovationexcellenceopportunity**

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## **World Summit Award The Vision**

Among many issues to be addressed by the United Nations' first World Summit on the Information Society (WSIS), with its two phases in Geneva, December 2003 and Tunis, December 2005, there is also the one of concrete benefits to citizens as users of the new technologies. A content gap is widening where quality contents and applications remain unknown or inaccessible to most citizens.

The World Summit Award (WSA) is a three year global project, held within the framework and in cooperation with the WSIS. It aims to go beyond the general issues of infrastructure development or network access and to recognize, select and promote the world's best e-content and innovative applications.

Strategically active on each continent and in every of the 191 United Nations member states, the WSA sees itself also as a global effort to foster the new open and pluralistic world, in which all citizens in all countries, and not only the economically well developed regions, have access to knowledge and information and are able to reap the benefits of the Digital Revolution to improve the quality of their lives.

## **Closing the content gap**

There is a threat of a widening content gap. The capacities of technologies, systems and tools to generate, distribute and store contents increase progressively, but markets concentrate on a global scale with a likely scenario of five to seven dominant content providers, creating a cultural oligopoly of a new scale. At the same time the capacity of individuals to gain and maintain an overview of what is available on the markets diminishes and increases existing inequalities.

But the cultural diversity and identity, the creation of varied information content and the digitalization of the educational, scientific and cultural heritage is not a side issue. It is the core for the quality of the Information Society in which people will live.

The goal is to break the marketing deadlock where big promotional budgets or market dominance decide over what is known to be available in contents and to overcome the linguistic and cultural barriers and the smallness of national markets to generate an international interchange in quality multimedia.

## **Ensuring transparency of the markets**

The e-strategies considered by the World Summit on the Information Society should include a mechanism to ensure transparency in information markets as regards quality contents and applications and their availability. The WSA aims therefore to provide a mechanism of the selection and demonstration of quality in multimedia contents and applications, to develop a platform for trading in content rights and licenses and to actively promote and showcase the best in quality contents in various countries and regions of the world.

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## WSA PROCESS

### 2003

**I. The World's Best in e-Content and Creativity  
The Expert Panel Selection 2003**

Selection of best practice examples in high quality content and innovative applications by leading nationally nominated experts proposed by United Nation Member states.

**!!! Nomination process open !!!**  
**www.wsis-award.org (expert panel)**  
**Register until August 10<sup>th</sup>!**

**II. World Summit Content Villages and 2003 Showcase Event  
Geneva 2003, in the framework of the WSIS**

Demonstration and showcasing of the best practice examples in world's high quality content and innovative applications from up to 191 United Nation Member states, selected by the WSA Expert Panel.

### 2004

**III. The 'World's Best Content' Road Show  
throughout 2004 in Asia, Australia and Oceania, Africa, Europe, North and  
South America**

Six major showcasing events, each in one of the world regions, presenting the world's best in e-content creation and innovative applications, organized in close cooperation with the World Summit Award key partners on all continents.

**IV. World Summit Contest for e-Content and Creativity  
2004 – 2005, world-wide**

The world-wide contest for e-Content and creativity, is open to all producers and companies without discrimination in terms of language, technological platform or nationality of submitters. Products can be submitted in 8 categories. A special category is dedicated to e-inclusion.

### 2005

**V. World Summit Award GALA and Content Villages  
Tunisia 2005, in the framework of the WSIS**

A unique global event, announcing and celebrating the World Summit Award Winners, which focuses on excellence and creative achievements and brings to the World Summit '05 the world's leading producers and designers of e-contents to meet with leaders of state, civil society and business.

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## GENEVA 2003

### The WSA Content Villages

Divided into seven content villages referring to the regional sections of the World Summit Award the best producers will present their products to the WSIS participants and to its public. Every village shows the excellence in every of the eight contest categories and will be represented by the producers and creators themselves to demonstrate their products. Each Contest Village will consist of eight computer stations, so that the producers have as much as possible the opportunity to present their applications. Two large flat screens above each booth will show a video on all entries to offer an overview on the best practice products.

#### The content villages are:

- (1) African Content Village
- (2) European Content Village
- (3) South and Latin American Content Village
- (4) North American Content Village
- (5) South and East Asian Content Village
- (6) Oceania and Australian Content Village
- (7) Arabian Content Village



### THE WSA 'Best Practice Showcase Event' December 10<sup>th</sup>, 2003 at the WSIS Palexpo, Hall A, 17.00 – 19.00

The Best Practice Showcase Event will celebrate the best products in e-content and innovative applications from the 191 UN member states, selected by a jury of experts. The event will honor worldwide achievements in e-content and e-inclusion, present a global working network, and offer an suggestions on reducing the content divide between developed and developing countries. With its eight categories the event will demonstrate how important e-inclusion of the developing countries into the information society is.

Sectors like health, politics, science, education, business as well as entertainment are the main social items of daily human life in which people not only have the right and the opportunity to communicate but also should have access to use the best applications to further increase knowledge and progress in their respective countries.

The event will be conducted in the WSIS-exhibition area, Palexpo, and will include video presentations of the best products from all around the world. Patrons from private enterprise as well as heads of governments will honor the producers. The press is invited to the accompanying press talks in the frame of the Showcase Event which are concluded with a champagne reception to provide the opportunity for business talks.

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## The World Summit Award Contest 2004

The World Summit Contest is a world-wide contest for the best in e-content and innovative multimedia applications. It aims to select, showcase and promote the world's best projects through a mechanism of an open global contest on the occasion of the World Summit of Information Society (WSIS). The Contest will be open to all producers and companies without discrimination in terms of language, technological platform or nationality of submitters. Residency and/or company seat of business determines the region where to participate.

The World Summit Contest is unique as it combines the evaluation of content innovation and user value in marketable products with an extended showcasing. The contest and the categories are built on the experience of the EUROPRIX Award, where the best in European multimedia have been selected and promoted since 1998.

The World Summit Contest will be launched in October 2004. The Winners will be announced and celebrated in the framework of the WSIS 2005 in Tunis.

The World Summit Award categories:

- |                   |                      |
|-------------------|----------------------|
| (a) e- learning   | (f) e- health        |
| (b) e- culture    | (g) e- business      |
| (c) e- science    | (h) e- entertainment |
| (d) e- government | (i) e- inclusion     |

## CONTACT

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