



OECD Ministerial Meeting on the Future of the Internet Economy

Seoul, Korea, 17-18 June 2008

Shaping Policies for Creativity, Confidence and Convergence in the Digital World

The Internet is increasingly critical to our economies and societies, with implications across all policy domains. Only now is there broad appreciation for the Internet's potential as a powerful driver of innovation, sustainable economic growth and social well-being. It is timely for Ministers, CEOs and Internet experts from around the world to strengthen principles, policies and practices to form an enabling environment for the Internet Economy.

Key Issues for the Ministerial

Convergence

Adapting to a new environment of converged platforms (voice, video and data) and extending the network to new devices and sensor technologies.



Creativity

Promoting the Internet as a catalyst for innovation, economic growth, and social development.

Confidence

Reducing the Internet's vulnerability to threats and empowering consumers and other users.

The Internet is a key infrastructure for global economic growth and social development. Three major trends – Convergence, Creativity and Confidence – are influencing the policy environment for the Internet Economy. Each of these trends reflects significant shifts in the use and functionality of the Internet. Collectively, they represent a major transition in the evolution of the Internet and the economic system that has developed around it. Therefore, it has become increasingly necessary that policies supporting the Internet Economy be carefully crafted and co-ordinated across policy domains, borders and multiple stakeholder communities.



■ IMPROVING ECONOMIC PERFORMANCE AND SOCIAL WELFARE

The Ministerial will consider the theme Improving Economic Performance and Social Welfare: examining the Internet's role as a positive agent of change in economic performance, employment, education, health care, the environment and in the delivery of government services. It will also consider the Internet's capacity to help forge closer global integration of our economies and societies.

■ BENEFITING FROM CONVERGENCE

As different network platforms (for data, voice and video) converge toward the Internet Protocol, new services and business models are created, along with new opportunities and challenges for ensuring competitive service delivery. The theme on Benefiting from Convergence includes:

- Principles for convergence and the transition to next generation high speed networks;
- Guidance to empower consumers in the transition to converged networks;
- The efforts required by all stakeholders to deploy the newer version of the Internet protocol, IPv6; and
- Policies for evolving wireless, RFID and sensor networks.

■ PROMOTING CREATIVITY

The Internet enables innovation by improving access to knowledge, changing the way innovative activities are organised, facilitating collaboration, and broadening the base of innovators. The theme on Promoting Creativity will focus on:

- Benefiting from the evolution of ICT-enabled research and innovation;
- Facilitating digital content development, access and use, including public sector information; and
- Enabling the growth of the participative web and its potential for economic and social development.

■ BUILDING CONFIDENCE

As it becomes a key conduit for economic and social activity, the Internet also attracts fraud and malicious practices of increasing scope and sophistication that threaten consumer and user confidence. The theme on Building Confidence will consider policies for:

- Multi-stakeholder, cross-border co-operation to enforce privacy, security and consumer protection laws;
- Ensuring the security of critical information infrastructures and combating malicious software;
- Empowering consumers online; ensuring fair mobile commerce transactions and combating online identity theft; and
- Protecting individuals' digital identities.

■ GLOBAL INTERNET ECONOMY

To expand the opportunities enabled by the Internet to the next several billion users, there is a need for a better understanding of the key factors for its successful growth to date, and the challenges for further development. This session will examine policies and practices needed to expand the ability of the Internet to support economic and social development around the world. This includes greater access to ICTs and the capacity building required to take advantage of the opportunities they create for people in developing countries.

The Ministerial Meeting will be preceded by Stakeholder Forums on 16 June 2008 to enable a more in-depth consideration of viewpoints from business, civil society and the Internet technical community. Side events, which include an international information technology exhibition, will take place along-side the Ministerial and Stakeholder Forums, showcasing tangible examples of the Ministerial themes. In addition, bilateral and multilateral meetings can be held at the venue (COEX) in Seoul, one of the most "connected" cities in the world.

The Ministerial is organised by the OECD's Committee on Information, Computer and Communications Policy (ICCP) which develops policies to maximize the benefits of the information society. For more information, visit www.oecd.org/FutureInternet or e-mail: FutureInternet@oecd.org.

The host of the Ministerial is the Korea Communications Commission. For more information, please visit www.OECDMinisterialSeoul2008.org or e-mail: FutureInternet@kcc.go.kr.

