

## European Commission MEDICI Framework

### Focus on eContent & Services: creation, distribution and fruition

**Keywords:** eArt, eBusiness, eCulture, eEntertainment, eGovernment, eHealth, eInclusion, eLearning, eScience

Digital technology is affecting our full life not only in health, security, safety, work and similar fields, but mainly cultural interests, creativity, entertainment, communication and relationship. In the new scenario of enlarged Europe there is a need to catalyse a common understanding both censuring and promoting cultural diversities and sharing a common vision of the European Society.

Digital media have dramatically increased the possibilities open to the Authors, either by creating new forms or by bringing the costs of production within reach of individuals. As well as specifically digital media, music, still images and video are three significant areas where the costs of producing a finished work have dropped so radically that new young talents are emerging. Digital technology, and in particular the Internet, has completely overturned traditional ideas about distribution. Any work that can take a digital form can be infinitely reproduced at minimal cost. Young people especially will be galvanised if they feel that others will see their efforts. The instant global network of the Internet has made the building of special-interest groups unprecedented easy. Nevertheless eEurope and Lisbon strategy did not succeed up until now, even if every one is convinced about the positive influence of digital content and its potential positive follow ups on the society.

Creativity has to be encouraged, new interactive cultural expressions must be stimulated. Knowledge is not about circulation of information. It is about adding value to ideas. A knowledge society must provide people with opportunities to think in new ways. Up until now looking to some technologies we are still facing a "library without books", ICT companies are still looking for the so called "killer applications", on the opposite side there are some applications and technologies that let the user foresee some useful service but are not yet well focussed or developed at the moment.

There is a need to canalise the creative energies of young people promoting eContent in the field of creativity and expression enabled or empowered by new information communication technologies. There is a need as well to create a proactive environment in order to enhance the overall quality of eContent products. Digital and Social divide have to be bridged providing access and added value to citizens. Digital technologies and ICT tools are an incredible opportunity of growth and prosperity. Digital content and services empowered by broadband communications, both wired and wireless, could have a potential significant impact on society.

Enriched by the experience of the second phase of the World Summit on Information Society process, the so called Tunis Phase, it seems the right time to debate about the role of eContent as a building block of e and knowledge society.

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<b>Date and time:</b>	Sunday, 18 March 2007, 3:00 p.m. – 5:00 p.m.
<b>Venue:</b>	Convention Center (CC), Room 105 - 106
<b>Admission:</b>	Free
<b>Conference language:</b>	English
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