



Understanding
the
Digital World

User-Created Content: Supporting a participative Information Society

Agenda of the workshop

Friday 7th November, 2008, 9.00 am – 5.00 pm

Brussels
Albert Borschette Centre
Rue Froissart 36, room AB-1A.

With partners



30th October 2008

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1. Agenda of the workshop

9:00 Registration

9:30-9:45 am: Introduction

Welcoming words by Anne Troye, Acting Head of Unit, Lisbon Strategy and i2010, European Commission, DG Information Society and Media.

Presentation of the objectives of the study and of the role and place of the workshop in the mission.

9:45-11:00 am: Session 1 – Access issues: Will broadband networks sustain UCC growth?

9:45-10:00 am: *Presentation of the main findings*

10:00-10:45 am: *Discussion*

The number of Internet users is constantly growing; the UCC platforms are increasingly popular; digital devices propose higher quality formats; the need in bandwidth capacities is consequently exploding. But the Internet was not built to support such services. Could UCC kill the Internet?

What about the alternative networks? Are cable and ADSL networks credible alternatives? Will the mobile broadband Internet take over from the fix Internet? At what costs?

What are the implications for and from the digital divide? Is access to content an issue in a situation of seeming abundance?

11:00-11:15 am: Coffee break

11:15 am-12:30 pm: Session 2 – Business models: Is the value of UCC platforms in the content?

11:15-11:30 am: *Presentation of the main findings*

11:30 am-12:30 pm: *Discussion*

Despite of a dramatically quick popularity, UCC platforms generate low incomes, whereas in the meantime they have to support increasing expenses, mainly due to skyrocketing needs in storage capacities and bandwidth. Advertisers are reluctant to see their brands alongside amateur content. Users are not ready to pay for such content. So, where is the value? What could be a sustainable business model for UCC platforms? Is there a way to make money with amateur content? Or will UCC platforms be the first victims of their success?

12:30 pm-2:00 pm: Lunch

2:00-3:15 pm: Session 3 – User as a producer or the end of professional content?

2:00-2:15 pm: *Presentation of the main findings*

2:15-3:15 pm: *Discussion*

Obstacles to prevent users from creating and sharing their own content have practically disappeared: users are now Internet literates, broadband Internet access is now well-developed, digital devices are easy to use and enable people to create high quality content, UCC platforms provide users with simple software, etc. Will this new abundant source of quality content compete with the current professional offer? What could now slow down the UCC phenomenon? Are revenue-sharing perspectives a potential driver for the UCC market? Could socio-cultural factors impact UCC roll-out? Is there a need to safeguard the quality and trustability of UCC? Will users enhance the diversity, accessibility and quality of digital content online?

3:15-3:30 pm: Coffee break

3:30-4:45 pm: Session 4 – Legal and Policy issues: is self-regulation the solution?

3:30-3:45 pm: Presentation of the main findings

3:45-4:45 pm: Discussion

UCC raises a lot of legal and policy issues such as the legal standing of UCC platforms (broadcaster or host, content or technical service, etc.), the extension of broadcasting law to UCC platforms, the legal obligations and privileges of amateur creators, copyright issues, the liability of UCC platforms for user created content, the protection of personal data and privacy of users online, , etc. Is it time for legislators and policy makers to interfere? Can the solution of the arising legal problems be left to the sector and self-regulation? Or is the “informed consumer” key to all the legal problems with UCC?

4:45-5:00 pm: Conclusion