

## Timeframe

Road Show:	January, June 2007
Term presentation products:	11 June 2007
Nomination:	July 2007

## Who can participate

The Italian eContent Award is open to any company, organisation and individual active in the content industry and based in Italy. The presented e-product must be produced mainly by an Italian individual or company, which must reflect Italian's local morals and traditions without any advocacy for racism, nudity, or any indecent content.

Registration an project submission available at [www.econtentaward.it](http://www.econtentaward.it), submission deadline on **11 June 2007**. May you need further information please refer to the web site

## Content Categories

eBusiness	, eHealth
eCulture	eInclusion
eEntertainment	eLearning
eGovernment	eScience

## Channels & platforms

- Broadband/online
- Mobile Content
- Cross Media
- Off-line/DVD, CD-Rom or Video Materials
- Games Platform
- Interactive TV
- Interactive Computer Graphics
- Content Tools & Interface Design

## Young Talents Award

The Italian eContent Award is open to all young people over 16 and under 27 or groups of young people. The presented e-product must be produced mainly in Italy and must reflect Italian's local morals and traditions without any advocacy for racism, nudity, or any indecent content.

- Best e-Content on DEVELOPMENT
- Best e-Content on CREATIVITY & CULTURE
- Best e-Content on FREEDOM OF EXPRESSION AND ENGAGEMENT

## Information

### About the panel:

<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>Language:</b>	English
<b>Organizer:</b>	MEDICI Framework / Politecnico di Milano Piazza Leonardo da Vinci 32 I – 20133 Milano
<b>Contact :</b>	Mr. Alfredo M. Ronchi
<b>Telephone:</b>	+39 02/23 99 60 40 +49 160 91255678 (mobile)
<b>Fax:</b>	+39 02/23 99 60 80
<b>E-mail:</b>	<a href="mailto:alfredo.ronchi@polimi.it">alfredo.ronchi@polimi.it</a> alfredo.ronchi@medicif.org
<b>Internet:</b>	<a href="http://www.medicif.org">www.medicif.org</a>

### About the award:

#### Secretariat

Phone.: +39 02 2399 6060  
Fax. : +39 02 2399 6080  
[info@econtentaward.it](mailto:info@econtentaward.it)  
[www.econtentaward.it](http://www.econtentaward.it)

#### Press Office

Phone.: +39 02 2399 6061  
Fax: +39 02 2399 6080  
[press@econtentaward.it](mailto:press@econtentaward.it)  
[www.econtentaward.it](http://www.econtentaward.it)

Fondazione Politecnico di Milano & MEDICI Framework presents

**2007**  
**eContent Award Italy**  
premio per il miglior contenuto in formato digitale

[www.econtentaward.it](http://www.econtentaward.it)

In the framework of the  
**UNITED NATIONS'**



On the occasion of



**HANNOVER**  
**15.–21.3.2007**  
[cebit.com](http://cebit.com)

**Sunday March 18th – 3 p.m.**  
**EC MEDICI Framework Panel**

**Focus on eContent & Services**  
**creation, distribution & fruition**

## Contents, services on digital platforms

---

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 censoring and promoting cultural diversities and sharing a common vision of the European Society. 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. 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. These spaces are where artists talk, and are excellent places to gauge the state of a scene. Peer to peer technology enables on the fly exchange of content unleashing incredible opportunities to share personal content and activate added value chains of cooperation. 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.

## The panel: Focus on eContent & Services

---

The panel places its emphasis on the need to create and deliver quality services through e-infrastructure ; "content" and creativity are the key aspects, without which we face a digital world completely empty and dull.

The production of digital contents and innovative solutions in the field of ICT are among the most important things for social development and economical growth. Many experts outline that there is a content gap to be bridged. In such a scenario the World Summit on the Information Society (Geneva 2003 – Tunis 2005) has promoted a collective effort so that everyone will be able to create, share, use and have a free access to knowledge. This is not enough in order to reach the goal. To be effective innovation has to impact society and every day life, digital content and services must be adopted and integrated as natural part of common procedures. The Internet has pointed out the relevance of infrastructure not only at "telecom" layer but even as availability of structured and interoperable services. Ontology, XML tagging, data mining, metadata are just few keyword evocating such a global scenario.

Mature standards has to reach the market: not only addressing technological aspects but even concerning content and service structure, behaviour and feedbacks.

eContent and services are becoming more and more useful in e-Business, e-Culture, e-Entertainment, e-Government, e-Health, e-Inclusion, e-Learning, e-Science, e-Governance, e-Democracy, e-Security and more both at national and international level. The global soul of Web and local aspects, cultural diversities fostering intercultural dialogue and offering an incredible tool for development and sustainability.

Panellists will outline the relevance of digital content and added value services providing a comprehensive overview on the state of the art in different countries. This particularly thanks to the relevant opportunity offered by the World Summit Award. The evaluation process started in 2003 is now confirmed till 2009 and having addressed 168 countries in 2005 it represents a significant outlook on digital content and creativity.

As already happened on previous panels we expect the panellists to actively engage the audience and help them broaden their understanding of the issues. As usual a final report will be published including relevant contributions from the floor.

## World Summit Award

---

The WORLD SUMMIT AWARD 2003/05/07 is unique through its specific categories, which cover all aspects and sectors of the emerging Information Society and put the added value of multimedia and electronic contents for specific user groups and purposes at the centre of competition and evaluation. It is also unique due to sustained outreach activities in all United Nations member states and its promotion by leading multimedia and internet organisations and institutions. The WORLD SUMMIT AWARD Project is governed by rules approved by the Board of Directors, the independent judgements of the European Academy of Digital Media and on the basis of 5 years of experience with the EUROPRIX contest. It is carried out by the WORLD SUMMIT AWARD office at ICNM, Austria.

The World Summit Award (WSA) is a global initiative to select and promote the World's best e-Contents. It receives support from numerous national and international non-profit organisations, as well as a substantial contribution from the private industry. In 2005, 178 countries have participated in the WSA and 40 finalists were selected out of 803 submissions through a world wide expert network.

## eContent Award Italy

---

Italian eContent Award 2007 is organised by Fondazione Politecnico di Milano and MEDICI Framework and inspired by the WSA - WORLD SUMMIT AWARD in order to select quality e-content and promote creativity and innovation in new media applications in Italy. This multi-aim award, encourages creativity, drives Young Talents toward international contests, nominates the eight best Italian eContent products (one for each category: eCulture, eScience, eGovernment, eEntertainment, eHealth, eInclusion, eLearning, eBusiness) to the World Summit Award 2007.

The Italian eContent Award is unique in Italy thanks to its specific categories, which cover all aspects and sectors of the emerging Knowledge Society and emphasise, during the competition itself and the evaluation process, the added value of multimedia and electronic contents and services for specific user groups and purposes. Content and creativity are the key aspects, without which we face a digital world completely empty and dull.

To leverage these exceptional assets, eContentAward develops synergies creating the Best eContents & Services Road Show (Monaco, Hannover, Bologna, Milano, Torino, Venezia, Firenze, Roma, Napoli, Bari...) and, through this, raising the awareness of the importance of the quality eContent in the development of the Knowledge Society.