

## Official Media Release (For Immediate Release)

### Local e-Content triumphs at the WORLD SUMMIT AWARD 2009

Salzburg/New Delhi (April 27<sup>th</sup>, 2009). Australia, Austria, Canada and New Zealand will walk the stage at the World Summit Award Gala on June 12<sup>th</sup> and collect the winning trophies for the world's best e-Contents. These four countries emerged as clear leaders in the global contest held in the framework of the United Nations and its follow-on activities to the World Summit on Information Society.

With three winners each, creative content producers and application designers from those countries topped approximately 20.000 other products and projects from the 157 countries participating in the 4<sup>th</sup> edition of the World Summit Award.

34 leading e-Content experts from all continents met for the WSA Grand Jury in New Delhi, India to consider 545 national finalists from United Nations Member States.

"The trend to mobile contents is slow in developing and the most interesting and socially relevant contents are still to be found on the Internet" says Prof. Peter A. Bruck, WSA Chairman. "Online also beats Interactive TV and has by far outdone Off-line DVD productions in terms of the richness and diversity of quality content around the world" says Bruck.

"In contrast to mass TV and newspapers, the new media do not concentrate in one country or one region; we do not see a digital Hollywood or digital Fleet street. Rather, the most interesting e-Contents come from smaller markets, and there from smaller players. They appear to be much more in touch with users and their communities. Local content, not global, triumphs in terms of quality" concludes Bruck from the Jury proceedings.

Australia won in the categories of e-Business & Commerce ("Karma Currency Website"), e-Culture & Heritage ("Twelve Canoes") and e-Health & Environment ("Tree People"). Austria presents its strongest products in the categories e-Business & Commerce ("Remediation Check"), e-Learning & Education ("E-DysGate") and e-Science & Technology ("Water World"). Canada is represented in the categories e-Culture & Heritage ("A Journey into Time Immemorial"), e-Inclusion & Participation ("Homeless Nation") and e-Science & Technology ("Genomics Digital Lab"), and New Zealand features with winning projects in e-Learning & Education ("Our Space"), e-Government & Institutions ("National Broadband Map") and e-Entertainment & Games ("Casebook").

The World Summit Awards were started as an Austrian initiative in the framework of the United Nations World Summit on Information Society in 2003. Today, it is the world's leading contest for excellence and creativity and e-Content production and a global hub dedicated to closing the digital content divide and narrowing the content gap between different regions of the world.

The WSA are the only awards supported by a Public Private Partnership between professional organisations, industry, governments and UN organisations. The initiative

promotes the most outstanding achievements as a flagship partnership initiative of the UN's Global Alliance for ICT and Development and in close collaboration with UNESCO, UNIDO and a world wide professional partner network.

WSA is a global not-for-profit activity governed by a Board of Directors of world-leading e-Content and multimedia experts with its global office at the International Center for New Media in Salzburg, Austria.

Two awards each went to China, Egypt and Italy, which have shown excellent results already in the last years, but also to the newcomers Ghana and Sri Lanka, showing that excellence in the content use of new ICTs is neither a matter of size of population, nor is it driven by wealth.

One award each went to Belgium, Bulgaria, Croatia, Czech Republic, Finland, Germany, India, Israel, Lithuania, Malaysia, Mexico, Netherlands, Oman, Poland, Slovenia and Spain. Two newcomers from countries with less developed content industries that returned home with 2009 World Summit Awards leapfrogging technologies with creative innovations are Democratic Republic of the Congo ("Congoblog") and Nigeria ("Mark of 'Uru'").

Key sponsors of the WSA include the Internet Society, which has been supporting the initiative since its launch in 2003, and Indigo Brainmedia – the leading and most innovative digital magazine from Mexico, which won the WSA in the e-Entertainment category in 2007 and since then entered into a long term visionary as the main supporter and sponsor.

The **WSA 09 Winners' Gala** will be celebrated in Monterrey, Mexico, on June 12, 2009 in collaboration with the UN GAID's Global Forum.

In Monterrey, the winners will also be presenting their award-winning products at the two day **WSA Winners Conference and Exhibition**, starting June 10<sup>th</sup>.

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More Information on WSA and links to winner products: [www.wsis-award.org](http://www.wsis-award.org)

**Boilerplate:**

The World Summit Award (WSA) was started in 2003 as part of the UN's World Summit on the Information Society. It is a global initiative to select and promote the world's best e-Content and innovative ICT applications; to date 157 countries are actively involved. Through national contests and a global jury process, WSA demonstrates the local diversity and rich creativity of ICT use. WSA is a global hub for everyone who values the crucial importance of local content to make today's information society more inclusive.

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**Note:** Arrangements for contacting Professor Peter A. Bruck may be made through Anastasia Konstantinova

## WORLD SUMMIT AWARD WINNERS 2009

### e-Government & Institutions

Product Title	Short Description	Country
E.V.A. - Enhanced Vehicle Automation	Innovative system for the control of the territory	Italy
National Broadband Map	Visual representation of New Zealand's broadband landscape	New Zealand
Royal Court Affairs - Mobile Recruitment	Electronic Evaluation System receiving Job Applications through SMS	Oman
Government Information Center(GIC)	A trilingual service providing easy access to government information	Sri Lanka
Integrated Court System (ICS)	Promotes productivity and efficiency for judiciary processes	Malaysia

### e-Health & Environment

Product Title	Short Description	Country
The BioMAP project (Monitoring and Assessing of Biodiversity of Egypt)	Comprehensive IT-based database of existing Egyptian biodiversity records	Egypt
Mamaherb	Thousands of alternative health therapies from cultures around the globe	Israel
MPedigree	An application that allows anyone with a cell phone to check their drugs before use	Ghana
Catalonia Shared Medical Record	A tool to improve and facilitate the physicians' task, by allowing shared use of the available patients' information	Spain
Tree People	Interactive website to reduce their greenhouse gas emissions	Australia

### e-Learning & Education

Product Title	Short Description	Country
CELL - Centre for Experiential Learning	Comprehensive cutting edge eLearning facilities addressing the needs of eHealth	Italy
Human and Nature. ICT-based integrated course of natural sciences for classes 5, 6	A pilot project for strategy of ICT integration in Lithuanian education system	Lithuania
Our Space	User-generated public interactive experience aiming to forge community and explore identity	New Zealand
E-DysGate	Internet-based exercises to train specific skills of dyslexic persons	Austria
Lingorilla	State of the art e-learning website combining all media as well as all functions of the web	Germany

**e-Entertainment & Games**

<b>Product Title</b>	<b>Short Description</b>	<b>Country</b>
Casebook	Forensic investigation game utilizing photo real technology and involves actors in real sets and crime scenes that can be navigated in real time by the player	New Zealand
IQ Training & Testing	Educational and entertaining software which stimulates brain function and learning processes	Croatia
Street Dance School - the Center	Virtual entry point to a real Center for CONTEMPORARY street dance	Bulgaria
My Machine	A unique project that provides building bridges between children in different levels of education	Belgium
Wreck a Movie	A movie production service based on cooperation by applies the open source software ideology to film production	Finland

**e-Culture and Heritage**

<b>Product Title</b>	<b>Short Description</b>	<b>Country</b>
Twelve Canoes	A website which paints a compelling portrait of the art, culture, history and place of the Yolngu people	Australia
iPod Tours	An application developed provide comprehensive tourist information on iPods.	Mexico
Congoblog	Platform of 8 young congolese sharing their daily life	Democratic Republic of the Congo
A Journey into Time Immemorial	An innovative website recreating the ancient dwelling and spiritual site of Xâ:ytem in 3D	Canada
Mark of 'Uru'	Animated web series combining expertise with local content	Nigeria

**e-Science & Technology**

<b>Product Title</b>	<b>Short Description</b>	<b>Country</b>
Videlectures.Net	Provides free and open access of a high quality video lectures presented by distinguished scholars and scientists	Slovenia
Water World	An exhibition and guided tour themed around water: its origin, production, ingredients and environmental aspects	Austria
Genomics Digital Lab	A game-based interactive tool designed to get learners and educators excited about plants and their importance to our world	Canada
Newstin	Very powerful searching and indexing tool with many application possibilities	Czech Republic
Fossil Web	Highly interactive website with extensive amount of users' generated content integrating online and offline activities	China

**e-Business & Commerce**

<b>Product Title</b>	<b>Short Description</b>	<b>Country</b>
AvaGuide	A sophisticated combination of top quality interactive video and text-to-speech technology that enables the creation of virtual characters able to hold customized conversations	Poland
ngpay	India's first and fastest growing end-to-end, mass market mobile commerce service	India
Remediation Check	A new software solution which allows users to check the energy efficiency level of their flat or house	Austria
AWEB	Free web site in mainland China built for farmers that emphasizes on providing reliable knowledge and information	China
Karma currency website	Online gift voucher website for charitable donations, enabling not-for-profit agencies to provide 100% of all donations to their charity	Australia

**e-Inclusion & Participation**

<b>Product Title</b>	<b>Short Description</b>	<b>Country</b>
ICT for Illiteracy Eradication (ICT for IE)	A simple, interactive computer-based tutorial that teaches basic reading and writing skills to illiterates	Egypt
TradeNet (Esoko)	Market information platform that is available via SMS and mobile phones and covers key market information	Ghana
Voices of Africa	Provides young African reporters with the necessary equipment, training and financing to build and pursue a career and promote the development of open media in Africa	Netherlands
Homeless Nation	The world's first website created by and for the homeless community	Canada
Impaired Aid	A suite of products contributing towards the inclusion of the deaf and blind communities into Society	Sri Lanka

## WSA 2009 Regional Special Mentions

### Africa

Category	Product Title	Country
e-Government & Institutions	Nigeria Immigration Service Portal	Nigeria
e-Learning & Education	Rural Life Skills Development Project (Farming)	Zimbabwe
e-Entertainment & Games	Ghanamusic.com	Ghana
e-Science & Technology	Burkina-ICT	Burkina Faso
e-Business & Commerce	Market	Dem. Republic of Congo

### Arab Countries and Middle East

Category	Product Title	Country
e-Learning & Education	Sudanese Electronic School	Sudan
e-Entertainment & Games	Kout Bu Setta	Kuwait
e-Culture & Heritage	Noor Comprehensive Commentary Collection	Iran
e-Science & Technology	Waqf Inforamtion Center: WaqfIC	Kuwait
e-Business & Commerce	Arab Finance	Egypt

### Asia

Category	Product Title	Country
e-Health & Environment	WebHealthCentre	India
e-Learning & Education	ChinsesPod – Praxis Language	China
e-Entertainment & Games	Upin & Ipin / Geng: The Movie	Malaysia
e-Culture & Heritage	Gunijan: Our Source of Inspiration	Bangladesh

### Europe

Category	Product Title	Country
e-Culture & Heritage	La Vanguardia Digital (Eldest Virtual Newspaper Library)	Spain

### Latin America & the Caribbean

Category	Product Title	Country
e-Government & Institutions	tt Connect Online	Trinidad & Tobago
e-Health & Environment	Secretary for the Rights of People with Disabilities	Brazil
e-Learning & Education	ICT Education Program of Fe y Alegria	Venezuela
e-Entertainment & Games	Detective Stripes	Mexico
e-Science & Technology	Scientific Journals Network	Mexico
e-Business & Commerce	Superbid	Brazil
e-Inclusion & Participation	Intecap Mobile Units	Guatemala

## **MEMBERS OF THE WSA GRAND JURY 2009 New Delhi, India**

Moderator: Peter A. Bruck (Austria)

- Nawaf Abdulrahman (Bahrain)
- Manar Al-Hashash (Kuwait)
- Beatriz Alonso Becerra (Cuba)
- Zawan Al-Sabti (Oman)
- David Berman (Canada)
- Jan Bieringa (New Zealand)
- Jak Boumans (Netherlands)
- Josie Cacdac (Phillipines / Indonesia)
- Shinta Dhanuwardoyo (Indonesia)
- Effat El Shooky (Egypt)
- Anthea Foyer (Canada)
- Andrew Gakiria (Kenya)
- Dorothy Gordon (Ghana)
- Nariman Hajiyev (Azerbaijan)
- Alex Hung (China)
- Rudy Laddaga (Mexico)
- Latif Ladid (Luxembourg)
- Osama Manzar (India)
- Stanislav Miler (Czech Republic)
- Lumko Mtimde (South Africa)
- Chitranganie Mubarak (Sri Lanka)
- Shashank Ojha (UN)
- Ananya Raihan (Bangladesh)
- Subho Ray (India)
- Ehssan Riazi Esfehiani (Iran)
- Alfredo Ronchi (Italy)
- Christian Rupp (Austria)
- Gbenga Sesan (Nigeria)
- Juan Carlos Solines Moreno (Ecuador)
- Anya Sverdlov (Russian Federation)
- Rudi Vansnick (Belgium)
- Rajen Varada (UN)
- Faouzi Zaghib (Tunisia)
- Maria Zaghi Garcia (Guatemala)

## **WSA GRAND JURY SPOKEPERSONS 2009-2011**

### WSA Spokesperson for Africa:

- **Dorothy Gordon**, Director-General, Advanced Information Technology Institute – Ghana-India Kofi Annan Centre of Excellence in ICT, Ghana
- **Lumko Mtimde**, CEO, Media Development and Diversity Agency (MDDA) South Africa

### Arab Countries and the Middle East:

- **Nawaf Abdulrahman**, Chief Information Technology, General Organisation for Youth and Sport, Bahrain
- **Faouzi Zaghib**, Chairman, Tunisian ICT Federation, Tunisia

### Asia

- **Chitranganie Mubarak**, Programme Head, ICT Agency of Sri Lanka, Sri Lanka
- **Ananya Raihan**, Executive Director, D.Net, Bangladesh

### Europe

- **Anya Sverdlov**, Managing Director, Actis Wunderman, Russian Federation
- **Alfredo Ronchi**, General Secretary, MEDICI Framework, Italy

### Latin America

- **Maria Mercedes Zaghi Garcia**, Operations Director, Ergocom, Guatemala
- **Juan Carlos Solines Moreno**, Partner, Solines & Asociados / Gobierno Digital, Ecuador

### North America and Oceania

- **Jan Bieringa**, Director, BWX Productions, New Zealand
- **David Berman**, Expert Speaker on Strategy, Ethics and Branding, Canada

## **GALA CELEBRATION AND WINNERS CONFERENCE 10-13 June, 2009, Monterrey, Mexico**

### **WSA Gala**

Date: June 12<sup>th</sup>, 2009, 19:00hrs  
Site: MARCO (Museo de Arte Contemporaneo de Monterrey)  
Guests: approx. 300  
Stakeholder: international businesses, SME's, Governments, Civil Society

Thanks to the generous invitation of our Mexican partner under the leadership of Mr. Ramon Alberto Garza of IndigoBrainmedia, WSA will hold its Gala events to promote the world's best e-Content in the City of Monterrey. The Gala Celebration is the highlight of the entire WSA process 2008-2009 and a unique ceremony to honor excellence in multimedia and e-Content creation. Up to 40 winning teams in 8 categories from all over the world will be present and handed out the awards by highest level international dignities. The Winners' teams will be invited to personally receive their certificate and trophy from dignitaries of government, the private sector and the United Nations.

The Gala will be highlight of four days of celebrations, and will provide a unique opportunity to meet and connect with WSA winners, ICT experts, business leaders, multimedia producers and creatives as well as government and business leaders who will be giving their recognition to the showcased best practice examples. In addition, the World Summit Youth Award (WSYA) will focus on the use of the Internet and mobile applications to put the UN's Millennium Development Goals into Action.

The WSA Celebration and Winners Conference will be held in close cooperation with the UN GAID's Global Forum, which responds to the demand for an inclusive platform for cross-sectoral policy dialogue on the use of ICTs for enhancing the achievement of internationally agreed development goals. All WSA participants are invited to take part in public sessions of the Forum (and vice versa) and a joint program for WSA and GAID Events in Mexico will be developed and distributed.

By bringing together highest government leaders, business executives, civil society and world's best and most creative content producers, the Event creates a unique atmosphere of networking, experience exchange and serves as an international hub for those who stand for quality and innovation.

The Award is held in eight categories and five winners have been selected per category. Forty winners from all over the world are invited to be present at the Gala and awards will be handed out by high-level dignities.

## **WSA Winners Conference – Presenting the Winners of WSA 09**

Date: Wed, 10<sup>th</sup> June (pm) / Thu, 11<sup>th</sup> June (pm), Fri, 12<sup>th</sup> June (am), 2009  
Site: Nave Generadores, Parque Fundidora, Monterrey  
Stakeholders: All Winners & Friends of WSA

From 10<sup>th</sup> – 12<sup>th</sup> June, Winners from all over the world will present their awarded projects and share their visions about the topic of "ICT & Creativity".

### The Aim of the Conference:

ICTs in themselves are just useful for some people. But using and working with them creatively can improve the lives of many – by bridging the Digital Divide and Content Gap. Because creativity is not bound to being rich in terms of material goods, of infrastructure and access to networks. Creativity is a "natural resource" of the human mind, everywhere in the world. It is a matter of content. The aim of the WSA Winners Conference in Monterrey is to produce a truly optimistic showcase for bridging the Digital Divide and Content Gap. All Winners from the WSA 09 are invited to present their projects and discuss for two days with peers topics from e-Learning to e-Health and from e-Entertainment to e-Inclusion.

## **World Summit Youth Award: Getting Action on MDGs through use of ICT - Internet and Mobiles**

The World Summit Youth Awards mission is to empower youth by creating digital opportunity. In spite of their technological expertise, young people remain marginalized, unemployed and lacking voice in the decisions that affect them each day. We believe that if youth are given a space to showcase their skills, ideas and projects, they will be empowered as agents for social change and creativity. In addition, the networking and skill-sharing between award winners and WSIS delegates can open new doors to the information society.

### **WSYA MDG Global Huddle**

Date: Thu, 11<sup>th</sup> June, 2009 (pm)  
Site: Ciudad del Conocimiento, Parque Fundidora, Monterrey  
Stakeholders: All Winners & Friends of WSA and WSYA

At the WSYA Global Huddle the 15 Winners of the World Summit Youth Award (WSYA) will discuss and talk about how they use internet and mobile content to create global awareness of the UN MDGs. Young people will have to act on MDGs if the earth should become a better place and if human kind should have a chance to survive without major catastrophes and cataclysms. The WSYA winners will focus their debates – together with two experts working in the e-Content sector – on e-Content creation and necessary strategies to address the MDGs. WSYA Fellows are invited to join and have a hand in presenting their ideas on action.

### **WSYA Amphitheatre**

Date: Fri, 12<sup>th</sup> June, 2009 (pm)  
Site: Nave Generadores, Parque Fundidora, Monterrey  
Stakeholders: All Winners & Friends of WSA and WSYA

The WSYA Amphitheatre shall provide an opportunity for world best and most creative young producers to discuss the UN MDGs, Motivations, Strategies and Visions with three prominent High-level Officials, e.g. from the United Nations or UN GAID. After input statements by the high-level dignities and an inner circle discussion between those prominent supporters of the MDGs and the young creators, also WSYA Fellows and the general public are invited to join in.

## **BACKGROUNDER**

### ***Partner Quote Quotes (more available by request):***

“The development of I&C infrastructures and technologies alone does not fulfill the promise of a knowledge based information society. Good quality contents and innovative applications are required to build an inclusive, people-centered and development-oriented Information Society.

GAID is pleased to hold its annual meeting in Mexico in close cooperation with the World Summit Award winners’ events. I am confident that WSA will continue to grow in size and depth and achieve even bigger results as part of the family of GAID networks.”

*Sarbuland Khan*  
*Executive Coordinator United Nations’ GAID*

### ***Sponsor Quote (more available by request):***

“At the World Summit Awards 2007 Gala in Venice, it was made vividly clear that we are at the threshold of a new revolution that will eliminate the role of media as epicentres of information, giving every single human being the opportunity to become a generator and a broadcaster of multimedia content.”

*Ramón Alberto Garza*  
*President & CEO, Indigomedia*