

## **Future Anarchy and Information Democracy – User Generated Content**

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Convergence in ICT

ITU Telecom World 2006



# Overview of the Group



- Internet Messaging Services and community building  
Company servicing over 70 million users world wide



- Digital Interactive Entertainment such as Online Games (MMO and/or Casual)



- Online Advertising, rich media



- Unifying the world's WIFI signal into one ubiquitous network, investors include Skype and Google



- Digital Content and Community Venture

## Highlights

- **Global Presence**
  - Established in 1998
  - Offices in 8 Countries
  - Over. 250+ people worldwide
- **Value added services**
  - Increasing ARPU
  - Enhancing Retention
  - New Online and Community Services
  - Telco related services
  - Content and Community
  - Web 2.0 services
- **Our ITU Presence**
  - Booth 8019,010 in Hall 8
  - Come visit us, we're giving away free routers

# Information Democracy

The Internet as an Anarchic Setup

# User Generated Content

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- Content that is produced by individuals and users
- Mass opinions and thoughts
- Blogs, wiki's, discussion groups, video blogs, podcasting etc.
  - Wisdom of crowds vs. edited content
- Mass Amatuerization
  - Everyone is a photographer (Digital photography, Flickr, Adobe Photoshop)
  - Everyone is an artist (Adobe Photoshop, Paintshop etc.)
  - Everyone is a broadcaster (Youtube, Revver, Veoh)
  - Everyone is a programmer (PHP, Ruby, Sourceforge)
  - Everyone is a Journalist (Blogs)
- User Generated Content has challenged existing norms
  - Community dominate brands and influence
- Mass sharing of information and knowledge for network effect and mutual benefit

# Live Implications on the Web (2.0)

## **Anarchy**

The absence of Governance, possible Chaos

Lack of a Coercive power

Napster

Morpheus

YouTube

Digg

Blogs

Flickr

Some rights reserved

Discussion Groups

Cooperate don't control

Online Mashup

## **Information Democracy**

Freedom of Information, democratic opinion and input

Information wants to be free, wisdom of crowds

Google

Wikipedia

YouTube

Myspace and other Social Networking Services

Blogs

Flickr

Some rights reserved

Discussion Groups

FON

Users add value (the Network Effect)

RSS

# User Generated Content has created Information Democracy

Combined wisdom of crowds has created a massive library of information

Use of technology has allowed it to create a relevant index

Has changed the perspective of Information delivery and sources

Breaking down previous concepts of information and knowledge, challenging perceptions of IP, censorship and government barriers.

# User generated content on a Wireless format

- Mobile phones are computers and feature packed

- Camera's, Java, Flash Lite, Wifi etc.

- Technologies such as Flash provide for ubiquitous development platform

- User Network Effect creates user contribution



- Potential for change significant

- Internet is not available to a significant number of users

- Wireless devices, future (Wifi, Wimax) and present (Mobile) are more prevalent

- A generation of "texters" familiar with small devices



mobility

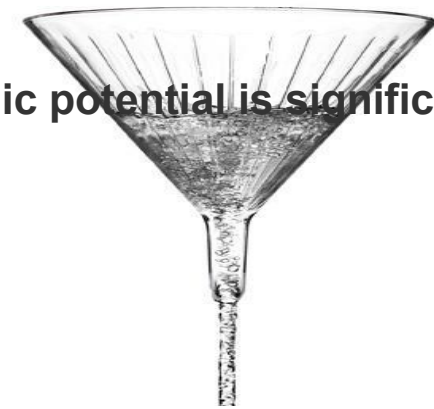
- **Once the Internet goes truly Wireless/Mobile the socio-economic potential is significant**

- Early examples of UGC effects in Wireless formats

- Political voting in the Philipinnes

- Moblogs

- Phone cameras



**The End**



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