

# **ITU/EBU Meeting of High-Level Experts on Competitive Platforms for the Delivery of Digital Content**

**Participative web: User-created content**

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# Overview

The development and impacts of user-created content and implications for policy

Questions covered:

1. Definitions and measurement
2. Drivers and types of user-created content
3. Changing value chains, new business models
4. Impacts on business and society
5. Associated challenges and roles for policy  
Is there a government role and what form does it take?

# Definitions, drivers and types

## ● Participative web

New Web services, readily available software and high-speed broadband enable:

=> development and customisation of content

=> commercial / non-commercial use of “collective intelligence” of Internet users

=> users contribute to developing, rating, collaborating and distributing Internet content

## ● User-created content

- Publication requirement
- Creative effort
- Creation outside of professional practices

Often no institutional or commercial / market context

## Types of UCC

- Text
- Photos/images
- Music and audio
- Video and film
- Citizen journalism
- Educational content
- Mobile content
- Virtual content in online environments
- User-created content to advise on goods purchases, travel, other information

## Distribution platforms

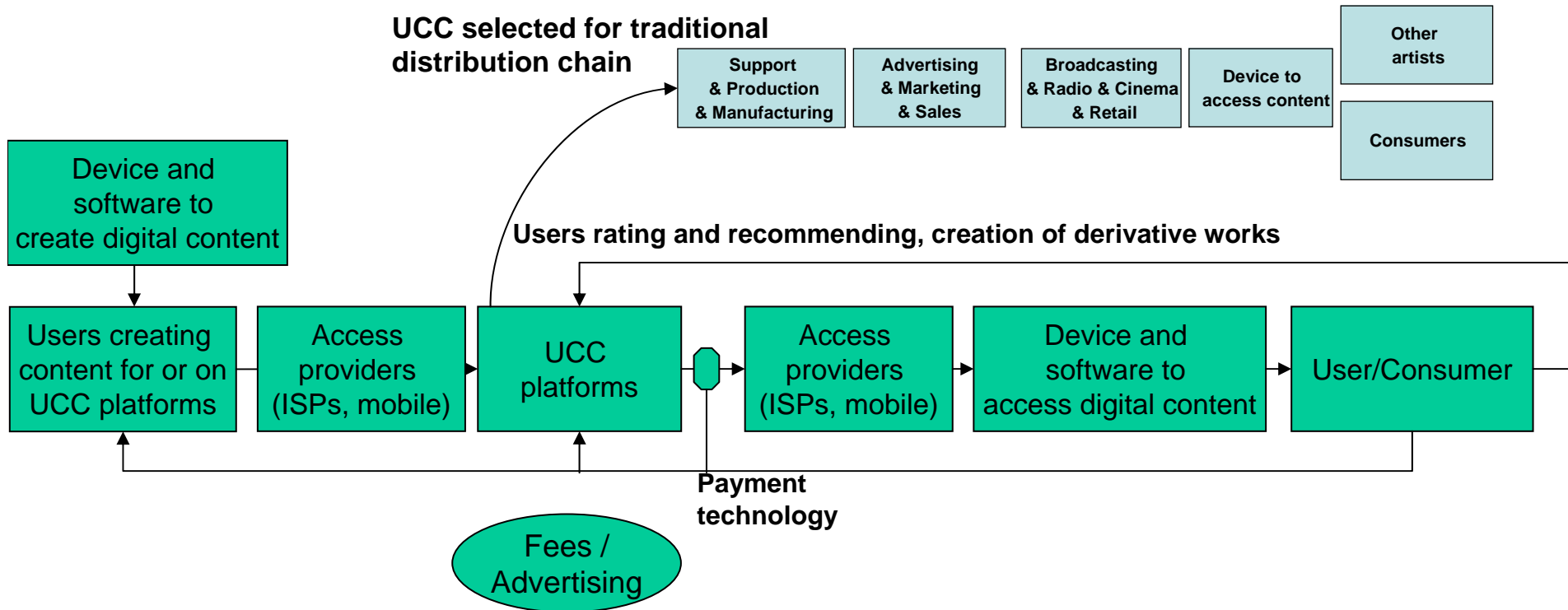
- Blogs, Wikis and sites allowing feedback on written works
- Group-based aggregation
- Podcasting
- Social network sites
- Virtual worlds
- Content or filesharing sites



WIKIPEDIA



# Internet value chain for user-created content and links to established chain



New models for generating revenues?

# **Business models: how to make money**

## **Five basic models:**

- **Voluntary contributions**
- **Charging viewers for UCC services – pay-per-item or subscriptions (including bundling)**
- **Advertising-based**
- **Licensing to third parties**
- **Selling other goods and services online**

**Remunerating creators – revenue-sharing or content payment**

# Economic impacts of user-created content

- **Consumer electronics and ICT goods**
- **Software producers**
- **ISPs and web portals**
- **UCC platforms and sites**
- **Users & creators**
  - **UCC platforms remunerating content creators**
  - **Search engines**
  - **Down-side on professional creators?**
- **Advertising**
- **Marketing and brands**

# **Social impacts of user-created content**

- **Impacts on information production with increased user autonomy and participation**
  - Democratisation of media production
  - Production of value outside of commercial market place (pure forms or hybrids)
- **Cultural impacts**
- **Citizenship engagement and politics**
- **Educational and informative impact**
- **Impact on ICT and other skills**
- **Social challenges of user-created content**





Source: Second Life.

# Issues for business and policy

- **Enhancing R&D, innovation and technology in content, networks, software and new technologies**
- **Developing a competitive, non-discriminatory framework for creation, distribution and access**
- **Enhancing the infrastructure**
- **Business and regulatory environment**
  - Intellectual property, information and content quality, freedom of expression, mature and illegal content
  - Virtual property rights and taxation
- **Governments as producers and users of content**
- **Conceptualisation, classification and measurement**

# Policy discussion

- **Encouraging economic, social and cultural benefits:**
  - Ensuring a viable long-term Internet environment
  - Defining the boundaries of legitimate use
- **Governments promote user-created content? New models to foster creativity?**
  - Creating a pro-innovation business environment
  - Public broadcaster/public body initiatives
  - What else? and what next?

# Further information

## OECD studies

**“The participative web: User-created content”  
and further studies on digital content**

<http://www.oecd.org/sti/digitalcontent>

**“Participative Web: Shaping Policies for Creativity,  
Confidence and Convergence in the Digital World”**

**Technology Foresight Forum: OECD and Industry Canada  
3 October 2007, Government Conference Center, Ottawa, Canada**

<http://www.oecd.org/futureinternet/participativeweb>

## OECD Information Technology Outlooks

<http://www.oecd.org/sti/ito>

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