

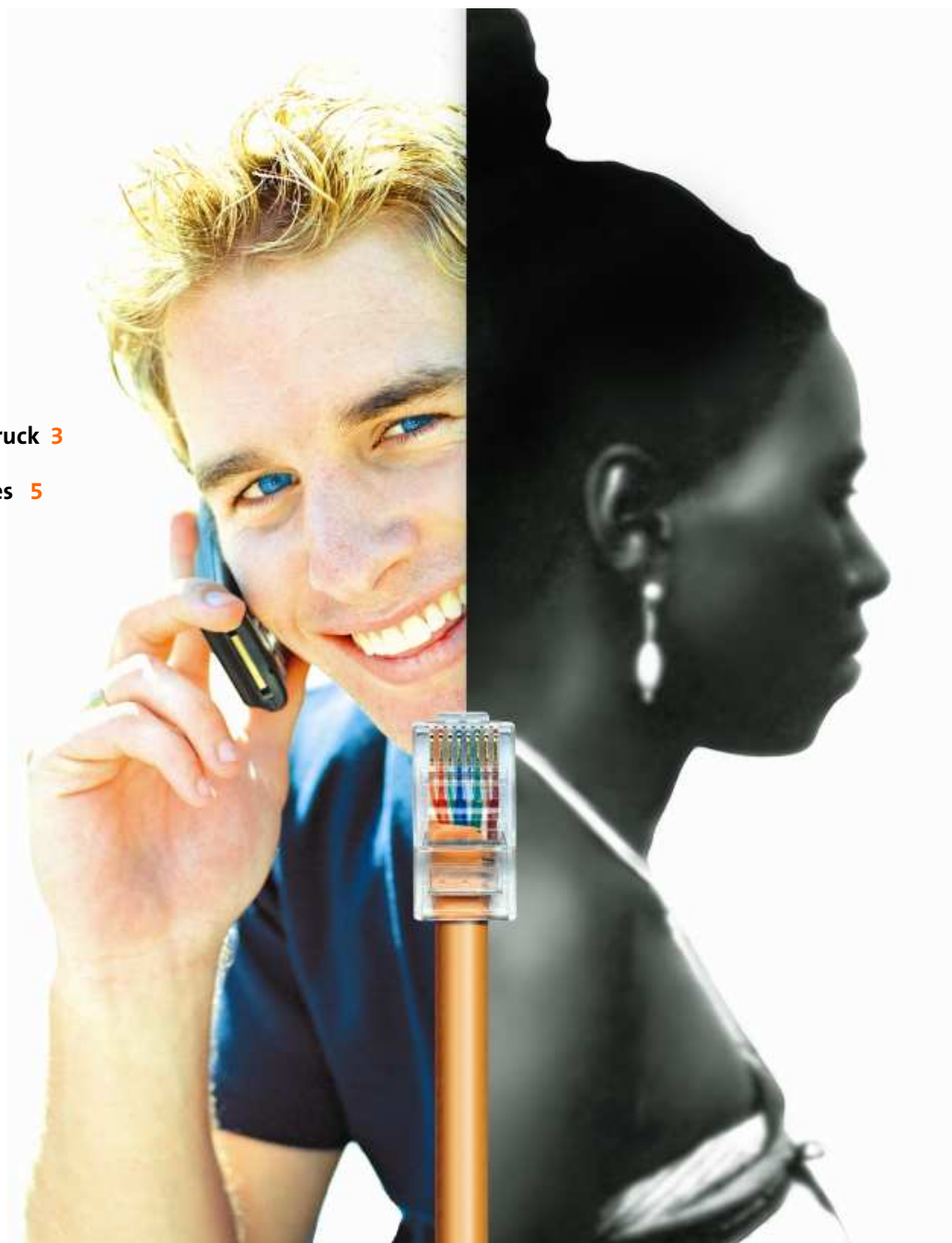
# WORLD SUMMIT AWARD ANNUAL REPORT 2009



World  
Summit  
Award

## TABLE OF CONTENTS

Introduction by Peter A. Bruck	3
Key statements	4
Facts and Figures/Activities	5
Global Contest 09	6
Grand Jury	8
2009 Winners List	9
Winners' Celebrations	10
Publications	13
Board & Team	14
Partners	15





Dear Partners,

Another bi-annual term of the WSA is coming to the end and WSA is entering into its 8<sup>th</sup> year. The Winners' events in Monterrey, Mexico held from September 2-5 have again demonstrated the relevance and crucial importance of the content issue in the development of the "Information Age". Four days of celebrations, discussions and exhibition provided all participants a unique opportunity to meet and connect with the best and most creative people in this area, with ICT experts, and business leaders.

The goal of the WSA is to break the awareness barrier and the marketing deadlock where big promotional budgets or market dominance decide what is available and known in e-Content. It also aims to help overcome linguistic and cultural barriers and the smallness of national markets, to generate an international showcase and to stimulate an interchange of quality multimedia. It is a curious fact of the emerging Information Society that many people – even the ones who are deeply involved in industry and policymaking – have little information about what quality contents are. They lack opportunities to see, use and experience the power of great e-Contents.

The success of WSA would not be possible without support of its partners and I would like to use this opportunity to thank everyone who shared our vision and stood behind the WSA initiative in the past years. This document shall give you an overview on the main activities and key facts of the last WSA year.

We are looking forward to a strong and visionary partnership in the years to come!

Peter A. Bruck  
Chairman World Summit Award

## PARTNERS AND SUPPORTERS STATEMENTS



*"I am very proud that a country like Austria was the initiator of the World Summit Award in 2003. The WSA can help create more equity and the e-content industries more economic growth and more jobs, more independence and better chances in life and quite generally enhance solidarity within our societies."*

**Werner Faymann, Federal Chancellor of the Republic of Austria**



*WSA's work in promoting e-Content and innovative ICT applications for those that need it most around the world is crucial to GAID's goals and vision to promote and establish innovative and sustainable ICTD initiatives around the globe.*

**Sha Zukang, Under-Secretary-General, DESA, United Nations**



*"UNESCO has been supporting the World Summit Award since its launch in 2003. It especially values the efforts of the WSA in promoting the digitalization of cultural documentary heritage and in fostering local content."*

**Koichiro Matsuura, Director-General, UNESCO**



*"UNIDO joined hands with the WSA to support the development and application of ICT for SMEs, particularly in sub-Saharan Africa. I am convinced that initiatives such as the WSA give people from developing countries a much needed voice to demonstrate that innovation, entrepreneurship and creative use of new technologies do not have boundaries."*

**Kandeh Yumkella, Director-General, UNIDO**



*"At the World Summit Awards 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 epicenters 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, WSA Sponsor**



*"We took a close look at the concept that's behind this initiative and decided to support this project as it is not only in line with ISOC's mission of promoting the use of the Internet for the benefit of people everywhere, but it also reaches out specifically to very important segments, such as young people through the World Summit Youth Award."*

**Lynn St. Amour, President & CEO, Internet Society (ISOC) WSA Sponsor**

## WSA FACTS AND FIGURES 2003-2009

- ✓ **Network:** 168 countries world wide
- ✓ **Associate partner network:** 130 members worldwide
- ✓ **Key sponsor partners 07-09:** Indigo Brainmedia, ISOC
- ✓ **Strategic partners 07-09:** UNIDO, UNESCO, UN Global Alliance for ICT & Development (GAID)
- ✓ **Grand Jury Hosts and Organization Partners 09:** Department of Information Technology, Ministry of Communication & Information Technology, Government of India and Digital Empowerment Foundation (DEF)
- ✓ **Professional national awards:** contests in over 50 countries
- ✓ **Contact database:** over 5.000 targeted contacts
- ✓ **Road Show Events and Content Summits:** held in over 25 countries worldwide
- ✓ **Grand Jury** held in Dubai, Bahrain, Croatia, India
- ✓ **Winners Global Celebrations** held in Geneva, Tunis, Italy, Mexico

## WSA MAIN ACTIVITIES OVERVIEW 2008/09

### 1 GLOBAL CONTEST & NATIONAL AWARDS

Nomination of best e-Content examples for the WSA Global 07 Contest through National Contests

- Selection of outstanding multimedia professionals for the 2009 National Expert Panel in all UN Member states
- Update of the WSA Categories evolves and advances in coherence with the way contents is moving in its online development
- Over 20 national contests held in 2008 as pre-selection mechanisms for the WSA global contest

### 2 SELECTION PROCESS & GRAND JURY

Evaluation of all nominated projects to generate the top five WSA winners in each category - 40 in total

- March 2009, India: During 10-day jury meeting hosted by the Government of India, 36 international ICT-experts will evaluate over 1000 project nominations
- Additional selection of the WSA Special Mentions for all six world continents

### 3 WSA GALA EVENT & WINNERS SHOWCASE:

International showcase for local diversity and exceptional creativity in e-Content

- September 2009, Mexico: The bi-annual WSA Gala is the highlight of a two-year process and will attract about 500 high-level guests from all over the world, including Heads of Governments, executives from UN agencies and private sector leaders who personally hand over the award trophies to the winners.

## WSA GLOBAL CONTEST 2009

- ✓ **Participation 2009:** 157 countries
- ✓ **National Nominations:** over 15.000
- ✓ **Submissions for Global Contest:** 560 finalists

### STATISTICS

#### Registrations per Platform

• Online	464
• Offline	47
• Mobile Contents	7
• Games Platforms	4
• Interactive TV	2
• Cross Media	28
• Kiosk / Installations	8
• Total	560

#### Registrations per Category

• e-Government & Institutions	79
• e-Health & Environment	65
• e-Learning & Education	85
• e-Entertainment & Games	57
• e-Culture & Heritage	72
• e-Science & Technology	53
• e-Business & Commerce	74
• e-Inclusion & Participation	75
• Total	560

### EVALUATION CRITERIA

- ✓ Quality and comprehensiveness of content
- ✓ Ease of use: functionality, navigation and orientation
- ✓ Value added through interactivity and multimedia
- ✓ Quality of design (aesthetic value of graphics, music or sounds)
- ✓ Quality of craftsmanship (technical realisation)
- ✓ Strategic importance for the global development of the Information Society
- ✓ Accessibility according to the W3C (<http://www.w3.org>)

## CONTEST CATEGORIES

### **e-GOVERNMENT & INSTITUTIONS**

Empowering citizens and serving public services clients; fostering quality and efficiency of information exchange and communication services in governmental and public administrative processes.

### **e-HEALTH & ENVIRONMENT**

Developing the consumer-centered model of health care where stakeholders collaborate, utilizing ICT, including internet technologies to manage health issues as well as the health care system.

### **e-LEARNING & EDUCATION**

Serving the needs of learners to acquire knowledge and skills for a complex and globalizing world; transforming schools, universities and other educational institutions through interactive, personalized and distributed learning resources; creating active e-learning communities and target models and solutions for corporate training, supporting first steps in multimedia.

### **e-ENTERTAINMENT & GAMES**

Supplying digitized entertainment products and services; entertaining the user in this world's variety of languages and its cultural diversity; supporting movement from one-way to two-way, from single to multiple players, interactive entertainment and the synergy between analogue and digital platforms.

### **e-CULTURE & HERITAGE**

Preserving and presenting cultural heritage in line with the challenges of the future; demonstrating valuable cultural assets clearly and informatively using state-of-the-art technology.

### **e-SCIENCE & TECHNOLOGY**

Fostering global collaboration in key areas of science, and the next generation of infrastructure that will enable it; providing measures to promote and demonstrate scientific processes and make them accessible to citizens; scientific projects articulated through new media.

### **e-BUSINESS & COMMERCE**

Support and optimization of business processes; creation of new business models in e-commerce and m-commerce, business to business, business to consumers, internet security and other areas; supporting SMEs on the marketplace.

### **e-INCLUSION & PARTICIPATION**

All measures supporting IT integration of least developed countries into the Information Society. Reducing the "digital divide" between technology-empowered and technology-excluded communities and groups such as rural areas and women. Bridging society and strengthening participation of citizens through multimedia.



## WSA GRAND JURY 2009

### NEW DELHI, INDIA, APRIL 2-8, 2009

- ✓ India as official host of the Grand Jury
- ✓ 34 international jurors
- ✓ Selection of 40 winners in eight categories and special mentions



The WSA Grand Jury belongs to the most important events in the entire WSA process. It brings together renowned multimedia experts from all parts of the world - Africa, Asia, Australia and Oceania, North and Latin America, and Europe - in the unique opportunity to learn about and judge the best contents and most innovative applications from around the world, forming a unique college of evaluation.

The WSA 2009 Jury Meeting, hosted by the Department of Information Technology, Ministry of Communication and Information Technology, Government of India and organised by the Digital Empowerment Foundation (DEF) took place in New Delhi, India, April 2-8, 2009. For the 4th time since the launch of the WSA in 2003, 34 leading e-Content experts from all continents came together to consider 545 national finalists from United Nations Member States and select this year's best.

"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 Peter Bruck, WSA Chairman, from the Jury proceedings.

Australia, Austria, Canada and New Zealand were the four countries that emerged as clear leaders in this year's contest. 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 4th edition of the World Summit Award.





## WINNERS 2009

### **e-Government & Institutions**

E.V.A. - Enhanced Vehicle Automation, Italy  
National Broadband Map, New Zealand  
Royal Court Affairs, Oman  
Government Information Center(GIC), Sri Lanka  
Integrated Court System (ICS), Malaysia

### **e-Health & Environment**

The BioMAP project (Monitoring and Assessing of Biodiversity of Egypt), Egypt  
Mamaherb, Israel  
Sproxil (MPedigree), Ghana  
Catalonia Shared Medical Record, Spain  
Tree People, Australia

### **e-Learning & Education**

CELL - Centre for Experiential Learning, Italy  
Human and Nature, Lithuania  
Our Space, New Zealand  
E-DysGate, Austria  
Lingorilla, Germany

### **e-Entertainment & Games**

Casebook, New Zealand  
IQ Training & Testing, Croatia  
Street Dance School - the Center, Bulgaria  
My Machine, Belgium  
Wreck a Movie, Finland

### **e-Culture and Heritage**

Twelve Canoes, Australia  
You Tour, Mexico  
Congoblog, Democratic Republic of the Congo  
A Journey into Time Immemorial, Canada  
Mark of 'Uru', Nigeria

### **e-Science & Technology**

Videlectures.Net, Slovenia  
Water World, Austria  
Genomics Digital Lab, Canada  
Newstin, Czech Republic  
Fossil Web, China

### **e-Business & Commerce**

AvaGuide, Poland  
Ngpay, India  
Remediation Check, Austria  
AWEB, China  
Karma currency website, Australia

### **e-Inclusion & Participation**

ICT for Illiteracy Eradication (ICT for IE), Egypt  
TradeNet (Esoko), Ghana  
Voices of Africa, Netherlands  
Homeless Nation, Canada  
Impaired Aid Sri, Lanka

## WSA WINNERS' CELEBRATIONS 2009

2-5 September 2009, MONTERREY, MEXICO

Thanks to the generous invitation of the WSA Mexican partners under the leadership of Mr. Ramón Alberto Garza of Indigo Brainmedia, in 2009 the World Summit Award held its Winners' events to promote the world's best e-Content in the City of Monterrey. The four-day celebrations in Mexico provided 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 gave their recognition to the showcased best practice examples. In addition, the World Summit Youth Award focused on the use of the Internet and mobile applications to put the UN's Millennium Development Goals into Action.

### THE WINNERS CONFERENCE - GIVING VOICE TO THE CONTENT CREATORS

Information and Communication Technologies seem only relevant for some people. But if they are used in a creative way, they can have a great impact on the lives of a lot of people and can improve the standard of living relevantly, since creativity is not bound to financial means, infrastructure nor access to networks. In fact creativity is a „natural resource“ of the human mind, which is available worldwide. It is just a question of content.

The goal of the WSA Winners Conference in Monterrey was to show how easy it can be to bridge the digital divide and to narrow the content gap. All winners of the WSA 09 contest were invited to present their products and projects to an international audience of ICT experts and e-Content producers and had the opportunity to discuss new ways of implementation and development.

### CONTENT CAVES – THE EXHIBITION

The Content Caves offered a platform for a truly outstanding experience for everyone interested in e-Content and the creative use of ICTs and who is ready to explore and discover the industry's latest trends and innovations. The world's best content producers were given the showcase they deserve and presented in 40 “content caves” a new media exhibition of its own class. The displays were hosted in the basement floor of the Pabellón Planta Eléctrica at the Parque Fundidora in Monterrey.



## EVENING OF CELEBRATION – THE WINNERS GALA

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. 40 winning teams in 8 categories are invited from all over the world to be present on stage and handed out the awards by highest level international dignities. The Gala was orchestrated as a three-hour show with music and multimedia elements.

### SHORT FACTS

Date:	September 2, 2009
Venue:	Museo de Arte Contemporaneo de Monterrey (MARCO)
Time:	20:00 – 22:00
Attendees:	300 people from over 50 countries

The winners' celebrations started by an hour of Youth Award celebration followed by the main WSA Gala. By bringing together government, business and civil society the WSA supports the creation of synergies between suppliers and users of communications applications and assists in connecting practical applica-

### MASTERS OF CEREMONY

- **Prof Dr Peter A. Bruck**, Chairman, WSA, Austria
- **Manar Al-Hashash**, General Manager, Dot Design, Kuwait
- **Jennifer Corriero**, Executive Director of TakingITGlobal
- **Mohammed Fathy**, Unit Manager, Cyber Peace Initiative, Egypt

### LAUDATORS

- **Alfonso Romo**, Plenus, Mexico
- **Sha Zukang**, Under Secretary General, DESA, United Nations
- **Mario Franco**, Foundation for Mobile Communications, Portugal
- **Jose Zamora**, John S. And James L. Knight Foundation, USA
- **Ashis Sanyal**, Additional Secretary, Department of I, Ministry of Communication & Information Technology, Union Government of India
- **Pascual García Alba**, Chief of Staff Subsecretary of Communications , Ministry of Communications and Transportation, Government of Mexico
- **Talal Abu-Ghazaleh**, Chairman, GAID, United Nations
- **Juan Carlos Jil**, Director and Deputy Chair of GSMA, Latin America
- **Raslan Ahmad**, Under Secretary - ICT Policy Division, Ministry of Science, Technology and Innovation, Malaysia
- **Ramón Garza**, President & CEO, Indigo Brainmedia, Mexico
- **Dina Pule**, Deputy Minister of Communications, South Africa





## THE GALA EVENING - IMPRESSIONS



## WSA PUBLICATIONS 2009

### Main Publication: „The World’s Best e-Contents 2009“

- ✓ Print run: 2.000 – 5.000
- ✓ Language: English
- ✓ Arabic/Spanish Version (tbc)
- ✓ Print: 4/4 color, glossy
- ✓ Page size: 17 cm width x 30 cm height



The “World’s Best Contents Book 2009” is the main print publication and promotional means of the World Summit Award (WSA) and a unique and highest quality publication on e-Content movement. The book is issued every two years following the WSA Grand Jury meeting and gives a unique insight and overview on the state of the art in e-Content production world wide. It presents and showcases the best of the best in Content production - the 40 WSA Winners with an extensive information, description and contact info, and includes articles and statements on the trends and tendencies provided by the world’s leading experts, business leaders and government officials. Be it in Guatemala or India, in Austria or New Zealand – if you wish to know “what is up” in the e-Content scene, and are looking for concrete examples of the best and most creative use of ICT - you should just open the book.

The book was officially announced and issued at the Winners’ Celebrations in Monterrey, Mexico in September 2009, held in cooperation with the UN’s Global Alliance on ICT and Development. This event alone expects over 700 guests of highest professional or political standing plus national attendees.

For the first time this year, the “World’s Best Contents Book” is issued as an official UNESCO publication with a print run of 2.000 - 5.000 pieces and distribution over UNESCO distribution channels and offices world wide, as well as over the World Summit Award events, showcases and conferences running in over 20 countries within each two year phase.

### Further publications and promotion means:

- ✓ WSA General Flyer 2009: Print run 2000
- ✓ WSA Official Program Monterrey: Print run 2000
- ✓ 40 short videos on winning projects
- ✓ WSA DVD 2009 (tbc)

## BOARD AND TEAM

### EXECUTIVE BOARD

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General Secretary, MEDICI Framework

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Spokesperson Digital Platform on E-Government, Federal Chancellery

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Managing Director, Actis Wunderman

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**GABRIEL DEEK, LEBANON**

President, Professional Computer Association of Lebanon (PCA)

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President & CEO, Indigo Brainmedia

**VINTON G. CERF, USA**

Vice President & Chief Internet Evangelist Google Inc.

**LYNN ST. AMOUR, USA/SWITZERLAND**

President/CEO, Internet Society (ISOC)



## MANAGEMENT TEAM

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Program Manager

### KARIN GILBERD

Event & Community Manager

### CECILIA THURNER

Roadshow and National Contest Coordinator

### ANGELIKA SPRAIDER

WSYA Project Coordinator

### EMILIA BRUCK

Support

### CORDULA SCHMIDT

PR and Marketing

### PREDRAG MICAKOVIC

IT, Database & Technology

### STANISLAV MILER

AV Productions

### CATHARINA PRYM

Sponsoring

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### WSA 09 GRAND JURY HOST AND ORGANISATION PARTNERS



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Ministry of Communications & Information Technology  
Government of India

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EMPOWERMENT  
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