

“Digital convergence opening doors for content services”

How would you define the meaning of e-Content in your country, in terms of its true meaning and practical implication?

As a result of digital convergence, television and radio programmes, movies and games, music and books can be made available on both fixed and mobile platforms. This will allow consumers to have access to any content, anywhere and at anytime. Convergence is also opening the way for the development of content services, such as interactive TV or online games. These new services meet demand from consumers' to personalise content, to interact with it, and ultimately to take part in content creation.

factfile

Population of the country: 8 032 926 inhabitants (population census 2001)
Total Number of Internet connections: 97% of Austrian enterprises with at least 10 employees used the Internet in 2008 and 69% of households had access to the Internet (55% broadband).
Total number of Mobile connections/users: Nine out of ten persons in Austria use a mobile phone (92%).
Total number of household having TV/cable TV: 98.2%
Total Number of PC installations: 76% of households in Austria were already equipped with a computer in 2008.
Total number of websites: More than 800.000 .at domains
Total numbers of universities: 22
Percentage of educated population: The youth education attainment level in Austria was 84.1% in 2007
Percentage of youth population: 17% (age 0 to 14 years)

5 pillars

of e-Content development in Austria

- ↳ Promotion of the production and distribution of e-Content
- ↳ Ensuring functioning market structures on the e-Content markets
- ↳ Protection of third parties and further general interests
- ↳ Preservation of the single market
- ↳ Enlargement of broadband connections

Q What is the current status of eContent in your country - across all industry and aspects.

The usage of information and communication technologies has become increasingly important for enterprises. In fact, only few enterprises have no Internet access. The results of a survey conducted by Statistics Austria for the eighth time show that, in January 2008, 97% of Austrian enterprises with at least 10 employees used the Internet.

The trend of having faster connections to access the Internet is also gaining ground. 76% of the enterprises already use broadband.

More and more enterprises are using a website to present their business on the Internet. In January 2008, 79% of all enterprises already had their own websites. Internet usage remains an important way of contacting public authorities. 80% of all enterprises use online e-Government services.

At the time of the survey (February to March 2008), 76% of households in Austria were already equipped with a computer, compared with 71% for the same period in 2007. 69% of households had access to the Internet. The percentage of households which use a broadband connection was 55%.

Internet shopping is increasingly popular. 37% of persons aged between 16 to 74 indicated that they had purchased goods and services over the Internet during the twelve months prior to the survey.

Q What area of eContent is best developed in your country? For example, e-health, e-biz, e-culture, e-gov, e-entertainment, e-learning, e-science, or e-inclusion.

eGovernment:

The platform digital Austria (www.digital.austria.gv.at) is the coordination and strategy committee of the Federal Government for e-Government in Austria. In the last few years, Austria has become the

showcase for electronic offerings for many other countries. The management and information technology consulting company, Cap Gemini, was commissioned for the seventh time by the European Commission to investigate e-Government offerings in 25 EU Member States as well as Iceland, Norway and Switzerland. During the e-Government Conference of Ministers in Lisbon on 20 September 2007, Austria was declared the European champion in e-Government for the second time in a row.

eHealth:

The use of ICT in Austrian hospital institutions is already a matter of normal course. Introduction of the e-card at a district level of coverage will contribute to taking the last step for being equipped on a 100% basis.

The e-Card is a chip card, which is to replace the old health voucher. In this way, medical services for all insured persons and their relatives will be available without the need for any papers. In addition the eCard is prepared for an electronic identity/signature (<http://www.chipkarte.at>).

Further main project is the introduction of the electronic health file (<http://www.arge-elga.at>).

e-Learning:

The Austrian system of public education has already implemented the essential framework conditions for initial and follow up education, in terms of permanent or lifelong learning. The so-called e-Fit Strategy, comprising schooling, university and applied sciences university education, lifelong learning and the field of culture including a number of initiatives on how to communicate ICT skills and increase ICT competence (<http://www.bmukk.gv.at/fl>).

Austrian School Network (ASN) - All schools in Austria (about 6,300) are linked to the data network of all Austrian educational facilities and thus have access to the Internet. More than 60% have their own websites on the Internet.

e-Content Initiative and Education Portal (<http://www.bildung.at>) - The Austrian education portal offers central access to educational e-Content, content management systems and learning platforms. An e-Content initiative for Austria's schools is attempting to create teaching and learning material for standard education on the basis of electronic media being offered to teaching staff in all types of school.

Textbook Extra (<http://www.e-lisa.at>) - The editorial initiative offers students web supplements to print textbooks.

Unified public and school libraries (<http://www.bibliotheken.at/index.asp>) - An online catalogue is available for web research in the print material of all public and school libraries.

e-Culture:

Digitisation initiatives and projects of the Austrian archives, libraries, museums and facilities of science are being launched primarily within the scope of the e-Fit strategy. The objectives of the Austrian initiative for the digital cultural heritage are to promote the implementation of the so called Lund principles, such as the promotion of international, national and regional exchange of information and of access to digital resources of culture and sciences (<http://www.digital-heritage.at>).

e-Science:

Within the scope of the initiative "Teaching New Media in Universities and Universities of Applied Science (FH)" (<http://www.nml.at>) many projects were developed for teaching staff and students.

The universities are connected through the AConet (www.aco.net) with a 1Gb connection and to the Internet with 1.5 Gb. The national backbone network for non-profit research, education and cultural facilities in Austria has been in existence since 1990.

Student service card - Since 2001, chip

cards for students are in use at a number of universities as student service cards functioning as an ID, authentication, electronic signature, room access or copy counter, as well as electronic wallet.

e-Scholarships - Applications for scholarships can be filed by means of the student chip card and digital signature.

e-Security:

In early 1999, Austria had already adopted an action plan for the promotion of the secure use of the Internet, in order to combat efficiently illegal and detrimental contents. The so-called "European Safer Internet Action Plan" contributed to the establishment of an European network of reporting points (www.saferInternet.at) as well as to the production of a code of conduct for the service providers, the development of filtering and classification systems and the promotion of programmes of awareness.

e-Inclusion:

Websites of public authorities must be made accessible to everybody regardless of any physical or technical obstacles. Barrier free websites can be set up in accordance with the so-called "Web Accessibility Initiative" (WAI)-guidelines. By 1 January '2008, all websites of public authorities must be set up to comply with the needs of challenged persons.

Q How do you see the future of e-Content development in your country?

Within the context of European development, the rules of accessing and exploiting public sector information will have to be defined in a way that gives stability to all participants.

In the management of digital rights, not only will the laws have to be balanced, but also, on a pragmatic level, rights and licences will have to be efficiently and promptly cleared. The

conditions for micro-payments will have to be improved.

Attention will also have to be drawn to revenue sharing models being used by different kinds of network-operators. Such sharing should ultimately lead to innovative approaches and developments.

To sum up, Austria has an excellent future in e-Content. Not only is the Internet and mobile-penetration outstandingly high, so is the quality of networks both cable and wireless. There is great potential for cross media services in content-applications.

Q Please explain which medium is the most preferred medium for e-content development? Print? Or TV? Or Internet/Web? Or Radio? Or Mobile/Wireless? Or a combination of some of these?

The World Wide Web is the preferred

Best Practices

E-LEARNING

E-DysGate

Many people see dyslexia just as a reading and writing difficulty. But the problems that cause these difficulties also impact many other life skills. Internet-based exercises (www.edysgate.org) can help to train specific skills of dyslexic persons. Such exercises are available, but the majority of them are focussed on children and do not address the specific underlying problems of young adults. Young dyslexic adults do not like them due to their

childish nature or because they seem irrelevant. This project looks to provide a highly motivating and stimulating learning environment (175 exercises in 5 languages) for a carefully selected range of skills known to be important for young dyslexic adults. It will address seven areas of particular importance for vocational skills development. The areas are targeted through direct and indirect stimulation. The principles behind the exercises are not specific for any given language - they will work for all individuals across Europe. The

exercises will be developed in collaboration with the user groups as well as those who train them.

LEO - A rabbit from Lower Austria - WSA Nominee 2007

The real time 3D PC game is a perfect combination from learning and playing for children.

"Adventure Forest" and "Squirrel, Wolf" interactive e-Learning CD-ROMs especially designed for young people.

Nourishing detectives (www.ernaehrungsdetek-

tive.at)

Comprise nearly 8,000 pupils from elementary schools in Austria, who go through the project and take their nutrition under the magnifying glass.

E-GOVERNANCE

Dual Delivery

The principle of dual delivery (www.meinbrief.at) is founded on servicing both service paths - the electronic service via e-mail and physical service as a letter. Letters cannot always be electronically

sent since even today some recipients still cannot be reached electronically. The Dual Delivery service automatically determines whether a letter can be sent fully electronically or as a regular mail letter when no electronic delivery is possible. All documents such as official papers, invoices, pay checks etc. can be dispatched in technically and legally secure form within just a few seconds whereby it is ensured that only the intended addressee receives the respective document. The collection time of the serviced document is additionally time-stamped. Electronic dispatching thus opens enormous saving potentials to senders, saving postage costs. When electronic transmission is not possible, the Raiffeisen Informatik Print Output Centre handles processing, printing, enveloping and sending of the letters. Raiffeisen Informatik as the very first European IT service provider received the decision of the Austrian Federal Chancellery to provide the capabilities for electronic delivery of official registered mail letters. With consent of the recipient, official letters can in future be received electronically and no longer need to be collected from the post office. The Raiffeisen Informatik Dual Delivery service allows for fully automatic dispatch and

receipt of all documents, thus avoiding media breaches and offering a more comfortable, faster and price efficient solution when compared with conventional delivery by the post office.

Electronic law making process (eLaw) - www.ris.bka.gv.at - WSA Nominee 2007

Drafting legal texts were integrated into a contemporary electronic process. The basic concept of e-Law is to fully electronically perform the cycle of legal acts, from their first drafts, to their scrutiny, to their parliamentary handling and finally the authentic publication via Internet.

Main Association of Austrian Security Institutions (www.sozialversicherung.at)
Official e-Health interactive portal for all Austrian citizens

E-BUSINESS

Remediation Check
The remediation check (www.sanierungscheck.at) offers a review of the rehabilitation needs for apartments and houses. The user will be step-by-step towards the optimal solution to rescue and the maximum energy-saving potential. Parallel calculates the program-specific local government subsidies and the best financing. To

ensure different requirements of each user, the rehabilitation check is divided into several modules. To operate as simply and clearly as possible, the platform was developed in a modern design and self-explanatory. Even users with low affinity to the Internet can use it click-by-click to an optimal solution.

edelwiser - Interactive Ski Design - www.edelwiser.com - WSA Nominee 2007

Edelwiser Skis will be designed by the customer with an online-design toolkit and produced in a mass-customization process. The individual product will be delivered within 48 hours to market prices.

www.win2day.at
The multi channel game platform of Casinos Austria

a1-lounge (www.mobilkom-austria.com)

In the digital content shops radio frequency identification chips inside the shopping cards make for a new and innovative shopping concept.

Industrial safety materials (www.schloffer.biz)
Produced and sold online in a business-to-business shopping platform

E-CULTURE

springseven - Festival for

electronic art and music
www.springfestival.at/springseven - Every year since 2001, the beautiful city of Graz has been transformed into a clubbing cultural hotspot for the spring festival, the biggest festival of its kind in Austria and her neighbouring countries. What started as 'springone - festival for electronic art and music' has considerably increased in size and scale each year. In 2007, springseven took place in 14 venues all over Graz, with more than 250 artists playing for almost 20,000 people, making it one of the most important modern music events in Central Europe. The website is an interactive multimedia platform before and after the festival.

Acoustic Chronicle - www.akustischechronik.at - WSA Nominee 2007

This is a virtual walk through the time and culture history of Austria from 1900 to 2000.

Admont Monastery Museum (www.stiftadmont.at)

By means of the latest media techniques, visitors will be shown films about the life and rule of St. Benedict as also the history of the Monastery on interactive recall in three separate rooms.

Technical Museum Vienna (www.technischesmuseum.at)

The famous Chess Computer from Baron Kempelen was rebuilt in a 3D animation as well as a virtual reality theatre with 3D cinema.

E-ENTERTAINMENT

Microsoft's Incredible Machine

The multi-user game was developed for a big event at a fair. Using smart phones visitors can collect building blocks, which are hidden somewhere at the venue, and assemble them to create a virtual "incredible machine". Visitors have to find specific markers (2D-barcodes) and point their phone's camera at them until the corresponding building-block appears on the display. Back at the booth, these blocks can be arranged to create a virtual machine. Aim of the game is to create a chain-reaction which is as complex as possible. Each building block shows a 2D-animation which can be triggered from one of the block's sides. After the animation has finished the impulse is passed on the other direction. To create a chain-reaction the blocks have to be placed accordingly. Again, the visitor's smart phone is used for interaction. The game links reality with the "digital world" and demonstrates manifold possibilities of emerging technologies.

Wap.win2day.at - WSA

Nominee 2007

The multi-channel portal win2day.at makes it possible to have access with different media and terminals (e.g. mobile phones) to all games.

Yetisports Online (www.yetisports.org)

One of the most successful online games - nearly 1 million people in 137 countries play this game every day.

Hangar-7-Towers in Salzburg (www.hangar-7.com)

The Mayday Bar in the first floor is not only a cocktail bar, it also offers an interactive multimedia fantasy island.

E-SCIENCE

Water World

In the historic old water station in Linz offers a multimedia water world. The theme of the presentation is the drinking water in terms of origin, production, components, but also environmental aspects. The choice of presentation elements was exactly on the protected atmosphere of the building and the wider target group. The process is divided into info points, which are characterized by a mixture of experience, factual information, graphic and audio-visual installations, and the staging of an old fountain reward. The visitors will receive detailed informa-

tion about the water clean process, dangers of drinking water, on water protection, on average consumption levels, and water usage and disposal of wastewater. The intended audience ranges from students on different school levels interested adults to trade visitors.

Frequentis-virtual control center - WSA Nominee 2007.

The Control Room of the Future is located in the new headquarter of Frequentis.

Encyclopedia of sociology (agso.uni-graz.at/lexikon)

Brings together the life and works of the 50 greatest classical authors of sociology

Swarovskibirding.com -

An important online meeting point for bird and nature lovers from Swarovski

E-HEALTH

Elektra+, a mobile rescue management system for ambulances

"Elektra+" is a highly innovative mobile rescue management system for Red Cross Salzburg ambulances. The solution assures perfect navigation, extremely high usability and thus the fastest possible arrival of the ambulance at the scene of the emergency. Since October 2007 Elektra+ has been successfully operating with

160 vehicles. The system, which has not had a single breakdown since the beginning, is one of the most modern in Europe. Elektra+ can save lives and is an excellent example of how modern technology solutions can provide benefits in many situations as well as fixed to mobile convergence with clear benefits for the general population, which goes hand in hand with a significant increase in efficiency. The Red Cross Salzburg has approximately 200,000 rescue operations per year. For each rescue operation minutes or even seconds can mean life or death.

Kilo-Coach - Interactive nourishing minute (www.kilocoach.at) - WSA Award Winner 2007

Based on medical and scientific nourishment insight the KiloCoach enables you to lead a healthy lifestyle.

Eye Exam (www.meduni-wien.ac.at/eyeexam)

Visualise and explain interactive the diagnostic techniques of modern ophthalmology.

E-INCLUSION

City of Linz

The information and official public Internet site of the city of Linz (www.linz.at) was restructured to timely converted technologies and barrier-free. Cyber house was responsible for the design

and implementation of the RedDot content management system. A particular challenge was the effective takeover of the entire contents of the multi lingual website. Both the font size as well as the contrast can be varied. Blind users were target on certain key combinations to the desired content and also

get information out there. The site is using the mouse and keyboard equivalent to operate for disabled people with special hardware.

www.seniorkom.at - EU e-Inclusion Award Nominee 2008

The Austrian portal for the 50+ generation.

HELP - Your aid for official channels in Austria - www.help.gv.at - WSA Nominee 2007

This Web portal is completely web barrier free (Rated by the Web Accessibility Initiative of the EU with triple AAA) and was the winning website 2006 "The Best e-Inclusion Website in a German Language

("Goldene Biene") and 2003 with the e-Europe Award of the European Commission for the best E-Government Website in Europe. Access to the HELP is also possible via multimedia telephone stations, mobile phones, digital TV or classic Internet.