

“The use & growth of e-Content is inevitable & getting better each year”

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

Since the Guatemalan population represents at least 23 major communities (speaking Spanish and Mayan languages), the main Internet content producers are looking towards multilingual development of their content.

The e-Content definition in Guatemala is related to the delivery of information to different sector users (government, private, academic and civil society) through the Internet.

Its main application has been in the inclusion of remote and local organizations, persons and communities that are using technology as a means for local development and their participation in local and international activities

factfile

Population of the country: 13,400,00
Total no of Universities: 10
Total Number of Internet connections: 67% of the population (Nov '08)
Number of Individuals with Internet Access: 1,320,000
Number of broadband users: 27,100 (June '08)
Internet hosts in Guatemala: 124,095 (2008)
No. of individuals with computers: 130,000
Total number of household having TV/cable TV: 1,323,000
Total Number of PC installations: 231,000 (2004)
Literacy Rate: 76.3%
Number of telephone connections: Half Million 5,00,000
Total number of mobile connections: 7 Million
Percentage of youth population: 3900000 (30% of the population)
Percentage of educated population: 71,50,000 (55% of the population)

(<http://www.prb.org/Countries/guatemala.aspx>)
(http://www.hrk.de/eng/hrk_international/1381.htm)
(<http://antiguadailyphoto.com/2009/02/17/Internet-access-in-every-corner-of-guatemala/>)
(<http://www.Internetworldstats.com/central.htm>)
(<http://www.Internetworldstats.com/central.htm>)
(http://www.indexmundi.com/guatemala/Internet_hosts.html)
(<http://www.pressreference.com/Fa-Gu/Guatemala.html>)

(<http://www.pressreference.com/Fa-Gu/Guatemala.html>)
(http://www.nationmaster.com/graph/med_pc-media-number-of-pcs)
(http://en.wikipedia.org/wiki/Demographics_of_Guatemala)
(<http://antiguadailyphoto.com/2009/02/17/Internet-access-in-every-corner-of-guatemala/>)
(<http://antiguadailyphoto.com/2009/02/17/Internet-access-in-every-corner-of-guatemala/>)
(<http://web.worldbank.org/WBSITE/EXTERNAL/PROJECTS/0,,contentMDK:20013506-menuPK:64282137-pagePK:41367-piPK:279616-theSitePK:40941,00.html>)

5 pillars

of e-Content development in Guatemala

- ↳ Foster a favourable regulatory environment for Online content
- ↳ Innovation in terms of design and technology
- ↳ Accessibility and openness helping easy and free access to all users
- ↳ Multilingual and multicultural diversity
- ↳ Dynamism of the private, public and academic sectors and supportive institutions

Q What is the current status of e-Content in your country? Across all industry and aspects.

The growing penetration of communications in remote locations in Guatemala has given many organizations, persons and communities the opportunity to generate, use and disseminate e-Content products. It is clear that the Internet is becoming the world's most pervasive communications.

There is a strong commitment from the government, the private and academic sectors to improve and develop world class e-Content services.

Q What area of e-Content 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.

The main users and content producers are related to the business, government and education sectors. The content related to science, entertainment and inclusion is improving annually but still in the developmental stage. The content related to culture has been always one of Guatemala's best options. The majority of practical implementation of e-Content is in the majority purely informational based services with transaction services being less common as, also mobile related content.

Q Which sector in your country is more aggressive in developing e-Content? Business or Private Sector? Or Government? Or Civil Society?

The most aggressive actors in developing e-Content in Guatemala are the private, government and academic sectors. Civil society organizations are now in the initial stages but the quality of their content has been recognized even worldwide.

Q How would you describe the gradual progress of development of e-Content in your country in terms of its rise? Any timelines?

The initial initiatives are related to informational sites for the last 5 years. The transactional phase has recently started for the business and private sectors but still in the development stage. Further uses are expected to develop in the next couple of years because of trans national companies, free trade agreement and other activities related to globalization processes in the country.

Q Can you list the major initiatives, which influenced and aggravated the development of e-Content in your country?

The lack of communications technology literacy and government policies for universal access has been the most detrimental factors in e-government development in Guatemala. Business and education opportunities, as well as technology oriented policies from the government and academic sectors have greatly influenced the improvement of e-Content development in the country.

Q How would you describe the major bottlenecks on the path of e-Content development in your country?

Multi-lingual complexities pose a challenge to most of the digital projects. The ICT infrastructure and ICT facilities need also a great boost in order to provide access to remote locations.

Q In majority of the countries, e-Content development is significantly dependent on ICT infrastructure and ICT facilities. But, in some countries that are quite developed, ICT has become part of daily life and e-Content development is primarily subjected to the initiatives of an individual/organization/government, etc. Whereas, in some countries, especially those, which are developing and under developed, e-Content development is largely dependent on ICT infrastructure. What is the situation in your country? Please explain in detail.

In Guatemala the e-Content development efforts are largely dependent on ICT infrastructure. Great efforts are being placed by the government and private sectors to improve the connectivity options in the country but still mainly sustainability issues for very remote areas is preventing further grow. The use of mobile telephones is very high for the region and is being considered and used as new option for content use and production.

Q How would you describe the ICT scenario in your country? Please describe in terms of infrastructure, penetration, acceptance and policies.

The government is actually in the process of implementing the official National Information and Communications Technology agenda. This is a complete guide for ICT projects and initiatives, but more importantly will have the main guidelines for the policies related to the use of technology in business activities, government, education, health, universal access, as well as multilingual content generation. This will be the initial step to regulate and help the growth of ICT endeavours that have currently been launched and sustained by individual actors.

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

The use and growth of e-Content is inevitable and getting better each year. Government is still struggling in getting quality e-Content and policies related to it, but still a commitment to deliver services to the citizen through the Internet is highly enforced.

The private sector in Guatemala have also invested heavily in the delivery of e-Content and are now starting to move into international markets to benefit many users. The academic sector is also making significant efforts to produce and use high quality content for the benefit of teachers, students and other users.

The e-government and e-commerce agenda for the country have recently started to gain a very big relevance.

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 use in order of importance is Radio, Print, TV, Internet/Web and the mobile/wireless is the least used medium.

Best Practices

E-BUSINESS

www.anacafe.org
The Coffee grower's official site.

www.banrural.com
The biggest government bank official site.

www.gubiz.com
The biggest Guatemalan e-auction site

www.misuper.com
The biggest Guatemalan shopping site.

www.centrase.org
The official site for social responsibility policies and activities for the private sector in Guatemala.

E-CULTURE

www.studioc-Online.com
Cultural and entertainment e-Content firm (WSA winner in 2007)

www.xelaurbana.com
Cultural content for Guatemala's second largest city, Quetzaltenango.

www.guatemuseo.edu.gt
Diverse cultural content in a virtual museum site

www.antiguacultural.com
Cultural content and information for Antigua Guatemala, one of the most visited tourism cities in the country.

www.prensalibre.com.gt
Online version for the biggest Guatemala's printed version newspaper.

www.studioc-Online.com (e-culture nomination):
Studio C is one of the major producers of content and multimedia projects and films in Central America. Through their own Foundation, the Central America Foundation is implementing several programs with young designers and programmers that have produced worldwide recognized products. The "Guatemala Interactiva" one of the five e-Culture 2007 winners is an example of cultural content using plasma displays that can be used as a moving road show of Guatemala's, past, present and future.

E-ENTERTAINMENT

www.museodelosninos.com.gt
Official site for the Children's Museum in Guatemala

www.armadillo1.com
Diverse content and games for indigenous communities

www.retaltecos.com
Cultural content for Retalhuleu, another major tourism and commercial site in Guatemala

www.guate360.com

One of Guatemala's biggest portals with diverse information.

www.irtra.org.gt
Official site for the Guatemalan government entertainment parks

www.irtra.org.gt (e-entertainment nomination)
Irtra is the Guatemalan government recreational parks site that includes information about services and projects. It is one of the countries most visited sites for local tourism.

E-GOVERNANCE

www.mineduc.gob.gt
The Ministry of Education official site.

www.muniguate.com
The Guatemalan City municipal government site.

http://becas.segeplan.gob.gt
The government official site for scholarships, courses and training opportunities local and abroad.

www.guatecompras.gt
The e-procurement government portal.

www.sat.gob.gt
The official Revenue Collection for the government by electronic means.

www.mineduc.gob.gt (e-government nomination)
The Ministry of Education of the Guatemalan government contains information about programs, projects and courses used by teachers and students all over the 17,000 schools in Guatemala. They also have a program for introducing the use of computers in schools in remote locations with refurbishing and recycling activities too.

E-HEALTH

www.pasca.org
Information for AIDS/HIV programs in Guatemala and Central America.

www.ops.org.gt
Official site for the World Health Organization in Guatemala.

http://medicina.usac.edu.gt
Official site for the government university Medicine Faculty.

www.asocguatecardiologia.org
Site for the Cardiologist Association in Guatemala.

www.igssgt.org
Government site for the social services in Guatemala.

www.pasca.org (e-health nomination)
The Pasca program is an USAID project that has the most comprehensive site for AIDS/HIV information in the Central American region.

E-INCLUSION

www.argosguatemala.org
Content for technology multilingual projects (Spanish and Mayan languages)

www.planetaenlinea.org
Inclusion projects for several tele-centers located in remote sites in Guatemala.

www.enlacequiche.org.gt
Major educational and inclusion portal for multilingual (Spanish and Mayan languages) tele-centers located in remote areas in Guatemala (2003 and 2005 WSA Winner)

www.fodigua.gob.gt
Official site for the indigenous association in Guatemala.

www.tecnologiaparaeducar.org
The Ministry of Education refurbishing and recycling centers for technology.
www.argosguatemala.org (e-inclusion nomination):
Argos is a local civil society organization based on the government university and that is run mainly by high specialized young professionals that are introducing the use of technology and communication projects for inclusion and education purposes.

E-LEARNING

www.intecap.org.gt/elearning
The official government site for e-learning for Guatemala.

www.hightechgt.com
A private sector specialist in e-learning and video conferencing responsible for multilingual courses (Spanish and Mayan languages).

www.ragie.org.gt
The official Internet 2 site for Guatemala includes the network of all major universities.

www.ufm.edu.gt
The best online library catalogue in Guatemala.

www.nhatdistance.com
A private sector specialist in e-Learning and video conferencing responsible for technical courses.

www.hightechgt.com
High Tech is a private company that has innovated in introducing video conferencing and e-learning for rural communities in Guatemala. They have medicine, agricultural, business and technology courses that have benefited a great number of indigenous groups.

E-SCIENCE

http://herbario.uvg.edu.gt
The University del Valle in Guatemala has one of the best known collections and classifications of plants and flowers in the country. Because of the diversity of flora in Guatemala, this virtual catalogue has been of great use for scientists and students locally and internationally.