

“Phillipines is well positioned to become a globally competitive Knowledge Economy”

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

E-Content is both substance and form- the kind of information provided and the media through which this information is delivered to its consumers for purposes such as business, education, and social networking. For both content providers and users, the Internet and mobile technologies have become indispensable tools for connecting people, transacting business, and providing or sharing information online. These are home, school, community and work to their users, whether they are digital natives, digital residents, or digital immigrants. E-Content in the Philippines reflects the values that Filipinos uphold. Though some of it can be highly business-oriented, others can be highly political or highly personal, transcending to the people's IQ, EQ and SQ (Spiritual Quotient) aspects of being - the desire to connect to fellow intellectuals, to people they love and care for, and to the spiritual world. To the Filipino - religion, music, and sense of humour are a way of life they enjoy sharing. In this highly complex world, Filipinos have the natural inclination to enjoy every bit of content that is available in the various communication media.

factfile

Population of the country: **89.65 Million** (ITU, 2008)
Total Number of Internet connections/users: **14 Million** (Yahoo, 2007)
Total number of Telephone/Mobile connections/users: **43 Million** (CIA World Factbook, 2008)
Total number of household having TV/cable TV: **9.8 Million** (AC Nielsen and Phil. Media Factbook Yahoo Asia, 2009)
Total numbers of universities: **412** (www.ched.gov.ph, 2008)
Percentage of literate population: **92.3%** (www.census.gov.ph, 2000)
Percentage of educated population: **84%** (www.census.gov.ph, 2003)
Percentage of youth population: **20%** (UNESCAP, 2000)

5 pillars

of e-Content development in Philippines

- ↳ Purpose
- ↳ Product
- ↳ People
- ↳ Process
- ↳ Partnership

Webliography

<http://www.itu.int/ITU-D/ict/ey/DisplayCountry.aspx?countryId=184>
<http://www.cict.gov.ph/>
<http://www.census.gov.ph/>
<http://directory.google.com/Top/Regional/Asia/Philippines/>
<http://asia.dir.yahoo.com/regional/countries/Philippines/>
<http://pinoyexchange.com/forums/showpost.php?p=9032044&postcount=4598>

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

E-Content is information created, disseminated, shared and exchanged for purposes of self-expression, communication, fun, education, and networking in a virtual highway where communication is made easy through electronic marvels. Ten per cent of the Philippine population is comprised of overseas workers spread throughout the world. Families, relatives, associates and friends of these overseas workers have found the new ICT tools as valuable means of connecting with one another. The emergence of such social networks as Friendster, Facebook, Linked-In and Multiply have made it possible for these overseas workers to be closer to home.

Through e-Government services, Filipinos now have options to have their documents and transactions processed online. Working professionals, mothers, even out-of-school youth now have access to e-Learning courses for self-improvement for refreshment of knowledge and skills. e-Products intended for entertainment are now challenging people to keep themselves physically fit and skillful in language, arts, and technology. Educators are now collaborating online on various research projects. Children and youth are enjoying the benefits of IT, mostly in education and entertainment.

While it appears very positive for Filipinos to embrace and appreciate ICTs, there are only a few Filipino-made e-Products that are available in the market. Filipinos tend to be more of consumers or users rather than producers or developers. The Filipino IT talent for applications development is not evident in Filipino e-Products, but in those of many foreign companies that hire Filipinos as IT professionals.

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.

e-Content in Philippine websites is mostly a combination of different categories. For example, an e-Learning site can be a venue for e-Business, e-Community, e-Culture and e-Entertainment as well. An e-Government website such as that of Bulacan province is likewise a repository of cultural history, original Filipino music, and a bridge to promote e-Business and commerce. e-Inclusion and participation, extended to social networking and e-Entertainment are enjoyed mostly by the youth. The increasingly growing trend is towards e-Education and training for call center operations, in which many Filipinos, especially fresh graduates, are employed.

Q Which sector in your country is more aggressive in developing e-Content - Business or private sector; government or civil society?

All sectors across the country are working towards e-Content development. In fact, collaboration of these three sectors is evident in many projects involving education and governance. The private sectors may not be so keen on e-Content development, except those who make use of their website to transact business online.

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

(Source: www.cict.gov.ph)
Philippines is definitely working towards the national attainment of ICT goals in line with the UN's Millennium Development Goals, as well as the pursuit of the World Summit on the Information Society Plan of Action. The Philippine government, through the Commission of ICT (CICT), has established a strategic roadmap for Philippine ICT covering 2006-2010. This ICT roadmap includes a vision of a people-centered, inclusive and development-oriented information society that promotes sustainable development and improves the

quality of life for all. It also gives a commitment to provide equitable access to information and knowledge for all, with ICT as the key to promote better governance, corporate performance, and individual achievement.

In this roadmap, the government is committed to ensuring universal access to ICT, with programmes benefiting the marginalised and under-served areas through community e-Centres, low-cost computers, national broadband, next-generation networks, and last-mile initiatives. Programmes to develop human capital in the country include ICT competency and standards development, as well as ICT for education that aims to accomplish an Open Content in Education Initiative (OCEI), iSchool WebBoard (a collaborative effort among teachers and students), PhEdNet (a "walled garden" of educational materials applications), eSkwela for out-of-school youth's ICT-enabled education, and Digital Media Arts training for government using open-source technologies.

Philippines is well positioned to become a globally competitive knowledge economy. Filipino ICT workers continue to be well regarded, and the country is emerging as the destination of choice for business process outsourcing (BPO), offshore contact centres, and medical transcription, among others. The Workforce Mobilization Programme, a collaboration effort between the CICT and educational agencies, such as Commission on Higher Education (CHED) and Technical Education and Skills Development Authority (TESDA) in consultation with the private sector, reviews the existing curriculum to find ways to improve the competency skills of graduates, including English language proficiency and skills certification.

The government continues to use ICT to become more efficient and responsive in the delivery of its public service - from processing business permits to more effective revenue generation to ensuring better law enforcement to providing social security benefit,

among many others. Among the e-Government related projects are the Bureau of Internal Revenue's Data Warehouse, National Computer Center's jumpstarting electronic governance in local government units (eLGU), and PICWIN (an interactive-based weather-related information system through the use of cellular technology). The legal and regulatory framework is being reviewed to rationalise and strengthen ICT policy making. Also, the government seeks to market the Philippine brand and make the Philippines the country of choice for investors by creating an industry portal to provide virtual business matching service and by providing entrepreneurship education to help stimulate the expansion of home-grown companies. The government is aggressively pursuing the IP-based, nationwide communications network that will connect all government agencies and provide them with data communications and VoIP services.

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

Also included in the Philippine ICT roadmap is the Philippine Cyber Corridor, which is stretching over 600 miles from Baguio City to Zamboanga. The project is designed to provide a variety of cyber-services at par with global standard, supported by a high bandwidth fibre backbone digital network. The Cyber Corridor is envisioned to strengthen our education, telecommunication and technology resources and support the government's priorities to develop ICT and knowledge economy. Physically, it encompasses the territories covered by the Fibre Optic Cable Networks of three of the country's backbone common carriers - PLDT, Globe Telecom, and Telecphil. By 2010, it is expected that over one million workers will be employed in the cyber services sector.

The barriers in the development of e-Content and realization of the Philippine roadmap for ICT are more

political in nature. Some of the ICT-based nationwide projects, such as computerized elections and national broadband planning did not proceed as planned because of alleged irregularities in the bidding.

The cost of education in the Philippines, compared to other countries, is relatively lower, but many Filipino youth are not able to reach the higher education level for economic reasons. The TESDA programmes for out-of-school youth, returning and displaced overseas workers, and women, have helped in bridging gaps between industry needs and formal, non-formal, and informal education background of students under its programmes. The open source technology has made ICT education more accessible and affordable. Web 2.0 and emerging ICT tools usher changes in lifestyles among the youth and pose greater challenges to teachers to be ICT-enabled and government to be ICT-empowered.

On the social front, e-Content development is gaining wide acceptance from both the young and the old through social network facilities available in the Internet. Blogs, Podcasts, Nings, YouTube, and e-Radio are just among the thousands of web tools now available. Many Filipinos are highly active in joining social networks, especially those with relatives abroad or those who are working abroad.

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

While free open source software (FOSS) has reduced the cost of computing, lack of PC units and connectivity is still a major problem in most schools in the country, especially in the far-flung areas, considering the archipelagic nature of the country. GILAS, a multi-sectoral project composed mainly of corporations and non-profit organizations that aims to connect 6,375 public high schools has so far achieved only 33% of this

writing, compared to 14% in 2005.

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.

The Filipinos are a highly resilient people who can make do with what they have in order to produce something - manually or electronically. Although, we are largely dependent on the ICT infrastructure and ICT facilities, we are also aware of setbacks. There are some alternative initiatives, such as the mobile computer and Internet facilities provided by some private schools in cooperation with NGOs jointly funded by international training foundations, such as InWENT (2002), and the Text2Teach programme of the Ayala Foundation.

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

ICT Infrastructure and Penetration:
Fixed telephone lines per 100 inhabitants (2007): 4.48
Mobile cellular subscribers per 100 inhabitants (2007): 58.88
Computers per 100 inhabitants (2006): 7.46
Internet users per 100 inhabitants (2006): 6.03
Broadband Internet subscribers per 100 inhabitants (2007): 0.56
International Internet bandwidth (Mbps, 2007): 10,000
Radio sets per 100 inhabitants (2002): 18.87
TV Sets per 100 inhabitants (2003): 19.43

% population covered by mobile signal (2007): 99%

Acceptance:

Nationwide acceptance, especially of mobile/wireless technology

Policies:

e-Commerce Law was passed in 2000. Pending bills include: Convergence Bill and Cybercrime Bill

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

The future of e-Content development in the Philippines is very bright. We have many digital natives who, if properly guided, trained and educated, will be meaningful assets to the country and the global community. Having English and Filipino as offi-

cial languages, Filipinos find it easy to get actively involved in e-Content development. With proper motivation, training, and incentives/funding from institutional, local and national government, Filipinos can hasten the e-Content development in the country. Education is valued very much in the Philippines as a legacy and assurance to secure and high-paying jobs locally and abroad. Web 2.0 tools, for example, have made way for collaborative teaching and learning as well as content development.

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 Philippines' most preferred medium for e-Content development

remains to be a combination of available media. In 1994, radio was the No.1 information and entertainment resource, followed the TV, video-CDs, and books. Today, the radio remains to be enjoyed by listeners as some radio programmes are now available online. The Filipino Channel (TFC) on cable TV can now be viewed by Filipinos worldwide. The YouTube video sites have paved the way for e-Entertainment to be appreciated, especially by the Filipino youth. With 99% of the population now covered by mobile signal, the mobile/wireless media have topped all the rest, considering that the newest mobile phone models have these facilities - radio, TV, video, Internet, etc. - all in one. Whether or not Philippines remains as the "SMS capital of the world," the basic fact is that it is one of the digitally advanced countries in the world.

Best Practices

E-LEARNING & EDUCATION

De La Salle University - <http://www.dlsu.edu.ph>
Website of a top-ranking Philippine university using ICT in its academic and administrative services.

Online On-the-Job Simulation Program for Medical Transcriptionists - <http://www.ttsimt.com>
An e-Learning site that simulates medical transcription training without actual production facility.

iSchool WebBoard <http://ischoolwebboard.ning.com>
An e-Learning social network allowing free online communication and learning collaboration.

Syntactics <http://syntacticsinc.com>

Bridges the tertiary education and the world of work through blended IT training programs.

Absolute Traders <http://www.absolute-traders.com>
Educates and trains e-Learners about financial markets, investing and trading.

E-GOVERNANCE

Bulacan <http://www.bulacan.gov.ph>
A Philippine model of good governance through efficient service delivery in the Province of Bulacan.

National Statistics Office <http://www.census.gov.ph>
Provides valuable online information and services to requesting Filipinos and other viewers.

Gov.ph <http://www.gov.ph>
The official website of the Republic of the Philippines.

Department of Science and Technology <http://www.dost.gov.ph>
Provides central direction, leadership and coordination of all national scientific and technological activities.

Philippine Overseas Employment Administration <http://www.poea.gov.ph>
Serves the various needs of Philippine overseas workers.

E-BUSINESS & COMMERCE

MyAyala.com <http://www.myayala.com>

The first and largest online Filipino Mall available in the country.

SME.com.ph <http://www.sme.com.ph>
Enables Small and Medium Enterprises (SMEs) in Philippines to put their business on the Web.

WeddingsAtWork <http://www.weddingsatwork.com>
A virtual one-stop-shop for aisle-bound couples that showcases what Filipino weddings are made of.

Your One Stop Shopping Network (YOSSN) <http://www.yossn.com>
A website promoting e-Commerce in the Philippines between vendors and buyers FREE of charge.

Express Regalo <http://www.expressregalo.com>

lo.com

Enables Filipinos abroad to shop and send gifts to the Philippines.

**E-CULTURE
& HERITAGE**

Ayala Museum

<http://www.ayalamuseum.org>

Helps enrich students' knowledge of the Filipino culture and preserve our national heritage.

Tsinoy.com

<http://www.tsinoy.com>

The global village of Chinese Filipinos interactively promoting business and preserving mixed culture.

WOW Philippines

<http://wowphilippines.com.ph>

The flagship tourism program of the Philippine Government - Department of Tourism.

Bohol

<http://www.bohol.gov.ph>
Website of the province of Bohol preserving the cultural richness and heritage of the province.

Filipinas Heritage Library

<http://www.filipinaslibrary.org>

One-stop electronic research center on the Philippines.

**E-ENTERTAINMENT
& GAMES**

e-Radio Portal

<http://www.eradioportal.com>

Online radio for Filipinos based in the Philippines

and abroad.

ClickTheCity

<http://clickthecity.com>
Online Yellow Pages and Entertainment Guide in the Philippines.

Hiyas.org

<http://www.hiyas.org>
Educating and entertaining viewers and audiences about Philippine dances.

Mabuhay Radio

<http://www.mabuhayradio.com>

An online community where East meets West and Left meets Right.

FilipinoVoices.com

<http://www.filipinovoices.com>

A collaboration of Filipino bloggers focusing on politics, news and social commentary.

**E-SCIENCE &
TECHNOLOGY**

PhilRice

<http://www.philrice.gov.ph>

Website coordinating and monitoring all rice research and development activities in the Philippines.

**Philippine Science
Centrum**

<http://www.science-centrum.ph>

The first online interactive science-museum center in the Philippines.

**One Stop Information
Shop of Technologies in
the Philippines**

<http://www.osist.dost.gov.ph>

A compendium of technologies made available

online as part of DOST's commitment to public service.

Chikka

<http://corporate.chikka.com>

Provides enhanced mobile messaging services to mobile carriers around the world.

Biotech for Life

<http://www.biotechforlife.com.ph>

Promotes biotechnology as solution to food and energy problems.

**E-HEALTH &
ENVIRONMENT**

**Community Health
Information Tracking
System (CHITS)**

<http://demo.chits.ph>

An open source electronic health record for local government health centers in the Philippines.

**Philippine Herbal
Medicine**

www.herbal-medicine.philsite.net

Provides information on the most popular Philippine medicinal plants and herbs for alternative medicine.

e-Nutrition

<http://enutrition.fnri.dost.gov.ph/e-Nutrition/>

Provides electronically accessible information to improve the nutritional status of Filipino population.

**Solid Waste Management
for LGU's in the Visayas**

<http://www.solidwaste-visayas.org>

An integrated solid waste

management systems project.

**Philippine Watershed
Management Coalition**

<http://philwatershed.org>
Promotes and organizes events for the protection and preservation of the watersheds of the Philippines.

**E-INCLUSION &
PARTICIPATION**

Kalikasan, Kaunlaran!

Broadcasts sustainable development issues that also involve indigenous peoples of Philippine society.

B2B Price Now

<http://www.b2bpri-cenow.com>

Trading portal providing up to the minute price update on market information for agriculture nationwide.

**GIL@S-Gearing Up
Internet Literacy and
Access for Students**

<http://www.gilas.org>
A multi sectoral initiative that invests in bridging digital divide among high schools.

GlobalPinoy

<http://www.globalpinoy.com>

An e-Community of Filipinos worldwide, making them closer to home through various e-Services.

**The DigitalFilipino.com
Club**

<http://www.e-commercephilippines.com>

An Internet community of business-minded enthusiasts, entrepreneurs, and professionals.