

Local e-Content Triumphs At The World Summit Award 2009

WSA SECRETARIAT: AUSTRIA/NEW DELHI

Australia, Austria, Canada and New Zealand will walk the stage at the World Summit Award Gala on September 4, 2009 and collect the winning trophies for the world's best e-Contents. These four countries emerged as clear leaders in the global contest held in the framework of the United Nations and its follow-on activities to the World Summit on Information Society.

With three winners each, creative content producers and application designers from these countries topped approximately 20,000 other products and projects from the 157 countries participating in the 4th edition of the World Summit Award.

34 leading e-Content experts from all continents met for the WSA Grand Jury in New Delhi, India in early April to consider 545 national finalists from United Nations Member States. "The trend to mobile contents is slow in developing and the most interesting and socially relevant contents are still to be found on the Internet" says Prof. Peter A. Bruck, WSA Chairman. "Online also beats Interactive TV and has by far outdone Off-line DVD productions in terms of the richness and diversity of quality content around the world" says Bruck.

This year, the World Summit Award was entirely hosted in India by Digital

Empowerment Foundation with the complete financial support from the Department of Information Technology, Ministry of Communication & Information Technology. On the occasion, DEF and DIT also organised a 40-Country Digital Content Summit, the recommendation which is already submitted to DIT for various considerations.

"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 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 Bruck from the Jury proceedings.

Australia won in the categories of e-Business & Commerce ("Karma Currency Website"), e-Culture & Heritage ("Twelve Canoes") and e-Health & Environment ("Tree People"). Austria presents its strongest products in the categories e-Business & Commerce ("Remediation Check"), e-Learning & Education ("E-DysGate") and e-Science & Technology ("Water World"). Canada is represented in the categories e-Culture & Heritage ("A Journey into Time

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e-Business & Commerce Winner: Karma Currency Website (Australia)



e-Business & Commerce Winner: ngPay (India)



Today, the WSA is the world's leading contest for excellence and creativity and e-Content production and a global hub dedicated to closing the digital content divide and narrowing the content gap between different regions of the world

Immemorial"), e-Inclusion & Participation ("Homeless Nation") and e-Science & Technology ("Genomics Digital Lab"), and New Zealand features with winning projects in e-Learning & Education ("Our Space"), e-Government & Institutions ("National Broadband Map") and e-Entertainment & Games ("Casebook").

India registered its tally with two among the winners, one being ngPay (e-Business & Commerce category), and the other was Web Health Center in e-Health & Environment category as Special Mention.

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The WSA are the only awards supported by a Public Private Partnership between professional organisations, industry, governments and UN organisations. The initiative promotes the most outstanding achievements as a flagship partnership initiative of the UN's Global Alliance for ICT and Development and in close collaboration with UNESCO, UNIDO and a world wide professional partner network.

WSA is a global not-for-profit activity governed by a Board of Directors of world-leading e-Content and multimedia

experts with its global office at the International Center for New Media in Salzburg, Austria.

Two awards each went to China, Egypt and Italy, which have shown excellent results already in the last few years, but also to the newcomers Ghana and Sri Lanka, showing that excellence in the content use of new ICTs is neither a matter of size of population, nor is it driven by wealth.

One award each went to Belgium, Bulgaria, Croatia, Czech Republic, Finland, Germany, India, Israel, Lithuania, Malaysia, Mexico, Netherlands, Oman, Poland, Slovenia and Spain. Two newcomers from countries with less developed content industries that returned home with 2009 World Summit Awards leapfrogging technologies with creative innovations are Democratic Republic of the Congo ("Congoblog") and Nigeria ("Mark of 'Uru").

Key sponsors of the WSA include the Internet Society, which has been supporting

the initiative since its launch in 2003, and Indigo from Mexico, which won the WSA in the e-Entertainment category in 2007 and since then entered into a long term visionary as the main supporter and sponsor.

The WSA 09 Winners' Gala will be celebrated in Monterrey, Mexico, on September 2-4, 2009 in collaboration with the UN GAID's Global Forum. In Monterrey, the winners will also be presenting their award-winning products at the two-day WSA Winners Conference and Exhibition, starting on September 2. More Information on WSA and links to winner products are available at www.wsis-award.org

The World Summit Award (WSA) was started in 2003 as part of the UN's World Summit on the Information Society. It is a global initiative to select and promote the world's best e-Content and innovative ICT applications; to date 157 countries are actively involved. Through national contests and a global jury process, WSA demonstrates the local diversity and rich creativity of ICT use. WSA is a global hub for everyone who values the crucial importance of local content to make today's information society more inclusive.

The Grand Jury at the 40 Country Summit in New Delhi, India



e-Entertainment & Games Winner: Casebook (New Zealand)

