



SEOUL **digital** FORUM

THE SHILLA SEOUL
May 18-20, 2005

SBS

Presents

SEOUL digital FORUM **2005**

World ICT Summit

*“QUO VADIS, UBIQUITOUS:
CHARTING A NEW DIGITAL SOCIETY”*

**The Shilla Seoul
May 18-20, 2005**

In association with:
**Ministry of Information and Communication
Korean Broadcasting Commission
SBSi**



WELCOMING MESSAGES

Advancements in digital technology are redrawing the map of industries, cultures, societies, and sometimes even the politics of a nation as the incorporation of more efficient and powerful IT systems alter existing modes of operations, organizations and communications.

What is now seen as the futuristic development in digital technology use is ubiquitous computing. It refers to a system that provides computational services everywhere, anytime – invisible and naturally integrated that it becomes part of our everyday lives. The very pervasiveness of such a computing system would enable us to experience greater benefits of efficiency and comfort. However, as much as ubiquitous computing holds the potential for making our daily activities more dynamic, we will be also confronted by many social and technological challenges.

To overcome these difficulties and to gain a leading position ultimately depends on the foresight one has on how the digital revolution will evolve, what the implications may be and how to find the right strategies.

The aim of the Seoul Digital Forum is to promote greater knowledge and understanding of issues pertaining to the digital era. This year's conference is titled "Quo Vadis Ubiquitous: Charting a New Digital Society". We will address numerous issues and challenges raised in various fields such as wireless communications, privacy concerns and work patterns.

Opinion leaders, high level government officials and top business executives will take an incisive look into the infinite prospects facing today's digital society and form new understanding through practical debates. This conference is a must-attend for executives seeking fresh insights into the broader forces defining corporate strategy in these turbulent times.

I welcome you to help shape the future direction of digital development at the Seoul Digital Forum 2005.

Kug-Jung Ahn
President & CEO
Seoul Broadcasting System



The knowledge information society of tomorrow is expected to be a 'ubiquitous society' where people have easy access to network anytime anywhere. For the ubiquitous society to come true, the universal access to information and sophistication in IT technology should take place beforehand.

Responding to the demand of the times, Korea is hosting 'Seoul Digital Forum2005-World ICT Summit' to predict the future digital information society and come up with long-term strategy for the government and business in the upcoming ubiquitous society.

The event will provide the world's IT ministers and CEOs of the leading IT companies an opportunity to share experience in IT policy-making and identify business opportunities in IT sector. At the same time, the world's renowned experts from the politics, press and academia will attend the forum, offering their insights into the future of digital society.

Korea has recently established and implemented a master plan called 'IT839 Strategy' to realize the ubiquitous society. The IT839 focuses on building a foundation for a balanced development in IT industry where the introduction of new ICT services triggers investment in network infrastructures, which, in turn, leads to the development of new growth engines such as next-generation mobile communications and home networks.

Such efforts has paid off, making Korea as the competing market and test-bed of the cutting-edge information technologies and products. Especially, Korea is leading the market in mobile communications, broadband internet, Broadband Convergence Network (BcN) and Digital Multimedia Broadcasting (DMB).

I hope you would find an opportunity for policy and technology exchange, and business cooperation by attending this event in Korea, an emerging IT powerhouse of the ubiquitous era.

Daeje Chin, Ph.D.
Minister
Ministry of Information and Communication
Republic of Korea



ABOUT SEOUL DIGITAL FORUM

Seoul Digital Forum 2005—World ICT Summit is an annual international conference, organized to set the stage for global discussion on multiple issues pertaining to the digital era.

This event, prepared by Seoul Broadcasting System and with the cooperation of Korea's Ministry of Information and Communication, is dedicated to setting clear directions for greater economic and social progress in Korea and the world.

In this time of rapid technological development and the transition of paradigm thereof, effective measures to cope with these changes are essential to achieve economic prosperity and social improvement. Especially, amidst the current political, economic and social turmoil, the need for proper guidance has never been more crucial. As a leading media company, Seoul Broadcasting System believes that it has the responsibility of proposing directions for the future while casting light on the darker sides of society.

Annual Conference

Seoul Digital Forum brings together the world's top business executives and prominent leaders from academia and government, committed to enhancing public understanding of changes related to the digital era. By introducing new trends and sharing their Digital Vision, this gathering offers knowledge and directions needed to stay on top of a changing political, economic and global environment.

Participants at the Annual Conference examine current digital trend and share ideas to discover strategies for the most efficient use of digital technology.

World ICT Summit—Experience Digital Korea

World ICT Summit focuses on the business aspect of the ICT technology.

Newly developed technologies may seem appealing to some, however in regard to the economics of a commercial launch, it could be quite daunting. Certain technologies even require particular attention from international companies, especially in the form of a consortium. Thus, in this aspect the complexity of technology and the cost involved in commercial operations make international strategic partnership indispensable.



At this event, global business leaders will take part to discuss not only technologies involved but the business aspect of the technology. They will also explore how to build partnerships and business relationships that would enable the general public to benefit from the newly developed technology.

Ministerial Roundtable

While companies discuss the business aspect of the technology, information and communication ministers from 20 countries will deliberate on the role of the government in ICT. For ICT companies to be successful, it should be capable of making use of its technology in countries where no infrastructure is established. Without policies that are internationally acceptable, many countries will miss the opportunity of taking full advantage of ICT. Ministers will discuss a common approach in policy developments in each participating country so that the benefits of the ICT could be better distributed to the people.

GOALS

- *Provide insights on the future digital world*
- *Enhance knowledge and understanding of paradigm changes in politics, economy, society and culture*
- *Work toward building mutual prosperity by discovering opportunities and confronting challenges resulting from the rapid developments of information technology*



DIGITAL STORY II: "THE ROAD TO DIGITAL SOCIETY"

Ubiquitous computing is the latest and most innovative development in digital networking. It emerges as the ultimate tool for new growth and a new way of life, as its impact will be widespread, affecting not only technologies and industries but also culture and politics.

For global leaders seeking ways to harness this technology, the Seoul Digital Forum is the best digital-storytelling platform to gain insights and form relations with the right people who can help enhance one's success.

Recognized as an outstanding test-bed for cutting-edge technology, Korea is a window to the future digital society. It is the place to have practical debates and forge cooperative ties among global leaders striving for mutual prosperity.

As a production of Korea's leading media company, SBS, seeing its responsibility in proposing directions for the future, established the Seoul Digital Forum with the aim of dedicating its efforts to chart a new digital world.

BACKGROUND

Digital convergence, where every technology and service melds into the digital world linking the present with the past and the future. The Seoul Digital Forum 2004, titled "Value Reshuffling Digital Convergence: In Search of New Opportunities" addressed this issue of convergence and had brought many leaders in technology to share their visions and insights on strengthening the competitiveness in digital technology. The Forum, held last may, put an end to the controversy over the future of the digital society and set forward a clear direction for digital convergence.

Visions for improving human lives through better technology did not cease with the convergence of technologies. Future technological development is now focused on ubiquitous computing. We are now at the threshold of envisioning a future where computing systems are naturally integrated into our surroundings and activities, allowing computational services to be provided at all times and in all places.

Recent technological advancements in multiple areas indicate the drive toward creating a ubiquitous computing environment. To name just a few, greater processing power and storage capacity in portable



devices, Global Positioning System (GPS), radio frequency identification tags (RFID), smart cards, the World Wide Web and digital mobile telephony. These devices will constitute a global networking infrastructure and provide a new level of openness and dynamics.

Yet, despite the huge strides to pursue this vision, numerous questions as to how a ubiquitous computing system will be structured and how it will be incorporated into society still remains unclear. Many of these issues are so fundamental that the main stream of the Ubiquitous Computing may change easily.

Therefore, with the hope of setting a clear direction for a future ubiquitous computing environment, SBS presents Seoul Digital Forum 2005, titled "Quo Vadis Ubiquitous: Charting a New Digital Society".



SPEAKERS

The Honorable Al Gore Former Vice President of the United States
John Naisbitt Futurist, Author of "Megatrends," "High Tech, High Touch"
Dr. Daeje Chin Minister of Information & Communication, Korea
Michael Powell Former Chairman, U.S. Federal Communications Commission
Jong Yong Yun Vice Chairman & CEO, Samsung Electronics, Korea
Dr. Irwin Mark Jacobs Chairman of the Board & CEO, Qualcomm Incorporated, U.S.
George F. Colony Chairman of the Board & CEO, Forrester Research, U.S.
Edward G. Newman Chairman & CEO, Xybernaut Corp, U.S.
Namio Yamaguchi In charge of Technology; General Manager, Technology Development Division;
In charge of ILA Center and Intellectual Property, Victor Company of Japan, Limited (JVC)
Yong-Kyung Lee President & CEO, KT Corporation
John P. Giere Chief Marketing Officer, Lucent Technologies, U.S.
Shin Bae Kim CEO & Presidnet, SK Telecom, Korea
Dr. Rainer Besold Automation & Drives (A&D), Division President, Siemens AG, Germany
Chang-Bun Yoon President & CEO, Hanaro Telecom, Korea
Tetsuya Mizoguchi President & CEO, Mobile Broadcasting Corporation, Japan
Dr. L. Martin van der Mandele President, RAND Europe
Tim Mack President, World Futures Society, U.S.
Yeon Ho Oh Chief Executive Officer, Ohmynews, Korea
Ingo Beyer von Morgenstern Senior Partner, McKinsey & Co. Shanghai Office, Asia High Tech
Practice Leader
Mie Kyung Lee Vice Chairman, CJ
Stewart Butterfield President, Ludicorp Research & Development, Canada
Derek Lidow President & Chief Executive Officer, iSuppli Corporation, U.S.
Hideki Maekawa Executive Officer, TBS; President, TBS Media Research Institute, Japan
Chu-Hwan Yim President, Electronics and Telecommunications Research Institute, Korea
Young-kil Suh President, TU Media Corp, Korea
Jeanne-Marie Gescher, OBE President, Claydon Gescher Associates, China
Anil Kripalani Senior Vice President, Global Technology Marketing, Qualcomm Incorporated, U.S.
Rob Chandhok Vice President of Engineering, Qualcomm Technology and Ventures, U.S.
Kevin Corcoran Vice President, Digital Media, IBM Global Services, U.S.
Hyun Oh Yoo President & CEO, SK Communications, Korea



Jae-woong Lee CEO & Director, Daum Communications Corp., Korea
Jamie Popkin Group Vice President; Head of Research in Asia/Pacific and Japan, Gartner
Martin Cooper Executive Chairman, ArrayComm, U.S.
Jerome C. Glenn Executive Director, American Council for the United Nations University, Millennium Project
Gordon Orr Senior Partner, Shanghai Office, Asian Head of Telecom Practice, Office Manager for Greater China Office, McKinsey & Company
Masashi Suenaga Vice President, Mobile Broadcasting Corporation, Japan
Teddy Huang President, Mobitai Communications, Taiwan
Dr. Marcel S. Reichart Managing Director, Hubert Burda Media Marketing & Communications GmbH, Germany
David Arnold CEO & President, MFORMA Asia
Douglas Kaplan Vice President, Asia Pacific, RealNetworks KK
David L. Sifry Founder & CEO, Technorati, U.S.
Arlene Harris Chairwoman, SOS Wireless Communications, U.S.
Frank Catanzaro Chair, Cyber Futures, AC/UN University Millennium Project
Robert Chua Chairman & Founder, The Interactive Channel, Hong Kong
Stewart Butterfield President, Ludicorp Research & Development, Canada
Jan Amkreutz President, Digital Crossroads Consulting, U.S.
Peter P. Yim President & CEO, CIM Engineering, Inc. (dba. CIM3), U.S.
Michel Andrieu OECD, Advisory Unit to the Secretary General, International Futures Programme
Yawgeng Chau Chairman, Taiwan Zigbee Industry Alliance
Bruce Schneier Founder & CTO, Counterpane Internet Security, U.S.
Andrew Yap CEO & Vice Chairman, Anytime Pte Ltd, Singapore
Kug-Jung Ahn President & CEO, Seoul Broadcasting System, Korea



SESSION TOPICS

The Seoul Digital Forum incorporates multiple themes into its agenda to provide all participants the opportunity to experience and partake in a comprehensive digital story.

Vision: "New Digital World"

- Keynote by Al Gore "Quo Vadis Ubiquitous: Charting a New Digital Society"
- Special Address by Namio Yamaguchi
- Session 1-1 "Digital Sunrise: the Dawn of a New Society"
- Session 1-2 "Homo Digitalis: Understanding Their Complexity and Setting Strategies for Success"

Opportunities & Challenges

- Opening Plenary "The Paradox of Ubiquitous Computing: Addressing Opportunities and Hidden Threats"
- Plenary 4 "Struggle for New Wealth: How to Compete with Strangers"
- Special Address by Al Gore
- Session 2-2 "15 Challenges Facing Humanity and How Ubiquitous Computing Can Address Them"
- Session 3-2 "Privacy in the Age of Transparency"
- Session C-1 "Tiding Over Chasms"
- Session C-2 "Online Sales and Piracy"
- Session C-3 "Raising Your Return on Investment in the Asian Market"

Technology Enablers

- Plenary 2 "Infrastructure of a Ubiquitous Society"
- Session 2-1 "Seamless Mobility: Evolution in the Mobile Technology"
- Session 4-2 "USN & RFID: A New Social Structuration of intelligence."

Government Regulations

- Plenary 3 "In Search of New Regulatory Regime Amidst New Reality: Case of Media and Telecommunications"

Future Windows to the Consumer

- Plenary 5 "Mobile Media" Competing Visions of the Future"
- Session 3-1 "Future Broadcasting: Satellite Platforms and the Role of Citizen Reporters"
- Session 4-1 "Personal Media vs. Mass Media: Friends or Foes?"

"Digital Korea and Global Cooperation"

- Keynote by VIP
- World ICT Summit
- Ministerial Roundtable



PROGRAM OVERVIEW

DAY ONE (May 18, 2005)

| Time | Description |
|-------------|--|
| 08:30-09:50 | Plenary Session 1 "The Future of ICT and Opportunities in Korea" |
| 10:00-11:10 | Plenary Session 2 "Outsourcing: An Asian Trend in ICT" |
| 11:20-12:30 | Plenary Session 3 "3G and the Future of Mobile Telephony" |
| 12:30-13:30 | Luncheon |
| 13:45-14:45 | Plenary Session 4 "Broadband Convergence" |
| 15:15-17:00 | Sessions in Parallel Track Session 1 "System on chip" Track Session 2 "Digital Media Broadcasting" Track Session 3 "Software Strategies: Proprietary vs. Open Source" |
| 18:30-21:00 | Welcoming Dinner for Speakers |

DAY TWO (May 19, 2005)

| Time | Description |
|-------------|--|
| 08:30-09:15 | Opening Ceremony "Quo Vadis, Ubiquitous: Charting a New Digital Society" |
| 09:30-10:50 | Opening Plenary "The Paradox of Ubiquitous Computing: Addressing Opportunities and Hidden Threats" |
| 11:00-12:55 | Luncheon, Special Address "Global Citizenship for Ubiquitous Society" |
| 13:05-14:20 | Sessions in Parallel 1-1 "Digital Sunrise: The Dawn of a New Society" 1-2 "Homo Digitalis: Understanding Their Complexity and Setting Strategies for Success." |
| 14:30-15:45 | Plenary Session 2 "Infrastructure of a Ubiquitous Society" |
| | 14:00-16:00 Ministerial Roundtable (Closed) "Future IT Technology, Market & IT Policy and Regulatory Issues" |





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|-------------|--|
| 16:00-17:15 | Plenary Session 3 "In Search of New Regulatory Regime Amidst New Reality: Case of Media and Telecommunications" |
| 17:25-18:40 | Sessions in Parallel 2-1 "Seamless Mobility: Evolution in Mobile Technology" 2-2 "15 Challenges Facing Humanity and How Ubiquitous Computing Can Address Them" |
| 18:45-21:00 | Dinner, Special Address "Contents Building: Toward Asian Collaboration" (Games, Movies, Music and Art) |

DAY THREE (May 20, 2005)

| Time | Description |
|-------------|--|
| 08:20-09:10 | Special Address "Changing Regulation for the Future: Technology and Public Policy" |
| 09:15-10:30 | Plenary Session 4 "Struggle for New Wealth: How to Compete with Strangers" |
| 10:45-12:00 | Sessions in Parallel 3-1 "Future Broadcasting-Satellite Platforms and the Role of Citizen Reporters" 3-2 "Privacy in the Age of Transparency" |
| 12:10-13:40 | Luncheon, Special Address "Evolutionary Trends and Future Mindsets" |
| 13:55-15:10 | Plenary Session 5 "Mobile Media: Competing Visions of the Future" |
| 15:20-16:35 | Sessions in Parallel 4-1 "Personal Media vs. Mass Media: Friends or Foes?" 4-2 "USN & RFID: A New Social Structuration of Intelligence" |
| 16:45-17:55 | Closed CEO Sessions C-1 "Tiding Over Chasms" C-2 "Online Sales and Piracy" C-3 "Raising Your Return on Investment in the Asian Market" |





Sessions

DAY ONE (May 18, 2005) World ICT Summit-Experience Digital Korea

PLENARY 1 / 08:30-09:20

“The Future of ICT and Opportunities in Korea”

This session will concentrate on Korea’s experience as the world’s most advanced market in terms of broadband penetration and cell-phone usage. Korea has been innovating existing information communication technology and introducing a number of new services for the first time in the world. What are the lessons that the world can learn from Korea? What opportunities are there for foreign companies interested either in participating in the Korean market or forming partnerships with Korean companies to go into third-country markets?

PLENARY SESSION 2 / 10:00-11:10

“Outsourcing: An Asian Trend in ICT”

There are huge opportunities for companies from Korea, China, India and other nations in the greater Asia-Pacific region to cooperate at different stages and in different ways in the technological food chain. Yet cultural and political differences have prevented the same level of cooperation seen at European or North American companies.

India has built an extremely successful outsourcing business. And Chinese companies are providing, manufacturing, and outsourcing services to global players. Indeed, outsourcing has emerged as a multi-billion dollar industry in Asia. Now, there is even outsourcing for research and development. Will this trend continue? What are the benefits for a company outsourcing product development or design services?

PLENARY SESSION 3 / 11:20-12:30

“3G and the Future of Mobile Telephony”

Telcos around the world have spent tens of billions of dollars to create 3G services. Yet while a few years have passed, 3G services are still waiting to be introduced in many markets. The initial 3G euphoria seems to have evaporated as companies struggle to deploy the technology and provide commercially viable 3G-based mobile telephony. Many companies are working to create this infrastructure, but the cost is considerable. What are the applications consumers will adopt that will pay for it all? What can be learnt from experiences in Korea or the US? Should there be a major shift in the 3G business model?



PLENARY SESSION 4 / 13:45-15:00

“Broadband Convergence”

The future of information communications technology will depend on the convergence of networks-broadband network convergence. The technology has reached a point that a company’s operation is totally reliant on the network it has built. The complexity is such that all the elements-hardware, software and management-have to be set in balance just right to make the network run smoothly. The challenge all network systems face is how to perfectly implement convergence and customization for each operation, whether it is a government agency, a company, or an educational institution. This is one of the most complex undertakings in human history: Who will get it right?

TRACK SESSION 1 / 15:15-17:00

“System On Chip”

As semiconductor and software technologies develop, the world seems to be getting smaller. ICT-based products evolve around a semiconductor chip and its embedded-software. It seems the success or failure of a handset or other IT-equipment maker will largely depend on its ability to get the right chip with the right software. The technology is evolving fast and the success of ICT companies will depend on their ability to get a firm hold on the chip technology and driving down the size of circuits. What is the latest trend in the technology? And how will cost efficiencies be achieved to make these chips affordable?

TRACK SESSION 2 / 15:15-17:00

“Digital Media Broadcasting”

A new era in entertainment and broadcasting has begun. ICT technology has transcended conventional broadcasting technology. It seems that the information and other content--be it internet-based or broadcasting-based--will be available anywhere and anytime. Korea and Japan have taken the lead by introducing DMB services using satellite and terrestrial networks. What is the future of DMB? Who will benefit from the services? What are the economics of DMB? Should there be a global standard on this? If yes, who should take the lead?

TRACK SESSION 3 / 15:15-17:00

“Software Strategies: Proprietary vs. Open Source”



There is a huge debate in software circles: Should we embrace proprietary software such as products made by Microsoft, Sun and Oracle, or can the IT world move toward open source products that are much more affordable and adaptable? This debate will decide the future of software. That means countries such as Korea and China, which rely heavily on imported proprietary software, could turn to open source software and build a new software industry to compete with companies like Microsoft. Or, is this simply wishful thinking?

NETWORKING DINNER / 18:00-20:00

WELCOMING DINNER FOR SPEAKERS / 18:30-21:00

DAY TWO (May 19, 2005)- Annual Conference & Ministerial Roundtable

OPENING CEREMONY/ 08:30-09:15

“Quo Vadis, Ubiquitous: Charting a New Digital Society”

Technological innovations have already brought on changes to traditional lifestyles. Yet with the continuous and rapid development of digital technologies, societies will experience a new technological revolution – this time called the ‘Ubiquitous Revolution’.

It refers to the creation of an environment (seamlessly) embedded with computational devices and mechanisms that provide necessary information and services to the user, based on the information that is automatically sensed from the physical and computational surrounding.

The focus of this session is on projecting the future digital society.

OPENING PLENARY / 09:30-10:50

“The Paradox of Ubiquitous Computing: Addressing Opportunities and Hidden Threats”

In a ubiquitous computing environment, while the availability of augmented computational resources will provide business, governments and individuals with new opportunities, services and information, the benefits will come with a cost. Major challenges will come from issues like privacy and security as more personal information is accumulated and accessed in the computing environment.



What are the forecasts for the technology and market regarding “ubiquitous” for the next 5 to 10 years? What are the vision and updates on ubiquitous technologies, such as mobile broadband and home networking? Which of the competing mobile broadband technologies has a better outlook?

Korea is a leading country in making use of potential information and communication technology, and “IT 839” project is one example of the many efforts. How much has the country accomplished since its inception? What are the opportunities and threats the project has left us thus far? What are the opportunities and threats of ubiquitous technology from a business perspective?

LUNCHEON, SPECIAL ADDRESS / 11:00–12:55

“Global Citizenship for Ubiquitous Society”

SESSIONS IN PARELLEL / 13:05-14:20

1-1 “Digital Sunrise: the Dawn of a New Society”

With the tools of digital technology, we are creating a new reality that dawns beyond the most powerful medium humanity has ever created. All of us, from game playing youngsters to CEO’s and from scientists to political leaders, paint this new reality on the pervasive and ubiquitous canvas that we call “digital”. Our paintbrushes are imagination; our paints are breakthrough scientific insights and deeply felt emotions. The new reality manifests itself through the millions of computer programs, the billions of images and sounds and the trillions of words that embrace the globe every day. Not only changes this reality the way we do business, changes the architecture of new products and services, and changes the very nature of innovation; it changes the way we understand the past, the present, the future, and our sense of self in the global village we live in. The presentations will discuss the why, the how, and the deep impact of this new reality called “Digeality”, and welcome you to the era of the Imagination Society.

1-2 “Homo Digitalis: Understanding Their Complexity and Setting Strategies for Success”

The spread of digital technology is expanding its impact on the lifestyle of modern society. We may call ourselves “Homo Digitalis” as we can witness technological devices integrating into our everyday lives. Such phenomenon has recently been gaining momentum as mobile and ubiquitous technologies are being applied to equipments. It is crucial, therefore, to understand the characteristics of “Homo Digitalis” better in order to forecast the course of social and technological



development.

What is the technology's effect on the individual, society and economy? What are the key enablers for a ubiquitous society? What are the key trends in each region? Why are many western executives emphasizing "simplicity" when east Asian companies are busy developing "convergence" products? The discussions focus on forming a clear understanding of "Homo Digitalis" and finding ways to successfully link them to the best business strategies.

PLENARY SESSION TWO / 14:30-15:45

"Infrastructure of a Ubiquitous Society"

The development of new computing and communication devices, and the increased connectivity between them are creating new opportunities for people to perform their operations regardless of time and space. Ubiquitous computing pushes computational services out of conventional desktop interfaces and puts them into environments characterized by transparent forms of interactivity.

This session looks into the benefits of ubiquitous society and the strategies in realizing a better computational and networking environment. What is the current situation in terms of ubiquitous technology vision and infrastructure? How are corporations dealing with these problems and what efforts are being made to enhance computing pervasiveness and mobility? Where is the innovation taking place? What are the key trends and forecasts for next generation network market? What are some effective business models for telecommunication service providers? Is there a first providers advantage in introducing new services?

PLENARY SESSION THREE / 16:00-17:15

"In Search of a New Regulatory Regime Amidst New Reality: Case of Media and Telecommunications"

Government interventions are not always welcoming to corporations, especially to those in the high tech sector. The general argument is that government regulations established to increase market efficiency work in the opposite direction instead, and sometimes even prevent growth. Others, however, warn of chaos in the market in the absence of government regulations. Yet the common view is that the central issue is not about simply eradicating government regulations altogether but about establishing appropriate ones.

This session examines the government's role as a regulator, especially during the time of rapid technological development. It also looks into cross-industry regulations between media,



telecommunications and banking in various countries, and efforts to overcome problems arising from these issues. Questions as to whether government regulations had been successful in helping to further develop industry and technology, and what regulators should do to enhance efficiency in the development process will be answered.

SESSIONS IN PARELLEL / 17:25-18:40

2-1 “Seamless Mobility: Evolution in Mobile Technology”

The nature of mobile services is undergoing fundamental changes as Internet and mobile technologies converge. Several newly emerged networking technologies are already competing aggressively to be the standard for the next generation. 3G, WiBro, WiMax, Wi-Fi, Bluetooth and Zigbee are just a few of them.

The focus of this session is to examine the potential and limitation of these technologies. Then discuss about a compatible and ideal - but feasible - convergence.

2-2 “15 Challenges Facing Humanity and How Ubiquitous Computing Can Address Them”

From Sustainable Development to Countering Transnational Organized Crime, ubiquitous computing will be a key to strategies for improving the human condition. The increasing merger of human consciousness with ubiquitous computing will help prevent conflicts, improve decisions, spread more equitable economic development, manage future SARS-like health hazards, improve the status of women, and increase energy efficiency.

New concepts from improving "improvement systems" to the spread of "memes" will also be discussed within the context of addressing the global challenges via ubiquitous computing, and help more ethical behavior. The insights presented have emerged via the Millennium Project's global participatory system that produces the annual "State of the Future" reports.

DINNER, SPECIAL ADDRESS / 18:45-21:00

“Contents Building: Toward Asian Collaboration” (Games, Movies, Music and Art)

MINISTRIAL ROUNDTABLE / 14:00-16:00 (Closed)



DAY THREE (May 20, 2005)

SPECIAL ADDRESS / 08:20-09:10

“Changing Regulation For the Future: Technology and Public Policy”

While technologies have been undergoing rapid development, telecommunications policy established by the government has largely failed to catch up. However, to Michael Powell, appropriate telecommunications policy that fits the demand of the Information Age, is the key to a stronger global competitiveness, innovation and investment in the future. As the chairman of the U.S. Federal Communications Commission(FCC), Powell led the commission to realize the changes that would enable FCC meet the challenges of new technology and outdated policy. Mr. Powell will share his insights on the changes that governments ought to consider to improve outdated telecommunications policy.

PLENARY SESSION FOUR / 09:15-10:30

“Struggle for New Wealth: How to Compete with Strangers”

Developments in technology now revolve more around the needs of people rather than the improvement of the device itself. Ubiquitous computing further reinforces this trend by enabling the user to be constantly surrounded by live and seamlessly connected contents from home to the car, to the stores, and to the office.

With value creating opportunities centered around people and not on products, distinction between different services, goods and industries is no longer clear. For example, telecommunication companies have secured a firm stance in expanding its business into sectors such as asset management, banking and broadcasting, which were formerly unrelated. Where and how do telecommunication companies see their value creating opportunity in the future? Are the telecommunication companies the only ones receiving such advantage? What technologies could equip other industries with better competitiveness? How can one use the wearable or mobile computers to gain a leading edge? How can brick and mortar companies make use of “Ubiquitous Sensor Network” technology?



SESSIONS IN PARELLEL / 10:45-12:00

3-1 “Future Broadcasting-Satellite Platforms & the Role of Citizen Reporters”

With the advancement in digital and mobile technologies, broadcasting benefits in two ways – signal transmitting method and news items-gathering method.

One of the many technologies that the media industry is particularly interested in is the satellite direct-to-home (DTH). With a recent growth in demand for these services, it is expected that by the end of 2007, there could be as many as 90 million digital DTH pay-TV subscribers worldwide. Rising subscriptions have been supported by the unchallenged diversity of content offered by satellite. DTH platforms currently broadcast more than 7,200 TV channels, and spend more than USD 16 billion in programming a year. However, like other segments of the entertainment sector, the satellite entertainment service industry is currently in a state of flux, as disruptive new technologies offer new ways to produce and deliver content and call into question existing modes of operation. For DTH platforms, these developments offer new opportunities but also new challenges: Will they be able to maintain their strong position in the broadcast distribution segment? Will they be able to penetrate other broadband entertainment markets and develop successful business models?

For news items-gathering method, usage of citizen reporters is gradually increasing. The method allows for the gathering of diverse news in less expensive ways. Telecommunication technology becomes important once again as it enables citizen reporters to transmit their news via mobile devices, swiftly and efficiently. This session takes a close look at the potential and hurdles of the news items-gathering method, and brainstorm on ways to maximize the benefits of adopting this mode of reporting.

3-2 “Privacy in the Age of Transparency”

With every new step closer to the realization of a ubiquitous computing environment, the issue of privacy will become a more critical social issue. Concerns that might be encountered through the development of embedded computing technologies are not just limited to the greater possibility of a break-in to personal e-mails. It will mean sacrificing large portions of one's personal information for constant monitoring and mass accumulation.

Is giving up on one's privacy a part of the technological development process? What would make pervasive observation more or less acceptable? How can the balance between privacy and efficiency be maintained? Participants will address these challenges and brainstorm on possible solutions.



LUNCHEON, SPECIAL ADDRESS / 12:10-13:40

“Evolutionary Trends and Future Mindsets”

“The Next Big Thing” has been the hype of the media and business. It is like waiting for something to drop out of the sky. Today, mostly underestimated, we are deeply in the middle of evolutions that are much more profound than any next big thing that might come along. To an extent not seen in a hundred years, major new technological and social revolutions were put in play during the last two decades of the 20th century. These include information technologies, economic reform in China, the unification of Europe, America as an empire, new concepts of the corporation, and new dimensions of art and design. Absorbing, perfecting and extending these shifts will shape the first half of the 21st century.

PLENARY SESSION FIVE / 13:55-15:10

“Mobile Media: Competing Visions of the Future”

The media industry faces dramatic changes as mobile and Internet technologies develop. DMB, or Digital Multimedia Broadcasting, and WiBro technologies allow viewers to overcome the restrictions caused by time and space, and make interaction with each other possible.

What else can we say about the technologies related to mobile multimedia that are being developed? What is the vision of mobile multimedia and customer value proposition? How quickly will the new type of media dominate the industry? What are the challenges in the implementation process? What can we learn from Japan and Korea, the DMB vanguards?

SESSIONS IN PARELLEL / 15:20-16:35

4-1 “Personal Media vs. Mass Media: Friends or Foes?”

Digital technology with the incorporation of telecommunications technology is altering the characteristics of the media. If broadcasting and newspapers were simply mediums of information in the past, the movement toward personal media made possible with the two-way communications system is the key development for the future.

This session is to look into the relationship that the new media with its personalized system has formed with the traditional forms of media. Can these industries compliment each other? If not, what strategies should current media take to move toward personalization?



4-2 “USN & RFID: A New Social Structuration of Intelligence”

The creation of an intelligent social structure is projected with the development of a Ubiquitous Sensor Network. The application of Radio Frequency Identification on goods and the environment for information purposes do not seem to be a mere vision of the distant future. Retail Groups such as the Metro Group and Wal-Mart are muscling their way to implement the use of RFID to improve supply chain efficiency. These electronic tags can be applied to the management of diverse areas such as wastes, livestock, environment and security. The reshuffling of business environment that comes with the adoption of the technology will enhance the quality of life. The focus of this session is to establish a clear vision for a ubiquitous sensor network, define the major challenges and set out possible solutions.

CLOSED CEO SESSIONS / 16:45-17:55

C-1 “Tiding Over Chasms”

There are differing needs between early adopters of new technology and the majority that follows. These differences are usually the cause of products or services failing to reach the point of rich demand. It is crucial for this sort of chasm to be bridged if technically innovative products or services are going to be successful in the mass market. MP3 players, digital cameras and DVD players are examples that were successful in tiding over the conceptual gulf, while MD player is an opposite example. There are numerous tech products and services, such as RFID, VoIP, PMP, home network and DMB, which need to overcome this chasm.

In this closed session, business executives discuss what may be the appropriate strategies that will enable them to reach the majority of adopters in the market.

C-2 “Online Sales and Piracy”

Despite the benefits and opportunities arising from the spread of digital technology, contents industries are faced with an emergency. The lack of copyright protection has further proliferated with every new technological development. In places where copyright is not secured, little creative activity will occur and market will suffer from an undersupply of contents. On the other hand, it is expected that the illegal spread of contents may in fact help market the contents, thus increasing the sales of legal goods. How should the problems of intellectual property be addressed in the future? Will the infringement of intellectual property help facilitate the development of industries? What sort of counter measures should firms establish?



C-3 “Raising Your Return on Investment in the Asian Market”

As digital technology develops, new business opportunities emerge. For example, the so-called ‘Blogs’ and ‘Mini-Homepage’ created through the Internet are establishing themselves as not only game and entertainment providers but also providers of media services. Even though they have been successful in earning social interest, popularity does not guarantee their economic success. This session discusses how new or existing businesses secure appropriate profit ground. It also debates on effective strategies of globalization as a way to raise probability of success in a larger market.



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