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DIRECTORATE FOR SCIENCE, TECHNOLOGY AND INDUSTRY
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DRAFT AGENDA

THE INTERNET ECONOMY: GENERATING INNOVATION AND GROWTH

PARIS, 28-29 JUNE 2011

The attached draft agenda for the ICCP High level Meeting has been prepared by the Steering Group and approved by the ICCP Bureau.

The agenda has already been provided to Delegates and a request made to nominate speakers. Please send nominations to the Secretariat before 8 April 2011.

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ICCP COMMITTEE HIGH-LEVEL MEETING

**THE INTERNET ECONOMY:
GENERATING INNOVATION AND GROWTH**

Paris, 28 - 29 June 2011

Draft Agenda

You can register directly on line at:

<https://webnet.oecd.org/Survey/Survey.aspx?s=df9094d71d794d8a831cd05e3f9c4824>

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The aim of the High Level meeting is to reach a consensus on how best to ensure the continued growth and innovation of the Internet economy. The meeting follows-up on the OECD Ministerial Meeting on *The Future of the Internet Economy* (17-18 June 2008) and the Seoul Declaration adopted at that meeting.

A key role in supporting the growth of the Internet economy is played by broadband which provides the access ramps to the Internet. In recognition of this, countries, irrespective of their level of development, have placed high priority on attaining national coverage of broadband using a range of different policies and technologies. Sharing these policies and best practices in this area can be important in helping meet this policy objective. In addition to coverage, capacity of networks has become increasingly important with the significant increase in data traffic. New developments resulting from the convergence of broadcasting and the Internet, the development of cloud computing and the eventual shift to 'smart' infrastructures will place further pressure on existing capacity. An exchange of views on how to stimulate private investment to ensure that sufficient capacity is made available and affordable is important.

To meet the goal of national coverage, governments need to also consider demand side policies where their role can be significant given their ability to upgrade and invest in areas such as health and education services, using the Internet as a platform to obtain efficiencies. Smart electricity grids and smart transportation systems using high-speed Internet applications can also help in meeting policy objectives in those areas while providing a stimulus to infrastructure investment. An exchange of initiatives taken in this area can help governments in pursuit of their policy objectives.

Metrics play an important role in assessing the effectiveness of policies. In particular, the ability to benchmark national developments against similar developments in other countries can help put domestic growth and economic activity in perspective. An aim of the meeting will also be to obtain consensus on the key measures needed to benchmark developments as well as exchange views on the impact of the Internet, in particular via broadband, on the economy.

There is widespread consensus that the openness of the Internet has been a key factor in stimulating innovation and economic growth. As a global resource there is a common interest among countries to find consensus on how to maintain a vibrant and open Internet economy and to exchange views on best practice. Internet intermediaries, which have been important in bringing together and facilitating transactions between third parties on the Internet, have played a crucial role in the Internet economy and it has become increasingly important to clarify their roles in the context of public policy, their legal responsibilities and related liability limitations.

In recent years there has been increasing concern that the openness of the Internet is eroding with negative consequences on the dynamism of the Internet and related economic activity. Industry initiatives and co-regulatory initiatives by industry and government have in many cases facilitated access to and use of the Internet, however there have been instances where relatively heavy-handed government initiatives have been viewed as leading to potential harm. For this reason it is important to consider adopting shared common principles to help policymakers set the parameters for any action taken as well as work towards building trust in the Internet economy both at national levels as well as in cross-border economic activity.

Day 1: 28 JUNE

9:30-10:30 Welcome and Opening

Opening: Chair of the High Level Meeting

Welcome address: Secretary-General of the OECD

Moderator: Professor Kevin Werbach, Wharton University of Pennsylvania

10:30-11:00 Coffee

11:00-12:30 SESSION 1: Broadband access

The aim of this session would be to share experiences on how countries are meeting the challenge to develop and promote broadband access and obtain, to the extent possible, national coverage of broadband at adequate speeds to meet current and future demands. The session will cover fixed and mobile broadband issues arising from a variety of technologies. As some countries are experiencing investment shifts toward networks based on fibre-in-the-local-loop, concerns have arisen on the emergence and sustainability of competition in those urban and rural areas with a less dense population and the challenge has been to develop policy/regulatory approaches that ensure a level playing field for competition. Other countries encounter competition issues with a wide range of technology offerings. Discussion can centre on policy/regulatory approaches that should help stimulate private investment and competition in the development of high capacity information and communication infrastructures and the delivery of Internet-enabled services within and across borders.

12:30:00-14:30 LUNCH for Heads of delegation.

14.30 – 16:00 SESSION 2: Role of broadband in innovation, economic growth and social development

Broadband can be a fundamental enabler for innovation and future economic growth, but to deliver upon this promise, broadband needs to be widely available at high capacity, access prices need to be competitive and affordable and new services have to be rolled out. Governments can play a significant role through demand policies and through budget allocations in areas such as health, education, electricity and transport. Governments play a prominent role in these areas, which may achieve higher levels of efficiency by promoting and adopting “smart” technologies using the connectivity provided by broadband networks. Governments can also play an important role as an early adopter, by showing the benefits of broadband and, in particular, cost savings that may be generated through the provision of online services. This session is aimed at exploring what is known about the economic and social impacts of Internet availability and access, particularly via broadband and how the Internet has led to innovation and growth and what key policy areas may still require consideration. A goal is to try and identify measures that would help in improving assessments of innovation, productivity, and growth from such access, and in benchmarking national performance with developments in other countries. To be effective, benchmarking requires common definitions and indicators as well as new indicators to measure new developments of the Internet economy. A further aim of this session will be to obtain consensus on working towards an agreed set of metrics on Internet availability and access, particularly via broadband, together with related measures needed to assess its impact on innovation, economic productivity, and growth.

16:00-16:30 Coffee

16:30-18:00 SESSION 3 Balancing policy goals to strengthen growth

Over the years a range of initiatives have been taken by industry, on a co-operative basis, by industry and governments and other stakeholders, and by governments acting alone, with a view towards protecting users and consumers on the Internet, improving competitive conditions, etc. In most cases, these have been “light-handed.” However, there has been an increasing tendency to impose frameworks used in the “bricks-and-mortar” world onto the Internet. In other cases, national policies may not sufficiently take into account the global nature of the Internet. Many of the issues faced by users and consumers, such as security threats, privacy or fraud are linked to the openness of the Internet. Policy reaction, therefore, needs to be judicious to best achieve a delicate balance of, on the one hand, maintaining the Internet’s openness and the economic, social and political development it enables, with, on the other hand, effective action to curb wrongdoing on the Internet. With the simultaneous increase in our societal reliance on the Internet and the elevation of cybersecurity threats, efforts to protect the Internet are becoming a national priority. Promoting trust is an important requirement, but without openness, the benefits of enhanced trust may risk being greatly diminished.

☞ 18:00-20:00 *Reception* ☞

Day 2: 29 JUNE

9:30–11:00 SESSION 4: Policy making principles for an open Internet

This session will discuss how the Internet has led to innovation and growth and what key policy areas may still require consideration. A crucial factor in the success of the Internet has been decentralised multi-stakeholder frameworks and open access. Open access has helped in developing a range of new businesses and applications, enhanced consumer choice and is important in the dissemination and wider use of scientific research results. Internet based open social networks have increased the effectiveness of knowledge networks. The Internet has lowered market entry barriers and facilitated the rapid development of new small and medium-sized enterprises and the development of cloud computing is providing further benefits to business. As mobile broadband develops and in some countries overtakes fixed broadband access, policymakers should factor this in to their policy approaches. General principles that policymakers can follow while addressing Internet policy issues can help set the framework for an open Internet. They also can be useful in providing guideposts to private companies and governments when they consider taking initiatives with respect to access to information, its distribution, preservation, portability and the use of platforms and networks. These include infrastructure and connectivity, the role of intermediaries, the appropriate role of government and of business to support innovation and growth, and to maintain an open Internet environment at the international level and the free flow of information.

11:00-11:30: Coffee

11:30-13:00 SESSION 5: Concluding Round Table

This concluding Round Table will provide an opportunity for an open discussion on the importance of broadband development, the role governments can play in stimulating its deployment and take-up, the necessity of having adequate comparable broadband metrics across countries, and the importance of demand side policies for broadband. The Round Table will also discuss how to preserve a multi-stakeholder environment for Internet policy and the main policy principles required to maximise benefits from an open, dynamic Internet and distilling lessons learned to date. The Round Table may also wish to discuss areas where further work is required and areas where further international co-operation may be necessary.

13:00-13:15 Closing remarks by Chair

END OF MEETING