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Paris, 12 January 2006

**International conference on the future digital economy
Rome, 30-31 January 2006**

What does the future hold for the digital economy? What impact will the rise of digital content have on business and consumers? And what can governments do to create a strong, competitive environment to stimulate innovation and economic growth?

To examine these and related questions, the OECD and the Italian Minister for Innovation and Technologies will hold a conference in Rome on 30-31 January 2006. "The Future Digital Economy: Digital Content Creation, Distribution and Access" aims to analyse and improve understanding of the implications of the development and changing distribution of digital content.

The conference, which is open to the media, will bring together experts from around the world, from policy makers and academics to business executives from sectors including broadcasting, film, Internet, music and telecommunications.

Participants will review the impact of digital content on business models and how it can increase access to knowledge through initiatives such as digital libraries, as well as identify ways of building a positive market and policy environment for broadband content and the Internet.

In addition to Donald J. Johnston, Secretary General of the OECD, and Lucio Stanca, Italian Minister for Innovation and Technologies, speakers will include: Nikesh Arora, VP Europe, Google; Frieda Brioschi, President Wikipedia Italia; Andrew Burke, CEO, British Telecom Entertainment; Dr Chin Dae-Je, Korean Minister of Information & Communication; Fabio Colasanti, Director General, Information Society & Media, European Commission; Michael J. Copps, Commissioner, US Federal Communications Commission; Prof. Terry Fisher, Harvard University; Rita Hayes, WIPO Deputy Director General; Gwen Hinze, International Affairs Director, Electronic Frontier Foundation; Bradley Horowitz, Director of Technology Development, Yahoo; Jens Uwe Intat, VP Europe, Electronic Arts; Linda Jensen, CEO, HBO Europe; Adam Klein, EVP Strategy and Business Development, EMI Music; Tom Mockridge, CEO, Sky Italia; Marco Tronchetti Provera, CEO, Telecom Italia; Arndt Rautenberg, COO, Deutsche Telekom; David Sifry, President, Technorati; Sir Martin Sorrell, CEO, WPP; Prof. Hal Varian, University of California at Berkeley and Hiro Yoshihara, Vice Chair and Global Managing Partner, KPMG International.

The conference will involve both plenary and parallel sessions on issues including:

- New platforms and content delivery opportunities;
- New user habits and social attitudes;
- New ways of accessing knowledge and content;

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- Security, intellectual property and digital rights management.

A press conference with Lucio Stanca, Italian Minister for Innovation and Technologies, will take place at 12.30 on Tuesday 31 January at the conference venue, Istituto San Michele, Via di San Michele 22, Rome.

Information about the conference, including the agenda, can be found at <http://www.oecd.org/sti/digitalcontent/conference>

More information on the OECD's work on the information economy and digital content can be found at <http://www.oecd.org/sti/digitalcontent>

Journalists wishing to attend the conference are invited to contact Spencer Wilson, OECD Media Division (tel. + 33 1 45 24 81 18).