



Canada Foundation for Innovation
Fondation canadienne pour l'innovation

canada 3.0

defining canada's digital future

Digital Media & the Impact on Public Sector

Tom Jenkins

Chairman,

Canadian Digital Media Network

Executive Chairman & Chief Strategy

Officer, Open Text

Ottawa

December 3, 2010



Digital Media at Highest Level - in Canada **canada 3.0** defining canada's digital future



Canada is first to use a secure social network at a G8/G20 – delivered by all of us. How?



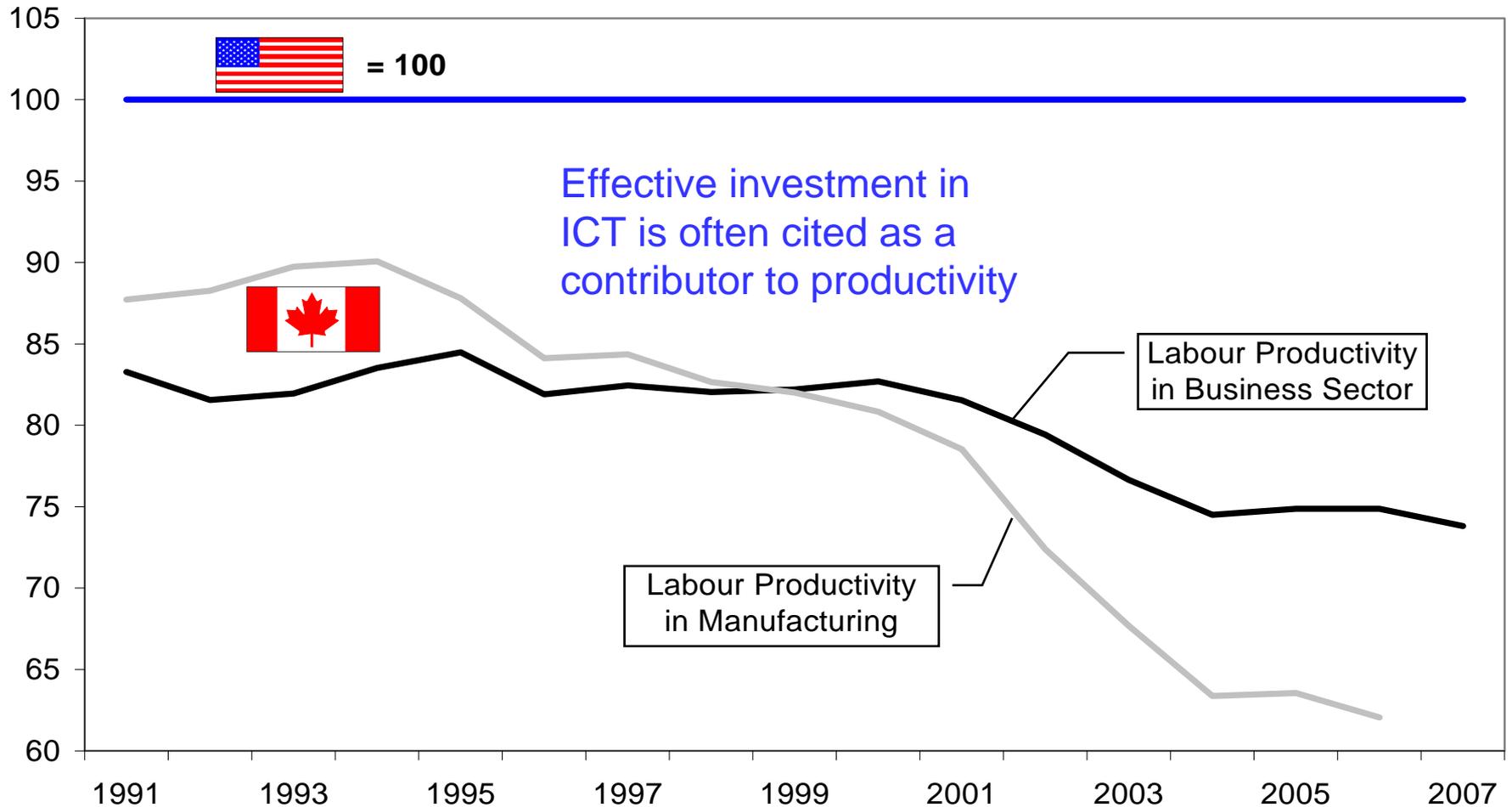
- Why Digital Media Matters
- Background
- The Challenge for Public Sector
- Impact on Society
- Early Success
- Digital Media in the Future
- What You Can Do
- Summary



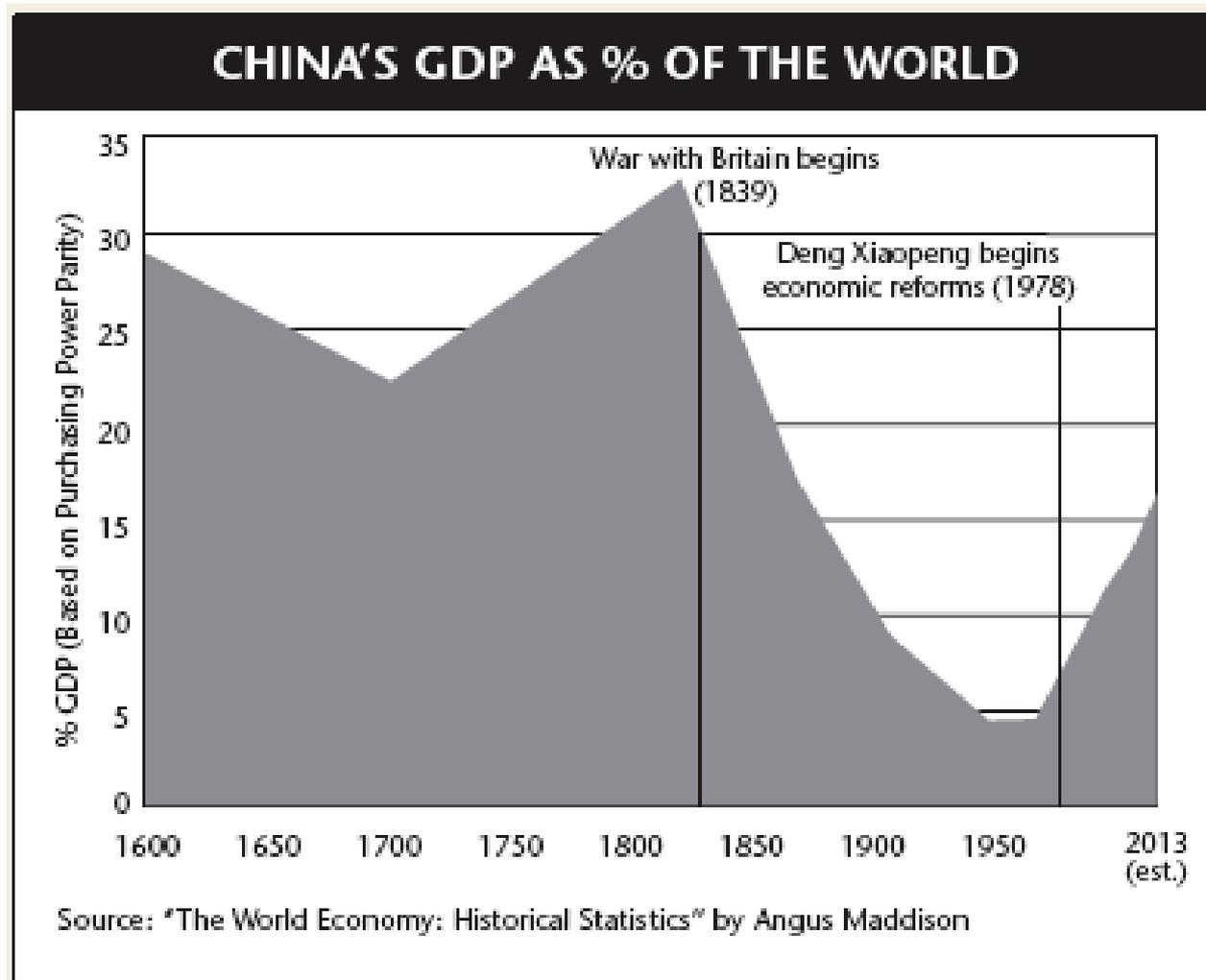
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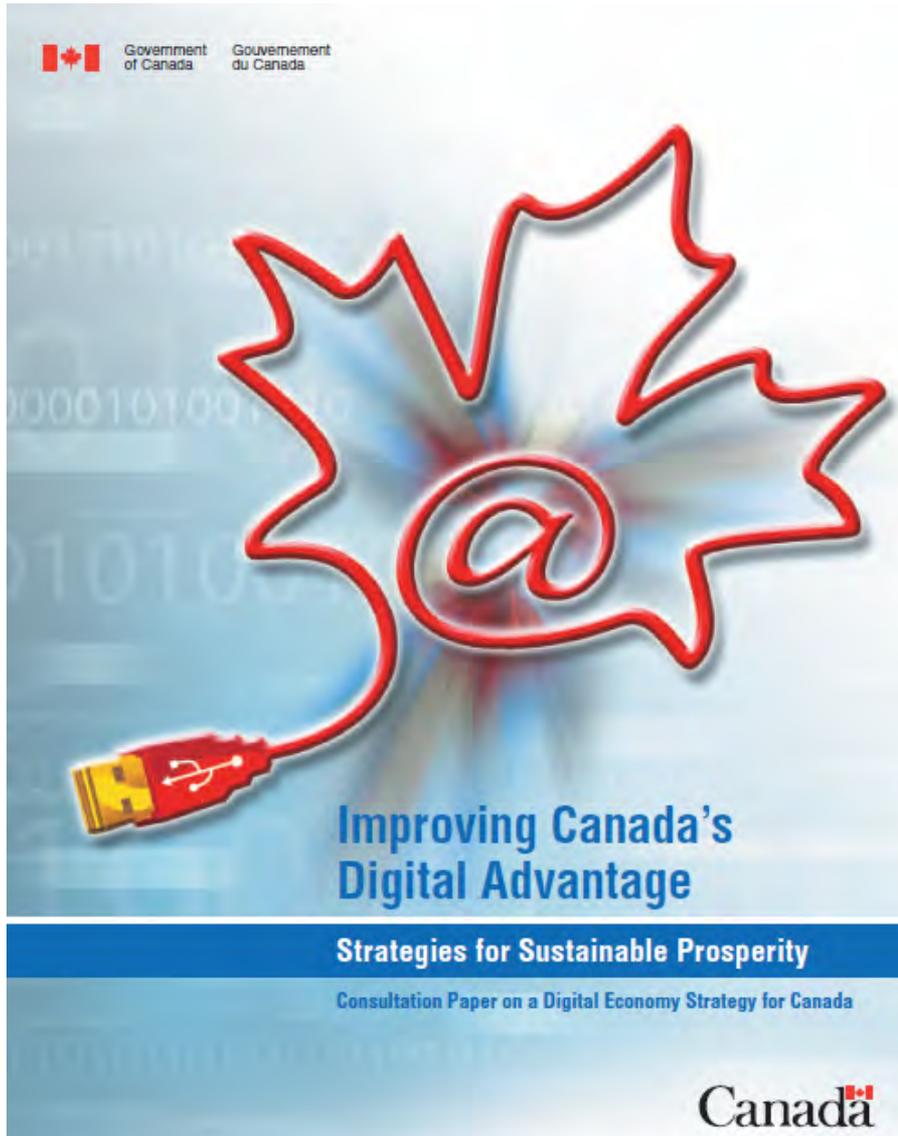
Big Issue for Canada: Relative Productivity Gap canada 3.0 *defining canada's digital future*



Sources: Industry Canada calculations based on data from Statistics Canada, CANSIM V1409153 and U.S. Bureau of Labor Statistics, BLS: PRS84006093.



- It would not be wise to miss the Information Revolution – any part of it!



- Digital underpins all other sectors in society
- Digital is critical to the pace of innovation

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CDMN Partnership

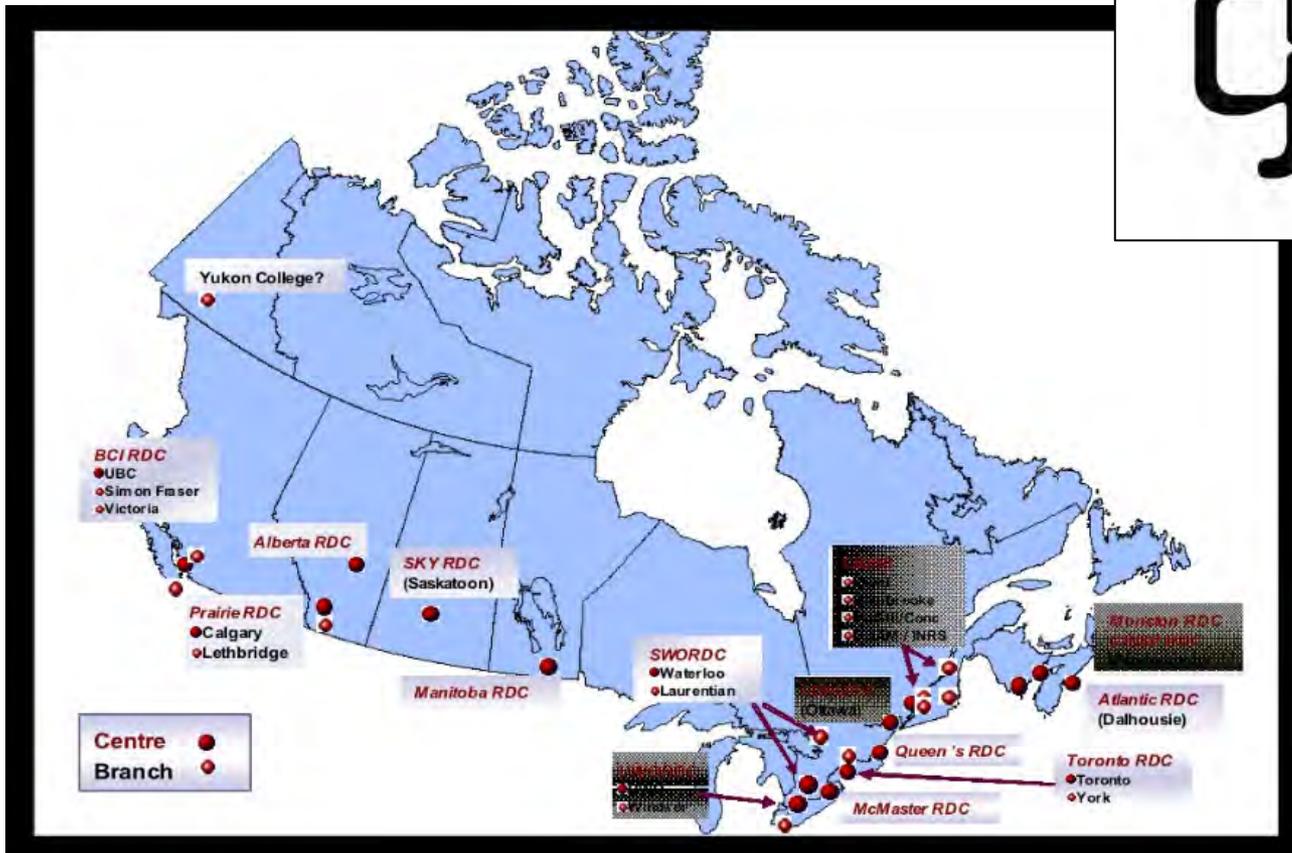
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Digital Media in Universities

Graphisme, animation et nouveaux médias

grano
Graphics, Animation and New Media





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OPEN TEXT
The Content Experts™

Open Text: The Original “Google”

- Open Text provided the web search for MSN, MCI, Yahoo, IBM, etc.
- Open Text Index was one of the most used web pages in early 90s.
- Open Text moved into corporate search.
- Today it is a billion dollar Canadian company.



Jerry Yang CEO of Yahoo and Tom Jenkins CEO of Open Text launch in 1995.



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Builds 'Facebook' for Organizations

Social Work Places

The screenshot shows a web browser window displaying a social network interface for BlueField Division. The browser address bar shows <http://www.bluefield.com/>. The page features a user profile for Barb Thomson, a search bar, and several navigation links: Home, Account, and Logout. The main content area is divided into several sections:

- MY TAGS:** A list of tags including legal, canada, da, fyi, summit, question, branding, pitch, policy, headoffice, genx, care, campaign, fyi, francals, sigma, CO, compliance, general, and generate.
- MY PEOPLE:** A list of users including Bill Crispin (I am in Chicago this week), Carol Martin (is at the pinters), Anne Jones (is on vacation), and Jim Colby (is in the office).
- COMMUNITIES:** A grid of community icons including ABC Bank, Commuting, da da, Gala, Human Resources, United Way, Worldwide Loyalty, IFMP Committee, and BT Team. A profile pop-up for Bill Crispin is visible over the Gala icon, showing his status, location (Richmond Hill), telephone number (905-762-6000), and email address (Bill_Crispin@dev.orawski.com).
- MY INVITATIONS:** A list of invitations to join communities such as "ABC Bank News" and "da da".
- MY WATCHES:** A list of items being watched, including "How are we going to protect the iPods from theft?" in "iPod Project", "Aliens.doc" in "BT Team", "Alien Party Budgets of 2010.xls" in "ABC Bank News", "Re: Welcome In "Gala Fundraiser"", and "Feed" in "Human Resources".

The page is powered by BlueField.



With Significant Global Reach

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1 in 3 global Internet users view content enabled by
Open Text technology.



500 million users



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The Content Experts™

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A challenge for all of us



A crow was sitting on a tree, doing nothing all day. A small rabbit saw the crow, and asked him, "Can I also sit like you and do nothing all day long?"

The crow answered: "Sure, why not. So, the rabbit sat on the ground below the crow, and rested. All of a sudden, a fox appeared, jumped on the rabbit and ate it.

Management Lesson:

To be sitting and doing nothing, you must be sitting very, very high up.

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A Broadcaster in the middle ages

- *He became a newspaper editor after Gutenberg invented the press...*



?

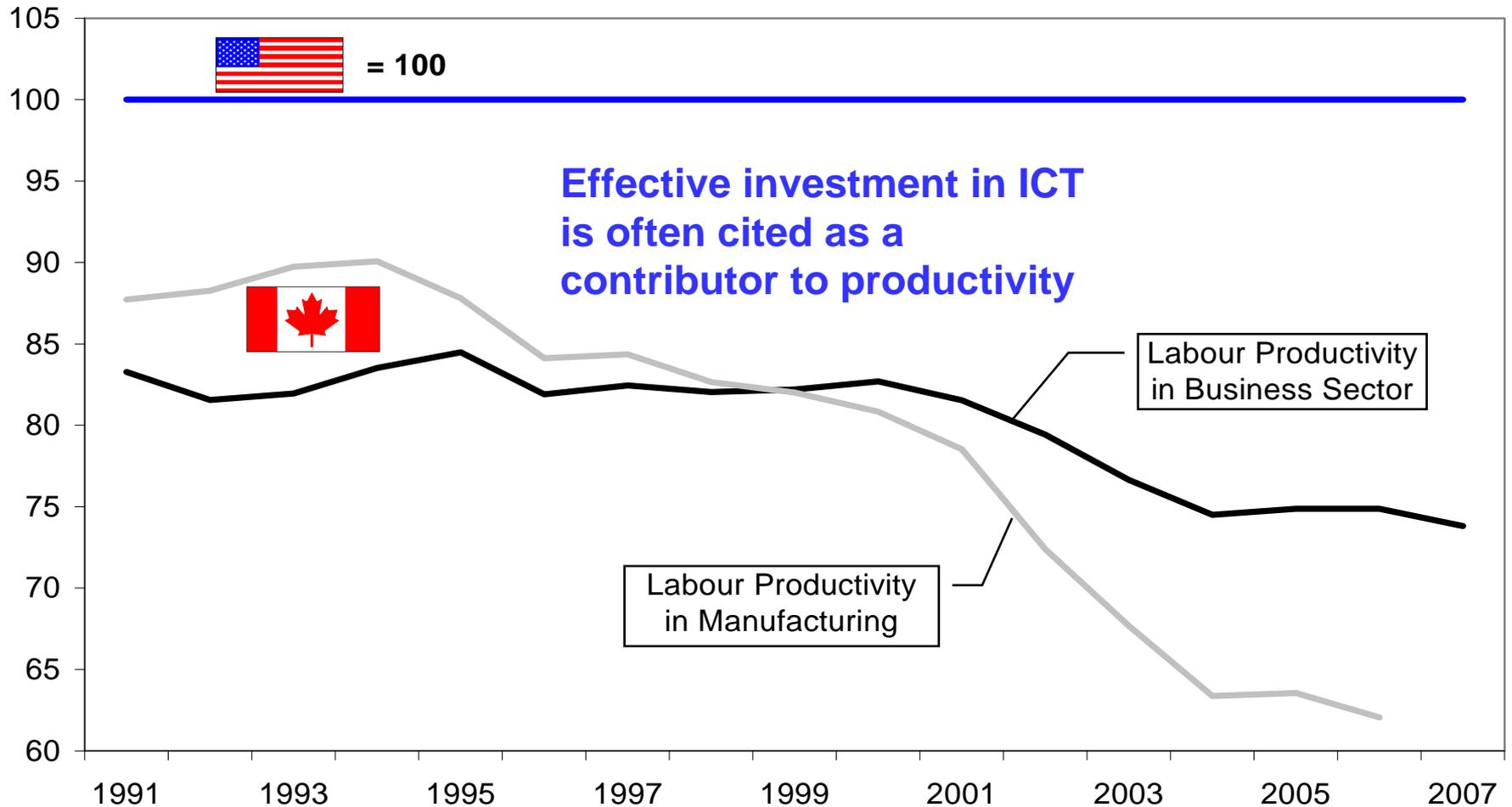
- *What will today's broadcasters and newspapers become with the arrival of the Internet?*
- *It's a fundamental question for our society and our economy*

YouTube – The Global Broadcaster For Under 25

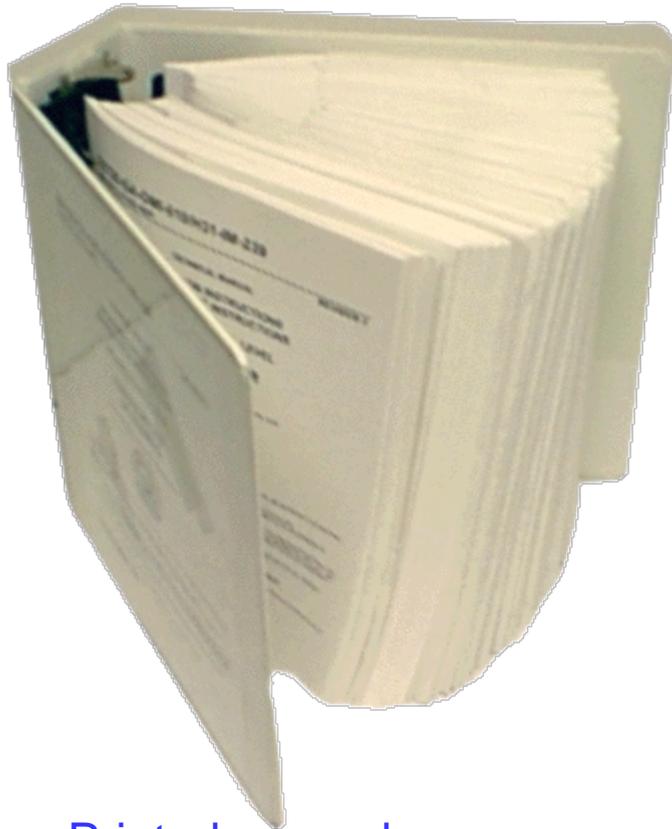
The screenshot shows the YouTube website interface in Microsoft Internet Explorer. The browser's address bar displays <http://www.youtube.com/members>. The YouTube logo and navigation links (Home, Videos, Channels, Community) are visible at the top. The main content area is titled "Most Viewed" and features a grid of video thumbnails with their respective channel names and view counts. A large advertisement for Def Leppard's "Poison" is prominently displayed on the right side of the page.

Channel Name	Videos	Views
Daidsfarm	995	665,565
kidrauhl	41	340,817
FLuffeeTalks	168	223,978
MotorSportsVideos	65	176,730
wowhobbs	107	173,368
naytlers07	113	170,546
persianlover2007	3	160,094
YourDailyLaughs	29	150,928
rola1171968	652	147,020
TehNoobWorld	52	141,488
moviestvspot	149	116,133
nov11110	89	113,936
ToonDude7	44	106,940
maziar1993	74	92,054
ioncinema	17	83,541
shimmycocopuffsss	29	82,444
MusicTubeHD	104	78,260
lisalavie1	32	75,080
bandjross	19	73,457

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Sources: Industry Canada calculations based on data from Statistics Canada, CANSIM V1409153 and U.S. Bureau of Labor Statistics, BLS: PRS84006093.



Printed manual



Online manual using video



The Public Web

Less than 1% of what's online is available to the public through sites like Google

The Deep Web

Most of the data that has been digitized is not available. Canada has only digitized 1% of the content created by Canadians.

The Private Web

Secure.
Behind the
Firewall.



Digitize all Canadian content and
make it available to Canadians



What is a Digital Nation?

- Every citizen is connected
 - Every citizen can create in a digital expression
 - All content used in society is available
 - An ownership model is fair and transparent
 - Common activities in society are just as easy in digital
- 

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canada^{3.0} 2010 May 10 & 11
CANADA'S PREMIER DIGITAL MEDIA FORUM

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Join Now

Defining Canada's Digital Future

Network more. Engage today. Act Now!

Kevin Newman
Anchor & Executive Editor,
Global National
MC for Canada 3.0



[Register Now!](#)

What's new this year

Downloadable agenda app for BlackBerry and iPhone

More interactive sessions

Soap Box

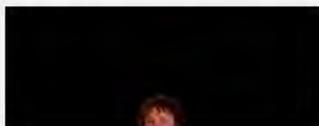
Digital Media Face off

Translated Keynotes

Your voice will be heard

Whether you're a Content Creator, Tool Maker, or Tool User, this is your chance to influence our national digital media action plan. Become part of the discussion to ensure Canada can not only compete, but also lead the world, in today's new digital economy.

Now's the time to act!



Sarah Prevette,
Sprouter



Minister Tony Clement



Rene Barsalo,
SAT



Sara Diamond,
OCAD



Tim Jackson,
Tech Capital Partners



Gary Maavara,
Corus Entertainment

[Industry](#)

[Government](#)

[Academia](#)

Have you seen our latest updates?

[Tom Jenkins video](#)

[New Speakers](#)

[Media Coverage](#)

Follow Canada 3.0

Your long weekend treat: a 6-day extension on the Early Bird Rate. Register before Apr 9 to take advantage www.canada30.ca/register#can30 1 day

ago

Canada 3.0 Participation – 2,500 attendees

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CDMN Research Demonstration Project



Digital Media at G20 – Canada on stage

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- www.vg20.org
- www.vg20net.org
- www.g20net.org



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Secure, Hosted, Mobile “G20 Facebook”

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Alex Benay: G20 Net Production#Desktop - Windows Internet Explorer

https://www.g20net.org/Login/#Desktop

Alex Benay: G20 Net Pro... g20 logo pictures - Google Se...

Alex Benay G20Net Social Community

welcome everyone to stay in touch and continue using G20net

Home | Account | Help | Logout

MY PEOPLE discover

- Jason Varmazis (1)
- Joseph B. Fung (1)
- Tom Jenkins (3)
- Graham Page
- Steve Currie
- Adam Howatson
- Angela Roy
- Anthony C. Gallo
- Canadian Chamber
- Elizabeth Hanson
- Jennifer McCredie
- Jung-Suk Ryu
- Luc Filiatreault
- Mike Hooper

COMMUNITIES discover | new

- People and Communities (27)
- Argentina (46)
- ASEAN (21)
- Ask a Librarian (77)
- Australia (41)
- B20 and Young Entrepreneurs (5)
- Brazil (71)
- Canada (133)
- China (60)
- Climate-Environment (5)
- Content Developers (60)
- Development (2)
- EmploymentLat (2)
- Ethiopia (58)
- European Union (33)
- Financial Regulations (3)
- Food and Agriculture (2)
- Framework (2)
- France (64)
- G20 Business (3)
- G20 Finance (1)
- G20 Summits (3)
- G20 Young Entrepreneurs
- Germany (177)
- Get Started (62)
- IFI Reform (2)
- India (54)
- Indonesia (37)
- International Monetary Fund (2)
- International Relationships (2)
- Italy (51)
- Japan (51)
- South Korea (65)
- USD (2)
- World (15)
- India (34)
- Hungary (22)
- Coffee (6)
- OT (20)

MY PROFILE

Your profile is 90% complete. Adding your instant messenger will make it 100% complete.

MY TAGS

young entrepreneurs

2 Online



“Facebook/YouTube/Wiki/Google”

Tom Jenkins: G20 Net Production#Desktop - Windows Internet Explorer

https://www.g20net.org/Login/#__Open-User/CID2272/_SharedDocuments/

File Edit View Favorites Tools Help

Google Search Share AutoFill Sign In

Tom Jenkins: G20 Net Production#Desktop

Tom Jenkins

Chairman

Phone: 519 888 7111 x2222
email: tjenkins@opentext.com
Yahoo: tomjenkins5050@yahoo.com
Messenger:

WORK INFO

Location: Waterloo, Ontario Canada
Department: Executive
Position: Chairman
Manager: John Shackleton

Change Picture
Edit Profile

Biography:

Tom Jenkins is Chairman of the Advisory Board of the Canadian Digital Media Network (CDMN) which is a federal centre of excellence for commercialization and research of Digital Media.

Other activities for Tom Jenkins include being the Executive Chairman and Chief Strategy Officer for Open Text™ Corporation of Waterloo, Ontario, Canada. He is also an appointed member of the Social Sciences and Humanities Research Council of Canada (SSHRC), past appointed member of the Government of Canada's Competition Policy Review Panel and past appointed member of the Province of Ontario's Ontario Commercialization Network Review Committee (OCN). Mr. Jenkins is also a member of the board of BMC Software, Inc. a software corporation based in Houston, Texas. He is also a member of the University of Waterloo Engineering Dean's Advisory Council.

G20Net

Social Community

Search

Home | Account | Help | Logout

online
(June 25th, at 9:11PM)

My Blog 8 posts, 194 views

25 June 2010

Tour of virtual Experience Canada and G20 social network

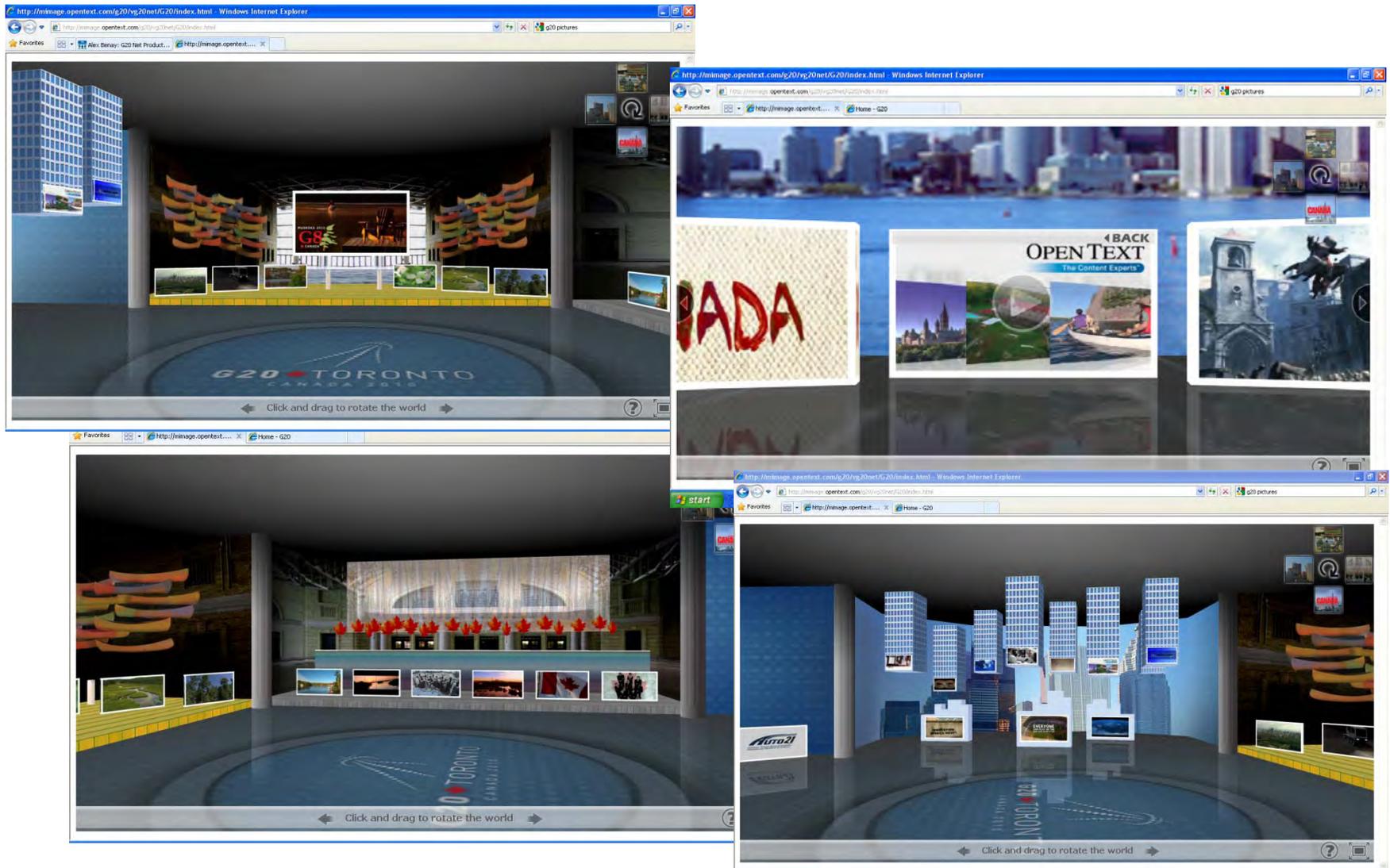
Online

Mobile Platforms



New Online Immersive Technologies

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G20 Content Editors



Foreign Affairs and International Trade Canada

Affaires étrangères et Commerce international Canada

CIC

CANADIAN INTERNATIONAL COUNCIL
CONSEIL INTERNATIONAL DU CANADA



C.D. Howe Institute
Institut C.D. Howe



CANADIAN COUNCIL OF CHIEF EXECUTIVES
CONSEIL CANADIEN DES CHEFS D'ENTREPRISE

THE CANADIAN CHAMBER OF COMMERCE
LA CHAMBRE DE COMMERCE DU CANADA



International Chamber of Commerce®
The world business organization®



UNIVERSITY OF
Waterloo



Sommet des affaires du G8/20 | Business Summit
Canada 2010

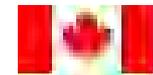


G-20Y
Summit



Industry
Canada

Industrie
Canada



Canadian
Heritage

Patrimoine
canadien

SSHRC  CRSH



- Canadian Museum of Science and Technology modernizing how it engages its clients
- Bridging traditional geographical gaps through 2.0 technologies
- Engaging digitally native generations in the process



Public Service Without Borders

- A global network of networks for all public sector employees
- Network, engage, dialogue, break boundaries, etc.
- A new way of making new connections

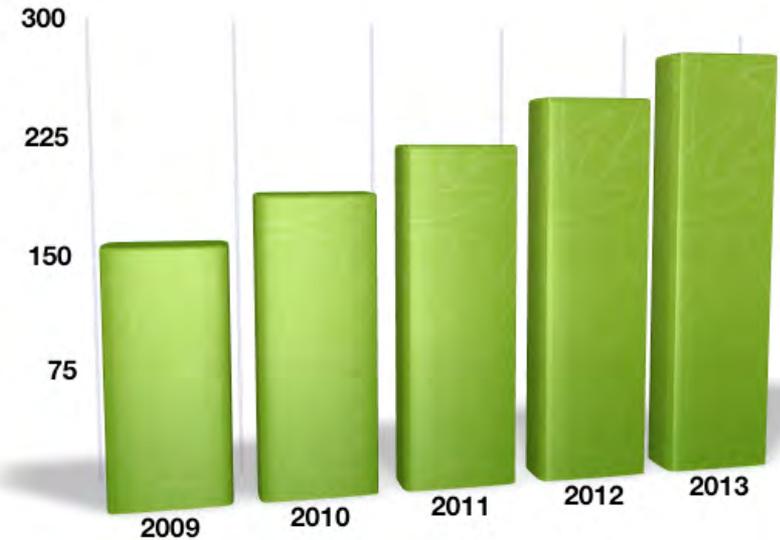


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Digital Media: Pacing Change

- Open Text will spend \$1 Billion on Digital Media in the coming 5 years
- Inventing the Future of Digital Media Management
- Open Text ranked 15th in R&D spending in Canada last year, up from 27th in one year
- At current rate of spend and growth, Open Text will rank in the top 10 in corporate R&D spending this year in Canada
- It did not rank on this list 10 years ago
- The pace of change is accelerating



RESEARCH
InfSOURCE

CANADA'S TOP
100
CORPORATE
R&D SPENDERS

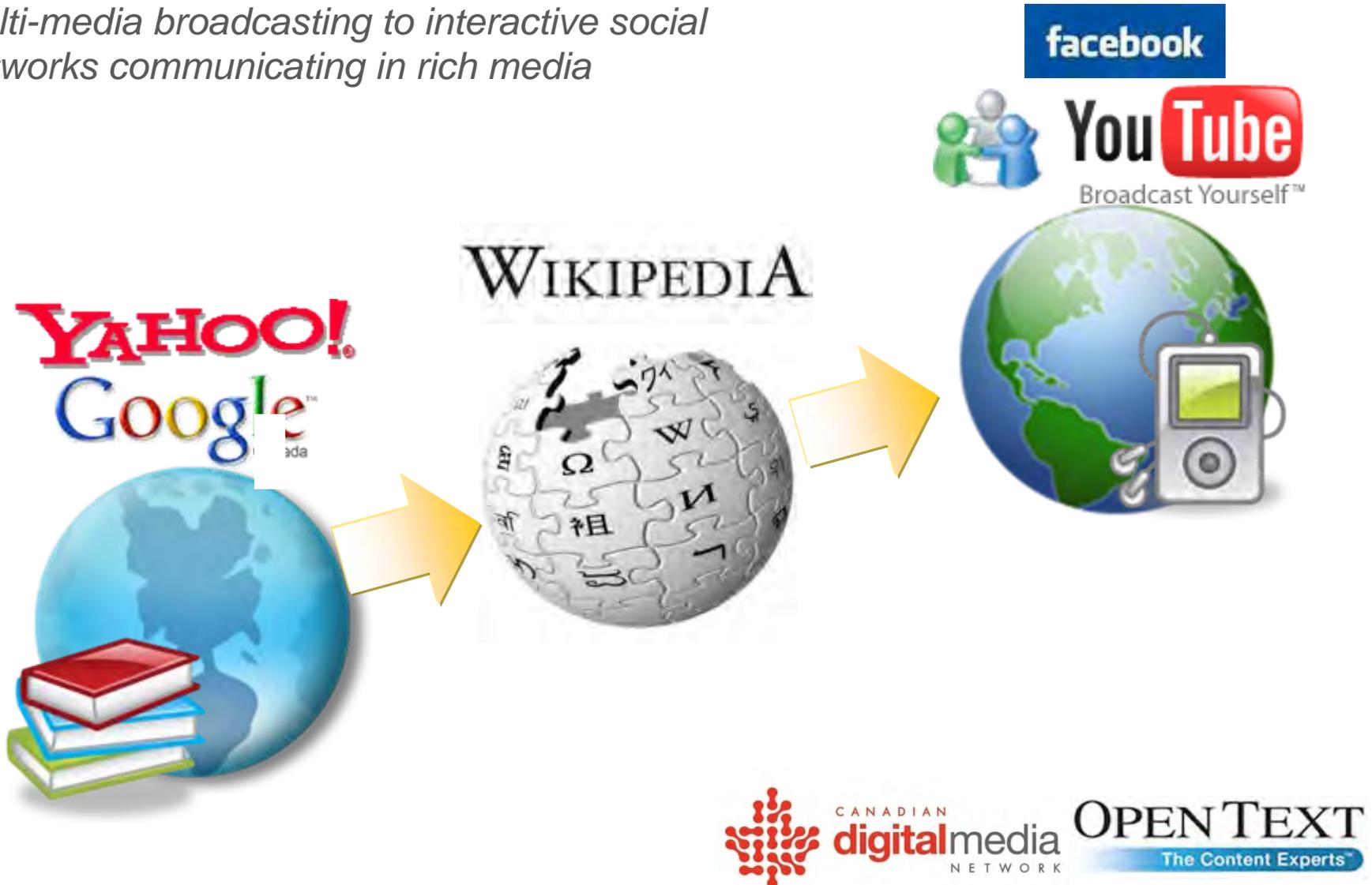


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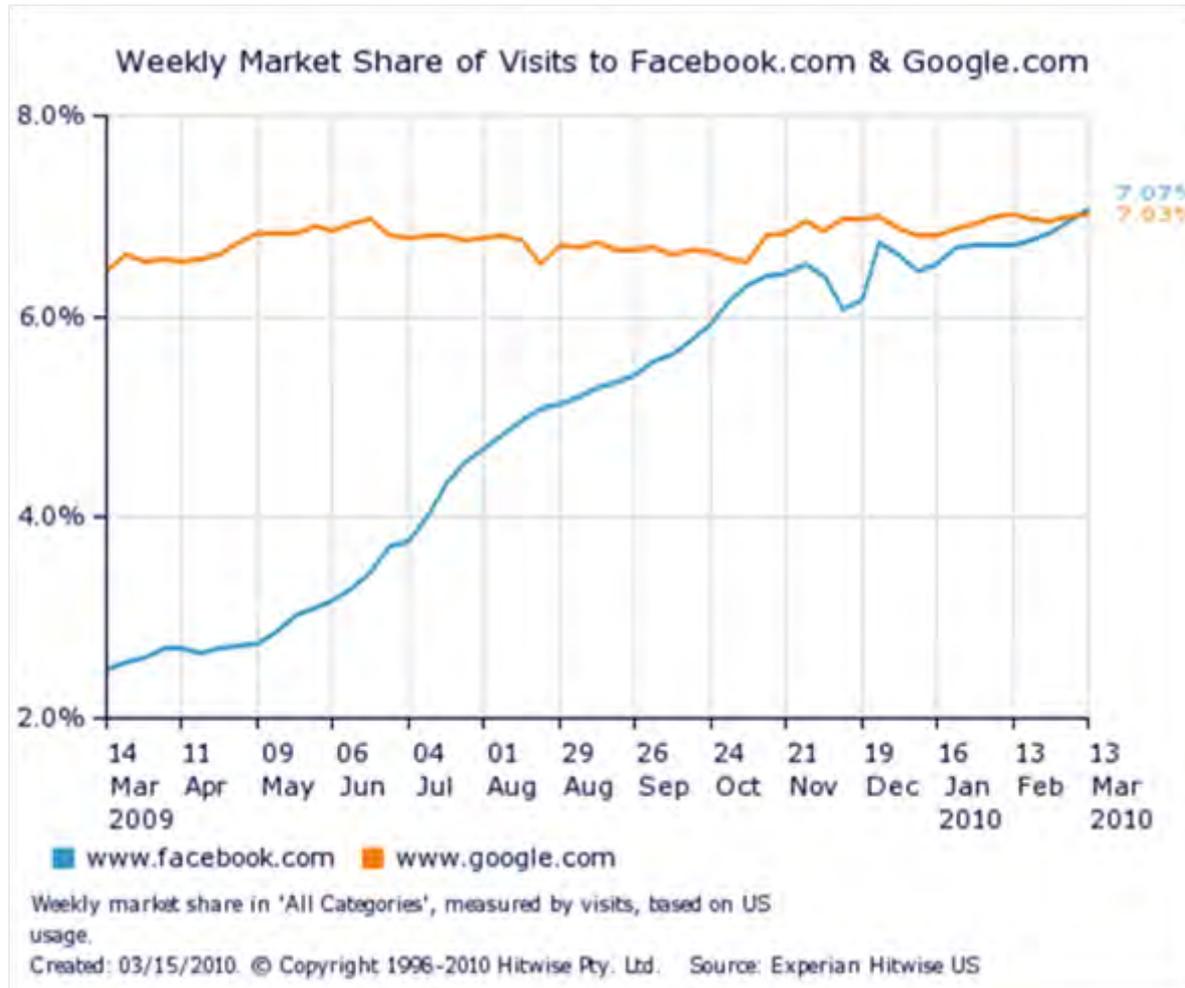
OPEN TEXT
The Content Experts™

The Web is Evolving

From newspaper style publishing to multi-media broadcasting to interactive social networks communicating in rich media



The Rise of Social Networking



Digital Content is on a Geometric Progression

Content will double every month!

ExaBytes

Storage

The single biggest issue facing organizations are the content scaling issues

**2,048
increase in
one year!**

PetaBytes

2010

Time

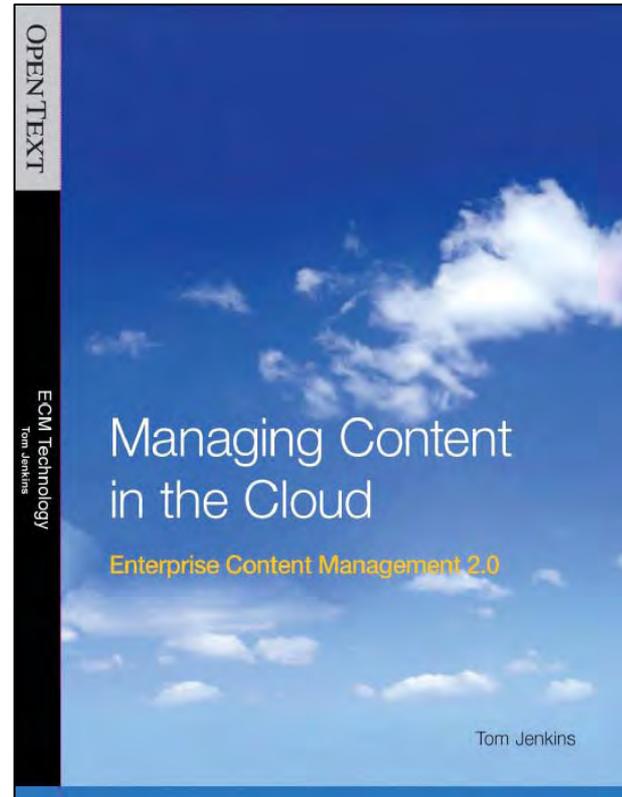
2015

Learn more about Digital Media!

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Available on iPad



Available in the Cloud

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- Understand the importance of Globalization
- Understand Digital Media as a driver
- Understand the importance of the Network
- Assess your Strengths & Weaknesses
- Explore the Opportunities and Threats
- Work had to come together on a strategy
- Have several ideas to pursue
- Take a long term view

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"A good hockey player plays where the puck is. A great hockey player plays where the puck is going to be" - The Great One



What does this mean for Canada?

- Our competitiveness as a country and as a society will depend on our ability to use technology wisely as an investment
- To remain competitive we must do this better than rival countries and societies.
- We only represent 2.5% of the world wide web
- Lets punch above our weight!



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Thank You



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The Need for Focus

The boy rode on the donkey and the old man walked. As they went along, they passed some people who remarked, "it was a shame the old man was walking and the boy was riding". The man and boy thought maybe the critics were right so they changed positions. Later, they passed some people that remarked, "What a shame, he makes that little boy walk." They decided they both would walk! Soon they passed some more people who thought they were stupid to walk when they had a decent donkey to ride. So they both rode the donkey!

Now they passed some people that shamed them by saying "how awful to put such a load on a poor donkey". The boy and man said they were probably right so they decided to carry the donkey. As they crossed a bridge, they lost their grip on the animal and he fell into the river and drowned.

Management Lesson:

If you try to please everyone, you will eventually lose your ass.