Digital Media & the Impact on Public Sector

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December 3, 2010
Digital Media at Highest Level - **in Canada**

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

- 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

Effective investment in ICT is often cited as a contributor to productivity.

China Missed the Industrial Revolution

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

Source: "The World Economy: Historical Statistics" by Angus Maddison
Canadian Digital Strategy

- Digital underpins all other sectors in society
- Digital is critical to the pace of innovation
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SSHRC and Digital Humanities
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.
Builds ‘Facebook’ for Organizations
With Significant Global Reach

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

500 million users
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A challenge for all of us

WE HAVE MET THE ENEMY AND HE IS US.
Management Lesson

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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Digital is affecting culture across the world

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
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Innovation/Productivity Impact: Manuals

- Printed manual
- Online manual using video

canada 3.0
defining canada’s digital future
CDMN Research into Content

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.
Canada Project: Enable Canadians

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 in May in Stratford, Ontario
Canada 3.0 Participation – 2,500 attendees
Digital Media at G20 – Canada on stage

- www.vg20.org
- www.vg20net.org
- www.g20net.org
Secure, Hosted, Mobile “G20 Facebook”
“Facebook/YouTube/Wiki/Google”
Mobile Platforms
New Online Immersive Technologies
G20 Content Editors

MUNK SCHOOL OF GLOBAL AFFAIRS

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

UNIVERSITY OF TORONTO

UNIVERSITY OF WATERLOO

Industry Canada
Industrie Canada

SSHRC = CRSH
Modernizing Museums

- 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
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

PetaBytes

2010

2015

Time

2,048 increase in one year!
Learn more about Digital Media!

Available on iPad

Available in the Cloud

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What Can You Do?

- 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 players 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.
- Let's punch above our weight!
Thank You
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.