Global Standards Challenges

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Standards are Part of a Dynamic Marketplace

Positive Impacts

Accepted standards can

- Improve competition
- Enhance interoperability
- Create economic opportunity
- Provide a solid basis for further innovation and differentiation
- Make technology accessible

Potential Negatives

- Over-emphasis can inhibit innovation
- When mandated, limit competition and consumer value
- Possible confusion with implementations (e.g., OSS) and non-licensing-based business models

Innovation, Choice, Competition, and Opportunity

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Standard Participation in Emerging Economies

Challenges

- Build a sustainable infrastructure
- Fast pace area
- Too much Topics
- Too many Organizations

Opportunities

- Use what is relevant for the country/region
- Build a Local – Regional Industry
- Participate and influence the world fastest growing industry

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Accessibility

- Accessibility: a fundamental pillar of "*Bridging The Digital Divide*"
    - Must approach Accessibility issues at a large
- Accessibility is unfortunately an "after the thoughts" feature in market products
- Standardization should occur soon, it is already taking place at some places (see ISO 9241-171:2008)
- As a company, we are committed to
    - Contribute Technology
    - Participate openly in the process
    - Build infrastructure & products that provide built-in Accessibility

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Recommandations

- Joint effort across the various Standards Organizations (ITU, ISO, …), to minimize costs, redundancy, achieve results faster
- Accessibility and Assistive Technologies should not be a subject of competition in the industry,
  - Consensus and collaborative approaches should be preferred
  - Interoperability standards should be developed to foster innovation
- Regulation should not take place at the detailed technology level; rather the Regulator should require that Govt must provide built in Accessibility in their citizen services

Appendix Slides

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Building a Sustainable National Standards System

Global Influence for Local Benefit

- Focus : Define national technology priorities
    - Set priorities as functional requirements, not technical or business model solutions
    - Security – Localisation – Specific relevant Industries …
    - Allow local/trans-local vendor teams to propose solutions
- Look for Regional Structures to optimize resources and infrastructure
- Build a National Standards Body
    - Range of relevant stakeholders, open participation, and transparent processes
    - Allow a marketplace for standardization itself: encourage/allow both formal and informal SDOs (consortia) to flourish
    - NSB provides input and oversight
- Choose rules that provide incentives to both innovate and contribute new technologies to standardization
    - Balanced IPR policies
    - Allow for all business models to compete on level playing field
- Leverage technology to build effective and efficient participation

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How the ICT Sector Should Engage

- Work to increase the effectiveness of consortia-based, NSB, and international standards processes on a world-wide basis

- Support a consensus-based approach that provides alternatives for a dynamic ICT marketplace

- Provide technology and governance expertise and best-practices to developing NSBs

- Provide collaboration technology to make it easier and cheaper to build strong, transparent standards processes with broad engagement

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Slide 9

SK4   Wording for "Objective" and "Applicable to all" has been incoprorated into the graphic description.
Sean Kirk, 10/3/2008