

## IGF 2016 Workshop Report Template

Session Title	Building Demand-Side Capacity for Internet Deployment
Date	Thursday, Dec. 8
Time	12:00-13:30
Session Organizer	USCIB
Chair/Moderator	Ellen Blackler, Walt Disney Company
Rapporteur/Notetaker	Chris Wilson, 21st Century Fox
List of Speakers and their institutional affiliations	<p>Ellen Blackler, Disney – Moderator</p> <p>Bobby Bedi, Kaleidoscope Entertainment</p> <p>Marcela Czarny, Chicos.net</p> <p>Aldo Farah, Angel Ventures</p> <p>Stuart Forrest, Triggerfish Animation</p> <p>Helani Galpaya, LIRNEasia</p> <p>Jimena Gomez Pazos, AT&amp;T Mexico</p> <p>Malenga Mulendema, Writer (Zambia)</p>
Key Issues raised (1 sentence per issue):	<p>Video is the future of the internet.</p> <p>Access to internet is not sufficient for adoption – cost of access/smartphones and availability of relevant content matter greatly.</p> <p>Stimulating and cultivating local content creation and digital citizenry/empowerment will drive adoption.</p> <p>Creation of content is hard and risky.</p>
If there were presentations during the session, please provide a 1-paragraph summary for each Presentation	
Please describe the Discussions that took place during the workshop session: (3 paragraphs)	<p>Panelists spoke cogently regarding the low adoption rate of the internet globally, including in developed areas. The lack of interest in the internet is tied to a dearth of relevant local content (in local languages) and insufficient digital skills coupled with phone unaffordability. Panelists briefed attendees regarding their respective initiatives in this regard, including chicos.net, a site for children to learn digital citizenship and digital literacy skills. AT&amp;T discussed its “Escuela Plus” program whereby ICTs are used for educational purposes in 7,000 schools and involving 15,000 teachers. The program curates content and marries digital skills with traditional skills.</p> <p>Content creators discussed the challenges of creating relevant, empowering, and engaging local content. Stuart Forrest highlighted</p>

	<p>Triggerfish’s success (over 20 years) of creating animated content accepted worldwide by incorporating local craftspeople to provide images. He also spoke of Triggerfish’s recent contest (“Story Lab”) to attract local creators in Africa. This contest led to panelist Malenga Mulendema’s success as an animation creator, which she chronicled for attendees. Bobby Bedi spoke of the key pillars of effective communication today: Engage, Entertain, Inform, Educate, and Enlighten. Venture capitalist Aldo Farrah underlined the riskiness of content creation and the challenges creators face in accessing the necessary resources to effectuate their vision.</p>
<p>Please describe any Participant suggestions regarding the way forward/ potential next steps /key takeaways: (3 paragraphs)</p>	<p>It was understood that challenges remain. Government policies that overly tax entertainment and telecommunication services are barriers to development, as are policies that stifle innovation that facilitate payment for content, such as laws that make use of PayPal illegal. The removal or minimization of such barriers are needed.</p>