

BROADBAND FOR THE

GLOBAL

GOOD



BROADBAND
LEADERSHIP SUMMIT

GENEVA PALEXPO, OCTOBER 24-25
world2011.itu.int

**BROADBAND
COMMISSION**
FOR DIGITAL DEVELOPMENT

SUNDAY
23/10/2011

10:00 – 18:00
REGISTRATION
& ORIENTATION

MONDAY
24/10/2011

13:30 – 14:00
OPENING CEREMONY
DEBATESPACE #1

- H.E. Ms. Micheline Calmy-Rey, President of the Swiss Confederation
- H.E. Mr. Ban Ki-Moon, Secretary-General of the United Nations (message)
- H.E. Mr. Paul Kagame, President of Rwanda (video message)
- Mr. Carlos Slim Helú, Chairman of Grupo Carso
- Ms. Irina Bokova, Director-General, UNESCO
- Dr. Hamadoun I. Touré, Secretary-General, ITU

14:00 – 14:15
NETWORKING BREAK

14:15 – 15:30
PLENARY 1 – B MORE WITH BROADBAND
DEBATESPACE #1

This Opening Plenary explores why broadband matters. It explores the role of broadband as a critical infrastructure for promoting economic growth, trade and productivity. In today's challenging economic climate, broadband is more essential than ever for stimulating economic recovery and creating jobs. The information, knowledge and education that can be provided via broadband services are public goods, now with global reach. The deployment of broadband infrastructure therefore carries important public benefits for the global good, including accelerating progress towards achieving the Millennium Development Goals (MDGs).

- Broadband: A platform for economic growth & productivity
- Cyber-Trade or Cyber-Aid?
- Information, healthcare & education: public goods for global good

15:30 – 15:45
NETWORKING BREAK

15:45 – 17:00
PLENARY 2A – SMARTENING UP SOCIETY
LABSPACE #2

This Plenary sets out visions for building our networked future. What does a smart society look like? Do innovation, digital cities and the provision of next-generation services automatically generate a smart society? And can regulation keep up? This Plenary explores all the areas in which investments must be made for building our networked future.

- Smart services
- Smart societies
- Smart regulation

15:45 – 17:00
PLENARY 2B – EMERGING OPPORTUNITIES IN EMERGING MARKETS
LABSPACE #3

This Plenary considers the vital opportunities offered by emerging markets. What are the optimal devices for accessing the Internet in emerging markets? How can access be extended across all segments of the purchasing pyramid? What are the emerging issues and emerging opportunities in developing markets? Emerging markets are important sources of innovation – is the direction of technology transfer being reversed? This Plenary examines some of the all-important issues in extending Internet access to the next billion Internet users, located mainly in emerging markets.

- Internet access devices: private, smart & mobile
- Extending access across the pyramid
- Emerging markets, emerging opportunities
- Technology transfer – in which direction?

15:45–17:00
PLENARY 2C – SOCIAL MEDIA FOR SOCIAL CHANGE?
LABSPACE #4

This Plenary explores some of the issues raised by the recent use of social media in different countries around the world. Recent events have seen social media used as a tool for real-time reporting from earthquake zones or as a powerful catalyst for social transformation – or social disorder. Social media offer opportunities for greater personal expression, as well as greater risks, with the speed and scale of online social media proving difficult for authorities to match, in both the Arab spring and recent UK riots alike. What are the lessons learned? What are the key principles at stake in our online world of social media, or social chaos?

- Communication – a human need or a human right?
- Can regulation keep up?
- Powerful tools for social transformation?

17:00–17:15
NETWORKING BREAK

TUESDAY 25/10/2011

17:15–18:30 PLENARY 3A – SUSTAINING THE GROWTH IN TRAFFIC LABSPACE #2

This Plenary considers the drivers, amplifiers and impact of explosive growth in data traffic. In 2010, the amount of digital information transmitted around the world exceeded a Zettabyte (or 10^{21} bytes) for the first time, while mobile data traffic continues to grow explosively, driven by rapid growth in smartphones and high-functionality handsets. Do we face information wealth, or information overload? What strategies can operators use to cope with the data deluge, and how can their network upgrades keep pace with such explosive growth in data traffic? And what role do users and user expectations play in all of this – are they part of the problem, or part of the solution?

- The explosion in mobile data
- Managing networks & prioritizing services
- Managing user expectations

17:15–18:30 PLENARY 3B – MEGABITS AND MDGS LABSPACE #3

This Plenary considers the benefits of broadband for accelerating achievement of the Millennium Development Goals (MDGs). Broadband promises to transform the provision of healthcare and education in developed and developing countries alike. But what are the real opportunities and benefits of broadband for achieving the MDGs? And how can broadband infrastructure and services be made to work to the best benefit of developing countries? Are Megabits or mobiles most helpful to the citizens of developing countries? This Plenary considers some of the very real applications of broadband infrastructure and services for accelerating achievement of the MDGs.

- Applications of broadband for healthcare
- Applications of broadband for education
- Applications of broadband for other MDGs

17:15–18:30 PLENARY 3C – FINANCING THE INDUSTRY IN CHALLENGING TIMES LABSPACE #4

This Plenary considers the impact of the current economic outlook for the ICT industry, given considerable uncertainty across the markets. As the repercussions from the financial crisis continue, what are the implications for the ICT industry? From stimulus plans to austerity packages, do spectres of debt default or double-dip recession affect the investment and financing of networks – is big government back or can the private sector go it alone?

- Implications of the current economic outlook
- Funding networks
- Which way forward for financing?

18:30–19:30 NETWORKING BREAK

19:30–22:00 LEADERS' DINNER

09:00–10:30 HIGH-LEVEL ROUND TABLE: OUR GLOBAL ONLINE VILLAGE DEBATESPACE #3

This Round Table explores our shared interests in our online global village. Do concepts of cyber-sovereignty apply to cyber-space? Does it even make sense to talk of one worldwide web, or are parallel online worlds developing? Are national governments any match for the global online giants? This Plenary emphasizes our shared aspirations and what's at stake in the development of a broadband-enabled future.

- One worldwide web, or many?
- Our online and multilingual global village
- Regulating & prioritizing content
- Concepts of cyber-sovereignty in cyber-space

10:30–11:00 NETWORKING BREAK

11:00–11:30 CLOSING CONVERSATION: THE BROADBAND CHALLENGE DEBATESPACE #3



Scan to download the
ITU Telecom World app



**BROADBAND
COMMISSION**
FOR DIGITAL DEVELOPMENT