

## CHALLENGE OF MANAGING DIGITAL CONTENT

### (An Executive Summary)

We are in the era of a fundamental transformation in the way people consume and interact with information. The proliferation of software and mobile connectivity is granting access to information and services to billions of mobile users around the world. It creates new efficiency and new possibilities, and improving living standards for everyone. However there are some questions on digital content as follows:

- How social media is disrupting the traditional content delivery models?
- How does the APP economy create real opportunities?
- Opportunity for empowerment of consumers creating an inclusive society
- Regulatory dilemma and possible options to create win-win situation for investors and consumers
- Sharing approaches and experiences to regulate digital content?

Some issues also arise as follows:

- Protest from traditional system stakeholders
- Other sectors (aside IT) regulate digital content
- Unless it violates security issues, it is hard to regulate
- consumers are wary about what is being done with their data, as its misuse could have devastating effects.

For instance, one's digital identity could be adopted by another, potentially leading to financial and reputation ruin.