CHALLENGE OF MANAGING DIGITAL CONTENT

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2017

introduction

- 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 efficiencies and new possibilities, and improving living standards for everyone .

Questions and Topic for discussion

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?

Social media is the collective of online communications channels

to create profiles,

upload photos and video,

send messages

and keep in touch with friends, family and colleagues.
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to advertise goods and services

How social media is disrupting the traditional content delivery models?

to create profiles,

– it was only cv in our filing cabinet, in the computer disk, we rarely shared publicly.

photos and video,

– it was only in the family album, in the photoframe at home or in the office
– we might have video in the tapes in our home or in the library

to send messages

– it used to be using telegram, letter, phonecall or sms. Only for voice and inwriting. it took more times

to keep in touch with friends, family and colleagues.

– mostly point to point. for group: meeting or reunion
– to advertise good
– a jump to social media

How does the APP economy create real opportunities?

mobile apps have had a transformational impact on the way we do business and interact with each other.

from a consumer led apps market to a more business led apps.

enabled innovative companies to drive new revenue streams by creating engaging and immersive experiences for app customers.

It's estimated that between now and 2020, the global app economy will be worth in excess of $100 million (AppAnnie).

The IoT will drive the app economy

there were more "things" connected to the web than people.

Application Economy: A World of Opportunity

- A huge, new global economy that knows no geographic borders or limits.

- Software is being incorporated into all steps of business and life, allowing individuals to stay ahead of their competition and enhance their productivity and fortunes.

- By now, more than 100 billion applications will have been downloaded. By 2020 100 billion data connections will be made and 90% of all internet users will be using mobiles by this year.

App for industry

- In an agricultural country, an app aims to increase the productivity of cow farming by tracking the gestation stages of their cows and gain access to information on breeding, animal nutrition and milk production efficiency.

- Software has levelled the playing field. It allows the small business to step ahead of the incumbent big industry. It provides entrepreneurs in emerging economies with cheap access to a unattainable resources and the ability to reach distance consumers without established trading networks.

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Opportunity for empowerment of consumers creating an inclusive society

fast sending messages

supporting sharing system

complete people profile is safe for business

fast responses

everybody can do it

everybody can share it

everybody can buy anything

everybody can order anything

Regulatory dilemma and possible options to create win-win situation for investors and consumers

new sistem vs traditional system

decreased cost, decreased price, and fast response are challenges to traditional business but good for investors and consumers

distance and time are not a problem anymore

no middleman

producer direct to consumer

lost to big business

Sharing approaches and experiences to regulate digital content?

Protest from traditional system stakeholders

Other sectors (aside IT) regulate digital content

(financial inclusion and digital payment to adapt to banking regulation)

(sharing vehicle has to adapt to taxi regulation)

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 reputational ruin.

How to regulate data

Conclusion