



**The World Information Society Day 2009**  
The Polish Information Processing Society

**REPORT FROM THE CELEBRATIONS OF  
THE WORLD INFORMATION SOCIETY DAY  
IN 2009 IN POLAND**

**THE POLISH INFORMATION PROCESSING SOCIETY**

**Warsaw, October 2009**

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## 1. Introduction

The genesis of the World Information Society Day referred to 17 May 1865, when representatives of 20 European countries met to sign the first International Telegraphic Convention and create the first international specialized organization in the world – the International Telegraph Union, which was later transformed into International Telecommunication Union (ITU). To commemorate this date, in 1969 ITU established 17 May as a World Telecommunication Day.

Former state administration dealing with problems of telecommunication was responsible in each country for the formal organization of the celebrations of the World Telecommunication Day. In Poland these were in turn the Ministries of: Communication, Infrastructure, and Transport.

Initially, these celebrations were ceremonies solemn in nature, but limited to a narrow circle of individuals from telecommunication sector. Only in 1996 they were transformed into an open event. The fact that ITU commenced to confer a watchword connecting telecommunication with some domain of social life on the celebration of the WID was conducive to such an open nature. Polish celebrations also commenced to refer to the watchword established for a given year and they became an event which was open for the society and the economy, widely noticeable by public media. Since 1997, the celebrations have emphasized the issues of development of information society, and in 2000 the Conferences of the Round Table organized for the most part by the Sejm of the Republic of Poland entitled “Poland on its way to the information society” also became an element of these celebrations. The program of these celebrations comprised a number of conferences, seminars, community meetings, etc. initiated by many organizations and institutions.

Initially, celebrations of the WTD were organized by the Ministry of Communication and Telekomunikacja Polska. Next, they were organized by the Association of Polish Electrical Engineers SEP. After the establishment of the Association of Telecommunication Engineers (ATE), also this association began to organize the celebrations of the WTD on its own account. In 2003, the Ministry of Infrastructure entrusted the organization of the central ceremony of the WTD to the National Institute of Telecommunications (NIT) in cooperation with the Association of Polish Electrical Engineers SEP and the Association of Telecommunication Engineers (ATE). In the following years these celebrations were organized by SEP in cooperation with ATE and NIT. Last year this group was enlarged by the Polish Information Processing Society, which organized a seminar session entitled: “Global Cyber Security” as part of the central celebrations of the very last edition of the WTD.

Inasmuch as the celebrations of the WTD focused primarily on the issues of telecommunication, and recently also with ICT (information and communication technology), the celebrations of the WISD include much more comprehensive thematic scope concerning various aspects of this arising in front of our eyes and stormily developing new social formation.

Apart from the International Telecommunication Union (ITU), UNESCO and UN are also involved in the organization of these celebrations, as well as many companies and institutions from the entire country and abroad, putting the major emphasis on the problems of the knowledge-based information society.

In Poland, it is the Ministry of Interior and Administration which deals with the issues of development of the information society in Poland and which for that reason is particularly interested in conferring the appropriate rank on the celebrations of the WISD in our country.

The Polish Information Processing Society undertook to organize these celebrations on a wide scale in cooperation with the highest state authorities, public administration interested in the issues of the information society, the Parliament, the world of science, business, economic and trade self-governments.

The WISD currently serves the popularization of new technologies in the societies and presentation of opportunities that result from their application both in the economy and social life. Events taking place in a cycle of subsequent editions of the WISD also enable discussion and presentation of the latest problems and solutions connected with application of ICT technologies in daily life. Frequently these events also serve the purpose of familiarizing the society opinion leaders with ICT issues.

In Poland, since 2007, the Polish Information Processing Society (PTI) has been dealing with the organization of the World Information Society Day. PTI already has a 28-year tradition of activity in the area of IT and information society, as well as popularization of IT and telecommunication solutions. As NGO organization with a considerable experience in the area of new technologies at large, PTI reaches with its message both the society, business circles and decision-making administrative authorities.

Embracing the entire series of events within the celebrations of the WISD with the honorary patronage of the Deputy Prime Minister and Minister of Interior and Administration, Mr. Grzegorz Schetyna, the honorary patronage of the General Secretary of the International Telecommunication Union, Mr. Hamadoun Touré, and with the international patronage of UNESCO, the patronage of the Polish National Commission for UNESCO, and the patronage of UN may testify to a high rank of the World Information Society Day.

Celebrations of the WISD were open in nature – organizations and individuals interested in the popularization of the idea of information society were involved in their organization. Adoption of the open formula also meant that PTI invited many contents partners, patrons, and media patrons to cooperation on the organization and participation in the events, seminars and conferences.

The Organization and Program Committee chaired by Wiesław Paluszyński, Vice President of PTI, was responsible for the organization of the celebrations of the World Information Society Day. The function of the operating centre was fulfilled by Radosław Bursztynowski – General Secretary of PTI. Each undertaking realized within the WISD had its own Project Manager assigned.

Within the World Information Society Day 2009 in Poland, a number of events, seminars, discussion panels and conferences took place, the report from which is presented in this paper.

## **2. Composition of the Organization and Program Committee**

Wiesław Paluszyński (Polish Information Processing Society) – Chairman

(in alphabetical order)

Radosław Bursztynowski (Polish Information Processing Society)

Grzegorz Fiuk (Szczeciński Scientific Technological Park)

Jan Grzybowski (Majax)

Wojciech Hałka (Association of Telecommunication Engineers)

Marek Hołyński (Polish Information Processing Society)

Andrzej Horodeński (Polish Information Processing Society)

Michał Jaworski (Polish Chamber of Information Technology and Telecommunications)

Małgorzata Kalinowska-Iszkowska (Polish Information Processing Society)

Monika Mizielińska-Chmielewska (Media Communication Center)

Jan Raszewski (Polish Information Processing Society)

Andrzej Romanowski (Polish Information Processing Society)

Mirosław Stando (Association of Telecommunication Engineers)

Borys Stokalski (Polish Information Processing Society)

Katarzyna Turksa (Polish Chamber of Electronic Communication)



In the photographs: The Organization and Program Committee of WISD 2009 at work



In the photograph from the left: Wiesław Paluszyński – Chairman of the Organization and Program Committee of WISD 2009, Vice President of PTI, Marek Hołyński – President of PTI

### 3. Patrons and Partners

#### Honorary Patronage

of Mr. Grzegorz Schetyna –  
Deputy Prime Minister and Minister of Interior and Administration



of Mr. Hamadoun Touré  
General Secretary of International Telecommunication Union



#### PATRONAGE

of UN



of UNESCO



of Polish National Commission for UNESCO



#### Media Patrons



Major Partners of the Entire Celebrations of the World Information Society Day



Major Partners of Great Gala of Information Society



Partner of the Great Gala of Information Society



Companies Supporting the Great Gala of Information Society



Partner of the Contents Part of Celebrations



Company Supporting the Contents of Celebrations



Contents Partner of the Major Contents Event



Partners of Debates in the contents events accompanying celebrations of the WISD 2009



International cooperation



Domestic Cooperation - Contents Partners



#### 4. Events within the World Information Society Day

Event	Date	Place	Organizer
InfoTrends conference	22 May 2009	Szczecin	City of Szczecin, Szczeciński Scientific Technological Park
e-commerce conference	21-22 May 2009	Szczecin	City of Szczecin, Szczeciński Scientific Technological Park
Conference: Problems of Information Society	20-22 May 2009	Szczecin	City of Szczecin, Szczeciński Scientific Technological Park
e-region conference	20 May 2009	Szczecin	City of Szczecin, Szczeciński Scientific Technological Park
e-city conference	21 May 2009	Szczecin	City of Szczecin, Szczeciński Scientific Technological Park
IT fairs 2009	22 May 2009	Szczecin	City of Szczecin, Szczeciński Scientific Technological Park
Netcamp	21 May 2009	Szczecin	City of Szczecin, Szczeciński Scientific Technological Park
Grupa.szczecin.pl	21 May 2009	Szczecin	City of Szczecin, Szczeciński Scientific Technological Park
Conference on IT & Knowledge Management (IT&KM)	27-28 April 2009	Jastrzębia Góra	Gdańsk University of Technology, Department of Management and Economy, PIT
XXXIV conference of the Polish Chamber of Electronic Communication and Exhibition of the Polish Chamber of Electronic Communication 2009	4-6 May 2009	Rawa Mazowiecka	Polish Chamber of Electronic Communication
Conference "Development trends of the electronic media market"	7 May 2009	Warsaw	Board of Directors of PIT
Conference Condition of Polish Internet	12 May 2009	Warsaw	Department of Information Society of the Ministry of Interior and Administration, Ministry of Infrastructure, Office of Electronic Communications, NASK, PTI
VI Conference Information Technology in Administration "E-services for inhabitants of Silesian province"	12 May 2009	Katowice	Górnośląski Branch of PTI
Seminar: Innovative Management of IT Resources	14 May 2009	Warsaw	BTC Sp. z o.o.
Conference: Business Process Management Forum Strategy Processed	14 May 2009	Warsaw	AION
Workshop of the working group of CEPIS	14 May 2009	Warsaw	PTI, CEPIS
Seminar "New Technologies versus Education"	15 May 2009	Warsaw	Board of Directors of PTI
VIP Meeting: "Investments and utilization of IT technologies – an effective tool of a battle with economic crisis"	15 May 2009	Warsaw	Board of Directors of PTI

Great Gala of Information Society	15 May 2009	Warsaw	PTI, Media Communication Center
Seminar Current issues of the jurisdiction of the Court of Conciliation for Internet Domains at the Polish Chamber of Information Technology and Telecommunications	15 May 2009	Kraków	The Court of Conciliation for Internet Domains at the Polish Chamber of Information Technology and Telecommunications, Institute of the Intellectual Property Law at Jagiellonian University
InfoShare	28-29 May 2009	Gdańsk	Pomorski Branch of PTI, Sun Microsystems, WP.PL, Gdański University of Technology
Conference: Creative approach to the application of IT-communications technologies in education	5 June 2009	Wrocław	Foundation for Development of Education System with the Ministry of National Education and the Ministry of Interior and Administration
Seminar on digital heritage	17 June 2009	Warsaw	Polish National Commission of the Information for All Program at the Polish National Commission for UNESCO, the Ministry of Culture and National Heritage, the Ministry of Interior and Administration, National Library, the Head Office of the State Archives, PTI, and Kino Polska Dystrybucja sp. z o.o.
Young Computer Scientists Convention	6-8 September 2009	Świnoujście	PTI – Pomorski Branch, Institute of IT in Management, Department of Economic Sciences and Management, Szczecin University
Conference: Teacher in an Information Society	11-12 September 2009	Szczecin	The Ministry of National Education, City of Szczecin, Szczeciński Scientific Technological Park
XXV National Symposium of Telecommunication and ICT	16-18 September 2009	Warsaw	PTI
6 <sup>th</sup> Polish Teletraffic Symposium 2009	24-25 September 2009	Warsaw	Institute of Automatics and Independent Institute of Computer Networks of Łódź University of Technology, Łódzki Branch of PTI
Seminar: Polish, European, and world strategies of development of Information Society – conclusions for practitioners	22 September 2009	Warsaw	The Ministry of Interior and Administration

## 5. The Great Gala of Information Society and VIP Meeting: "Investments and utilization of IT technologies – an effective tool in a battle with economic crisis"

Many representatives of state administration, community of entrepreneurs operating on the ICT market, and the world of science and IT education participated in the Great Gala of Information Society, which was held on a Friday evening in Ujazdowski Castle.



In the photograph: An occasional portico of Ujazdowski Castle in Warsaw – the WISD 2009



In the photograph: A bailey of Ujazdowski Castle in Warsaw – the WISD 2009



In the photograph: String quartet The Strings



In the photograph: Gathered guests



In the photograph: Hosts of the Great Gala of Information Society 2009 Anna Popek and Radosław Bursztynowski, General Secretary of PTI

The most important item of the agenda was presenting the InfoStat Statuettes to:

- Mr. Witold Drożdż, Undersecretary of State in the Ministry of Interior and Administration – for determination in the creation of conditions for development of information society in Poland; the Minister invited the communities of Polish ICT entrepreneurship and IT professionals to social consultations. In consequence, a development program was created entitled “Strategy for development of information society”;



In the photograph: Witold Drożdż, Undersecretary of State of the Ministry of Interior and Administration with a statuette of the WISD 2009 in hand.

- Edwin Bendyk, editor, of “POLITYKA” weekly, for dissemination of knowledge on IT technologies for the benefit of development of information society in Poland; he can see into the future, notice the importance of new technologies and indicate how they impact a man, economy, and development of the state;
- Waclaw Iszkowski, Ph.D., Eng., President of the Polish Chamber of Information Technology and Telecommunications – for involvement in the creation of information society in Poland;
- The Ministry of Justice – for meaningful contribution to the creation of information society resulting from the implementation of an extensive data transmission network in Poland; creation of this network significantly facilitated the work of many firms, which today can obtain the necessary documents offhand, e.g. from the National Court Register, the Register of Pledges, the New Land and Mortgage Register or Court and Economic Monitor.
- Ms. Anna Streżyńska, President of the Office of Electronic Communications – for supporting regulations for electronic communication conducive to the development of information society. The role of Ms. President in supporting initiatives aiming at disseminating broadband access to Internet in Poland was emphasized.



In the photograph from the left: Tomasz Komorowski – Polish National Commission for UNESCO, Witold Drożdż, Undersecretary of State of the Ministry of Interior and Administration, Wiesław Paluszyński, Vice President of PTI, Chairman of the Organization and Program Committee, Marek Hołyński, President of PTI.

PKP Polskie Linie Kolejowe SA – for the commencement of the most comprehensive process of informatization of the Company. This informatization process takes place thanks to dedicating significant funds for realization of IT projects supporting the management of the distributed railway infrastructure. The above-mentioned activities enable gathering in dedicated applications information about human resources, finances and property of PKP PLK, which allows for more effective planning and optimization of costs of railroad operations and maintenance , as well as improvement in the strategy of railway network management and operations.

- GTS Group – for contribution to technological development and competitiveness of the Polish telecommunication sector. An innovative approach demonstrated by this operator in its market strategy and development of its network in today’s business environment is appreciated by recipients of telecommunication services – both business and private ones. Higher throughput, flexibility and reliability of the network make GTS Group a firm with significant contribution to the competitiveness and technological development of Polish and Central-European telecommunication market.

The texts of speeches delivered by all laureates of InfoStat are available at <http://zg.pti.org.pl/sdsi/>



In the photograph: the laureates of the statuettes of the WISD 2009.

An honorary diploma was also presented to the Department of Information Society of the Ministry of Interior and Administration by the Organizational Committee of the World Information Society Day 2009 in Poland in acknowledgement for cooperation in the organization of the celebrations.

Partners also received diplomas, i.e. EXATEL, Telekomunikacja Polska, Polska Telefonia Komórkowa Centertel, TP Emitel, ASSECO Poland, CIENA, Nokia Siemens Network, SAP Polska, Netia, Polish Security Printing Works, Polkomtel, Infovide-Matrix, GTS Energis, UPC, Sharp Electronics, Alcatel-Lucent Polska, Hewlett-Packard Polska, Microsoft and NASK.

Then, honorary diplomas went to the hands of the Patrons of Celebrations, i.e.:

- Mr. Grzegorz Schetyna – on behalf of the deputy prime minister, minister Witold Drożdż received a diploma,
- UNESCO and the Polish National Commission for UNESCO,
- General Secretary of International Telecommunication Union, Mr. Hamadoun Touré (diploma was sent),
- UN – diploma shall be delivered to the UN Information Center in Warsaw.

An enhancement to the Great Gala of Information Society was a performance of the string quartet “The Strings”:

The string quartet “The Strings” is composed of four charming girls with radiant temperament and on-stage energy, graduates of the Fryderyk Chopin University of Music.



**Concerts of the quartet “The Strings” are characterized by great dynamics, energy, charm and fresh approach to music. All this leaves the listeners with unforgettable impressions.**

Since its formation in 1998, the quartet has given many concerts in Poland and abroad, gaining acclaim among listeners with various musical tastes.

and “The Theatre of One Mime - Ireneusz Krosny”



Ireneusz Krosny is undoubtedly the best-known and renowned comic mime in Poland, and his art, thanks to the purity of form and uniqueness of style gains increasingly wider audience all over the world.

**Ireneusz Krosny** creates original pantomimic comedy performances. The strength of his art comes from two sources. The first is his tremendous creativity. In his etudes, he tells both about the history, and the present-day aspects of public and social life; he does not avoid abstraction or the absurd. Each etude has a surprising punch line and carries a message .

The second source of this power is his own original style. Krosny has developed a unique technique of comic miming. His technique is as transparent as an actor’s articulation– it makes each move understandable without attracting attention to itself and gives a spectator

a sense of ease of the work of the mime on the stage. Krosny does not use any make-up, and in particular he does not whiten his face. He also performs in a black, neutral costume.



In the photograph: gala guests during performance.



In the photograph: sponsors and partners awarded with occasional diplomas by the organizers.



In the photograph: Radosław Bursztynowski, General Secretary of PTI, presents a raffle prize to Wojciech Machala (HP).

**VIP Meeting: "Investments and utilization of IT technologies – an effective tool in a battle with economic crisis"**

The Great Gala was preceded by a substantive meeting in a small circle of representatives of Partners and Patrons held in the Tower Room of Ujazdowski Castle, on the theme of "Investments and utilization of IT technologies – an effective tool in a battle with economic crisis".



During the meeting, very important problems of utilization and state of utilization of IT technologies in Poland were addressed.



President of the Polish Chamber of Information Technology and Telecommunications, Waław Iszkowski, PhD, Eng., presented the world-class achievements of Polish science in the field of IT, such as:

- “trace theory” of Prof. Antoni Mazurkiewicz – a universal method of representing concurrence, which became a part of the world canon of the theory of concurrent processes,
- works of Prof. Zdzisław Pawlak concerning “the theory of rough sets” used in deriving knowledge from data taking into account decision semantics and data imperfection,
- applications of “possibility and fuzzy methods” for representation and processing of uncertain and imprecise information, making and supporting decisions, as well as control,
- precursory works in the field of statistics of imprecise (fuzzy) data,
- significant number of achievements in the field of testing, diagnostics, reliability and security of computer systems,
- Polish school of the theory of scheduling,
- the systems of resource management in grids became Polish specialty,
- works of Prof. Stefan Węgrzyn inspiring the applications of nano-IT in molecular genetic engineering,

Professor Ryszard Tadeusiewicz, AGH University of Science and Technology, also spoke about scientific research and its importance for development of the country, stating among others that “...scientific research is a factor that has always stimulated progress and development of civilization and, therefore, a person with access to the latest results of scientific research and ability to influence the direction of the research may not only anticipate the direction of technological development, but also actively influence it. Having the scope and directions of scientific research under control (even within a narrow and

fragmentary scope of development of IT technologies), one can make the development follow the path that gives us a chance to gain competitive advantage and capitalize on the technological advancement as a growth factor for our own business”.



In the photograph: in the foreground, central part of the picture, from the left: Witold Drożdż, Undersecretary of State, the Ministry of Interior and Administration, Prof. Józef Lubacz, Warsaw University of Technology, Małgorzata Kalinowska-Iszkowska, PhD, Member of the Board of Directors of PTI and Vice President of CEPIS, Prof. Wojciech Cellary, Poznań University.

Next, the President of TP SA Maciej Witucki addressed business problems, focusing on the destructive, in his opinion, actions of the Office of Electronic Communications towards TP SA: “Measures undertaken by the regulator of telecommunication market for many months cause surprise, euphemistically speaking, . In their consequence, for example, TP Group was practically forced to limit its investments in telecommunication infrastructure in the areas where it is not profitable, despite the fact that in the previous years we allocated more than 23 billion PLN for investments. It is not profitable to build the lines which later on TP has to make available to other operators at the prices imposed by the Office of Electronic Communications, 30% below cost. In a situation where TP is the only operator, who has actually invested in development of the network in the poorly urbanized areas, situation is very dangerous. (...) since the end of the previous year, the regulator, whose one of significant tasks is caring for advancement of informatization of the country, presents us with a threat of undertaking measures towards functional separation of TP. (...) Separation of TP, if it was actually made, shall cause that for the next couple of years TP’s effort will focus not on investments, but on activities connected with restructuring. Instead of investing in the network, TP shall finance the costs of changes.”



In the photograph from the left: Prof. Michał Kleiber, President of the Polish Academy of Sciences, Prof. Ryszard Tadeusiewicz, Honorary Member of PTI, AGH University of Science and Technology.

The President of the Management Board of EXATEL SA Zdzisław Nowak addressed a currently hot topic of digitalization of TV in the context of providing equal competitive opportunities: "...an important element in the process of creating information society and at the same time a development opportunity for the telecommunication sector in Poland is the process of digitalization of TV, provided that the appropriate regulations conducive to competitiveness are guaranteed and enforced in the country. In the first stage of realization of the project of digitalization in Poland, telecommunication operators did not have any possibility to get involved in the process. Selection of the operator of the first multiplex was left solely to TV broadcasters, who filed an application to the National Broadcasting Council for extending their concession to digital broadcasting. However, we hope that the operator of the second multiplex will be selected through a bidding process, as it takes place in the majority of the European countries.



In the photograph: Marek Hołdyński, PhD, President of PTI speaks.



In the photograph: Waclaw Iszkowski, PhD, President of the Polish Chamber of Information Technology and Telecommunication, Honorary Member of PTI speaks.

The Vice President of Infovide-Matrix Borys Stokalski acknowledged the high position of Polish computer companies on the domestic market: “According to the reports of IDC, Polish branches of the world consulting and implementation providers are superseded by companies created from scratch in Poland, as illustrated by Infovide-Matrix group, while Asseco group belongs today to the leading edge of European integrators and software houses. Polish firms effectively invest in competences, knowledge, products and technologies, including innovative solutions in the area of technologies of the future.”



In the photograph: Prof. Ryszard Tadeusiewicz, Honorary Member of PTI speaks.



In the photograph: Zdzisław Nowak, President of Exatel S.A. speaks.

The President of GTS Energis, Piotr Sieluk, spoke on the topic of extension of broadband networks as a necessity for further development of the country , emphasizing that in order to increase the pace of investments it is necessary among others to provide for stabilization

and predictability of legal regulations, simplification of the procedures of obtaining money from the EU funds.



In the photograph: Borys Stokalski, President of Mazowiecki Branch of PTI speaks.

Then the President of UPC Simon Boyd reminded the fact that cable TV providers are at the same time substantial suppliers of broadband Internet. For example, UPC Polska serves more than 410 thousand users of Internet; cable providers reach 1/3 of all households in Poland.

## **6. A series of events of the WISD 2009 in Szczecin**

### **6.1 InfoTrends**

One of the biggest undertakings of the World Information Society Day was a series of events, meetings, conferences, and seminars under the common name of the 12nd Edition of Szczecin Days of Information Technology InfoTrends 2009.

It was one of the biggest and most comprehensive events of IT industry in Poland. The three days (20-22 May), saw three parallel conferences targeted at business and academic community as well as representatives of public administration, and meetings of IT industry: Netcamp, grupa.szczecin.pl, seminars, topical presentations, panel discussions and campaigns for the benefit of the environment and local community.

The most important events of InfoTrends 2009 were:

### **6.2 Netcamp**

These cyclical meetings of the Internet industry were held on 21 May and 19 June, and May Netcamp was included in the series of events of the WISD. Netcamp is an open conference covering the issues of new technologies, Internet, open source, web 2.0, e-business, new media, and Internet marketing. During the meetings, new projects of Internet companies are presented, as well as interesting implementations of e.g. start-ups.

Jarosław Sobolewski, General Director of the Association of the Employers in the Internet Industry IAB Poland was a guest of the May discussions about Internet industry.

Agenda of presentations and speeches included:

- User Experience – impact of Internet on enterprise applications – Bart’s Winsock and Piotr Smooch, Bistream
- Marketing in social network services – Szmon Wesołowski, eFresh
- Polish market of Internet advertising and the role of IAB Poland in animating its growth – Jarosław Sobolewski, IAB Poland.

Netcamp received the patronage of the European Year of Creativity and Innovation 2009 awarded by the Ministry of National Education.

### **6.3. E-commerce 2009**

It was already the fifth edition of this conference. A topic of this year’s meeting was convergence and systems integration. Also, current indices, prospects and threats related to commerce were presented during the conference.

The topic of the presentation was very broad and included practically all issues of e-commerce, seen both from the perspective of the practitioners in this sales channel, and theoreticians of this modus operandi.

In the current year, the abundance of topics was great, which is demonstrated just by the presentations. Agenda included the following items:

- Tomasz Jaromin, co-owner of intymnie.com.  
Presentation: Evolution of the marketing tools and their effectiveness as illustrated by intymnie.com
- Joanna Kotala, Consultant of Ideacto.  
Presentation: How to design to sell more effectively .
- Jarek Ruciński, Wirtualna Polska S.A.  
Presentation: Synergy of the portal in the promotion of e-commerce services.
- Adam Dyba, President of Afilo.  
Presentation: Marketing accountable for results.
- Mateusz Ostachowski, Member of the Management Board of Kompan.pl  
Presentation: Analysis of statistical data of service as illustrated by Google Analytics.

- Michał Wiśniewski, Polish Agency for Enterprise Development.  
Presentation: Support for activity in the scope of electronic economy within actions 8.1 and 8.2 of the Operating Program Innovative Economy (POIG).
- Paweł Fornalski, CEO, IAI S.A.  
Presentation: Head in the clouds, the future of Internet sales
- Maciej Ziemczonek, Marketing Manager, ceneo.pl  
Presentation: Changes in sales trends on the Internet
- Sebastian Muliński, IAI S.A.  
Presentation: How to run wholesale sales on the Internet
- Robert Sołkiewicz, Proxy of the Management Board for Strategy and Development of eBusiness, KOLPORTER S.A.  
Presentation: Extended Sites – a shortcut to your own e-store
- Zbigniew Nowicki, opiniac.com  
Presentation: Usefulness of e-comm solutions in the light of the assessment of user satisfaction
- Krzysztof Dębowski, Managing Director and Member of the Management Board of SARE  
Presentation: Case study in the loyalty program of IKEA Family
- Dominik Wartecki, Director, dotPR  
Presentation: The role of PR in e-commerce
- Tomasz Karwatka, Operating Director, Divante  
Presentation: Innovations in e-Commerce.
- Marcin Bosacki, Business Development Manager, InPost  
Presentation: Personal pickups in inPost paczkomaty.pl system
- Dariusz Majewski, President of the Management Board, TriSoft  
Presentation: B2B e-commerce versus ERP systems
- Paweł Zalewski, General Manager, GFC Group Ltd.  
Presentation: Diversification of sales channels, foreign trade
- Marcin Majzner, cupsell.pl  
Presentation: Allegro – to sell more! – logistics in the Internet auctions
- Robert Kałużyński, Regional Sales Manager, GLS Poland  
Presentation: Modern courier services in GLS Poland.

#### **6.4. Meeting of Szczecin IT Specialist Group for Microsoft Technology (grupa.szczecin.pl)**

The Group also held a meeting included in the series of the WISD 2009. Its meetings are rather informal gatherings of thematic groups comprising individuals dealing with ICT.

The goal of these meetings is to exchange technological experiences concerning effective utilization of Microsoft technologies, exchange of experiences and cooperation with other organizations, as well as cooperation among firms. IT specialists, developers, project managers and individuals from IT departments, using Microsoft technologies on a daily basis, participate in the meetings of the Group.

During the meeting, specialists from the Polish branch of Microsoft presented solutions in Unified Communication.

### **6.5. IT Fairs 2009**

Held in April, they were the earliest event of InfoTrends. Current edition of the Fairs was held under the banner of: Work, Technology, Investments and it covered applications of IT in business, education and daily life.

Due to IT Fairs, celebrations of the May Days of Information Technology began already in April. An event introducing the InfoTrends included a wide scope of application of IT in business, education, and daily life.

The third edition of IT Fairs was held under the banner:, and apart from the presentations the following events are planned:

- Mini conference with participation of representatives of investment funds,
- Debate: "Full-time Job or Freelancer"
- Advisory-expert meetings with participation of specialists in labor law and intellectual property law,
- Psychological tests helping to determine the natural predispositions for work and direction of development.

### **6.6. E-city, E-region**

Two conferences dedicated to the implementation of IT solutions in public administration, targeted both at the representatives of administration (central and local government) and to IT firms operating in this sector. E-city conference was dedicated to the issues of electronic services that Polish cities may offer to their citizens. The conference was divided in three panels: administration, technologies, and implementations. The President of the City of Szczecin, Piotr Krzystek, Tadeusz Hanusek from the Rybnik City Office and Bartłomiej Luks from the Warsaw City Office participated in these panels.

Among others, the following issues were presented during the conference:

- Implementation of Electronic Municipal Card in Rybnik – a unique project in Poland,
- Operations of electronic Citizen Service Department (eWOM) in Warsaw,

- Results of the stock taking of the current state of access to Internet in the localities of Zachodniopomorskie Province,
- Discussion of the process of integration of state registers, central systems (e-PUAP, PL.ID) and the methods of improvement of administration using electronic documents and document circulation instruction,
- IT solutions for local governments offered by BTC, SBG, and Microsoft companies.

### **6.7. Conference: “The Problems of Information Society”**

Designated for the representatives of central and local administration, as well as local government authorities, NGO and business support organizations, the conference “The Problems of Information Society” was dedicated to multimedia and mobile technologies. For a few years already they have been leading technologies on the IT market, but what benefits can they actually bring to central and local administration or NGOs for which they are designed? Is there a threat to security of data and identity? Do we really deal with creation of information society in Poland?

During this year’s presentations, lecturers tried to answer, among others, these questions:

- Dominik Rozkrut, PhD, Agnieszka Brzezińska, MS,  
Presentation: Information society in numbers;
- Prof. Piotr Sienkiewicz, PhD, Eng. Academy of National Defense, Warsaw  
Presentation: Freedom and safety in information society;
- Full Professor, Andrzej Straszak, PhD, Paweł Włodkowiec University College in Płock,  
Presentation: About the need to further enhance the multimedia dimension of e-knowledge in cyberspace;
- Paulina Nowicka, MS, Warsaw University,  
Presentation: E-democracy versus local governments in Poland;
- Ewa Stroińska, MS, Leszek Zakrzewski, MS, Pope John Paul II State School of Higher Vocational Education in Biała Podlaska.  
Presentation: Analysis of applications of multimedia and e-learning in higher education didactics;
- Mirosław Moroz, PhD, Wrocław University of Economics,  
Presentation: Comparative analysis of social network services according to the model of “community diamond”;
- Full Professor, Agnieszka Szewczyk, PhD, Szczecin University,  
Presentation: How to prepare and deliver a good multimedia presentation?
- Grzegorz Wojarnik, PhD, Szczecin University,  
Presentation: Application of genetic algorithms in multimedia;
- Krzysztof Nowicki, PhD, Eng., Gdańsk University of Technology,  
Presentation: Problems of a battle with spam in VIP networks;

- Kornel Wydro, PhD, Eng., National Institute of Telecommunications in Warsaw, Presentation: "Telematic mobile services based on Galileo system";
- Jędrzej Musiał, MS, Poznań School of Ranking, Presentation: Evolution of HTML language: The problem of availability of websites for handicapped individuals with visual impairment.

The conference also included a videoconference on a generational perspective of development of information society (IS) hosted by Full Professor, Lech Zacher, PhD from Leon Koźminski Academy in Warsaw.

## 7. Information Technology and Knowledge Management (IT&KM) Conference

The "IT And Knowledge Management 2009" conference organized by the Pomeranian Branch of PTI, the Information Technology Management Institute of Gdańsk Technical University, the Faculty of Knowledge and Information Management of Gdańsk Technical University and Gdańsk Management College was held in Jastrzębia Góra. The program of the conference included: "Knowledge management within a company", "IT technologies in knowledge management" and 8 technological sessions. The details as well as a photo report from the conference can be found at the website of the Pomeranian Branch of PIPS.

The IT&KM conference was addressed to the community dealing with IT technologies management and development and storage of information. It was organized by the Pomeranian Branch of the Polish Information Processing Society in co-operation with the Information Technology Management Institute, the Faculty of Knowledge and Information Management of the Department of Management and Economy, and Wirtualna Polska. The other co-organizer of the conference was Gdańsk Management College.

The concept of the conference is that in future the area of interest of the meetings participants is going to extend to cover works in English created by a group of international IT experts dealing with IT and Knowledge Management on a daily basis.

The purpose of the first conference in the series was to present the level of knowledge in both of these areas – information technology and knowledge management – and took into consideration strong interpenetration of the research and business communities.

The conference focused on the presentation of works concerning the information technology support and solutions based on the knowledge of five crucial (from the point of view of company operations) processes:

- the knowledge and information management within a company,
- the development of a company computerization strategy,
- the development of IT systems,
- the administration of IT networks,
- the assessment of information technologies used by companies.

The program of the conference included:

Academic sessions:

Knowledge management within a company:

- Towards a precise model of DSM economics.
- Planning of the operation of multi-robot multifunctional systems in the conditions of uncertainty.
- Preliminary results of evaluation of the usefulness of e-banking services for individual C.
- Artificial and business intelligence in logistics management and business organization.
- Controversies concerning forms and specimens of documents in electronic format.
- Use of methods based on quasi-context sensitive sequence grammars to support strategic management of a company.
- Networked facility monitoring system.
- Experience database based on a workflow system.
- Supported with structural funds synthesis of science and business in the strategy of a development of the Information Technology Management Institute of WZIE PG.
- Data communications support for communication and documenting process in adaptive management.
- Internet mortgages sales volume forecasting model.
- Computer-aided logistics management.
- External events that influence the capital investments.

- University and campus administration solutions by Oracle.

Information technology in knowledge management:

- IT support processes maturity evolution.
- Ontology use in the assessment of the level of sophistication of an IT project.
- Semantic descriptions within business process modeling.
- Environment design for simulations of the effectiveness of operation of Java EE applications.
- Impact of load prediction methods on the quality of connections in multi-processor environments.
- Automatic detection of security breaches in systems with service oriented architecture.
- Corporate architecture development as the environment for verification of the structures of knowledge databases of a multi-agent system.
- Corporate architecture development as the environment for verification of an agent system for the assessment of information technologies.
- Service and decomposition model – theoretical basis of service management of IT support organization.
- Econometrical assessment of parameters and the method of preliminary processing in agent systems.
- IT systems modeling for the analysis and identification of dynamic scenarios. Estimation of changes in IT projects.
- Elaboration of requirements for a computer-aided products sales system.
- one4all platform – integrated IT system supporting university administration.

Technological sessions:

- Framework of co-operation between the business and academic circles.
- IBM – business-universities co-operation – examples of co-operation.
- Oracle Academy – possibilities of co-operation.
- Microsoft – possibilities of co-operation.
- Framework of co-operation between the business and academic circles.
- Opportunities offered by Microsoft enterprise project management.
- Oracle BI – analytical system for universities.
- Microsoft Office Sharepoint Server as the platform for development of solutions supporting group work and content management within an organization.

## 8. Seminar: “New Technologies vs. Education”

“New Technologies vs. Education” seminar – the main content-related event of WISD 2009 that took place on 15 May 2009 in the Ujazdowski Castle in Warsaw – can be described using three adjectives: brief, concise and attractive. It was brief, as it lasted only two hours. It was concise and attractive, as it was free of excess of verbally communicated content in the form of presentations or a public debate. Instead, it was full of short and interesting movies outlining the picture of the present-day digital environment of children and youth, presenting real-life examples of the initiatives facing new challenges, such as the Youth E-Academy of Mathematics and Natural Sciences or Romanian education programs.



Picture: Mr. Krzysztof Stanowski, Undersecretary of State at the Ministry of National Education (with the microphone in hand) and Mr. Marek Hołyński, President of PTI, opening the seminar.

Opening the seminar, Mr. Krzysztof Stanowski, the Undersecretary of State at the Ministry of National Education, presented a short reminder of the meanders of the government's policy in the sphere of education in recent years. According to the Minister, the great advantage of the current education system in Poland is its decentralization resulting in the takeover of a significant portion of the education policy by self-governments. Consequently, the most computerized high schools are now located in the area of the so-called Eastern Wall (eastern provinces), the same creating great opportunities for development to these relatively poorly developed regions. However, the concept of IT education to large extent relates to adults, which can be evidenced by the personnel of the central administration.



Picture: The persons conducting the seminar: Ms Małgorzata Kalinowska-Iszkowska, Member of the Management Board of PTI, Vice President of CEPIS and Mr. Tomasz Kulisiewicz, Member of the Board of the Mazovian Branch of PTI.

The purpose of the seminar was to illustrate how far behind other countries Poland is with respect to the use of new technologies in education. The meeting demonstrated that in this respect the Polish education system had a lot to do and for some time it would be still chasing the advanced states. The young generation is a modern generation expecting state-of-the-art education techniques.



Picture: The participants of the seminar.

Mr Tomasz Kulisiewicz of the Polish Information Processing Society said: “The goal of modern education is to prepare young generations to operate in a world, where the direction is outlined by three things: co-operation, creativity and competition. Competition should be present everywhere it is possible, and co-operation everywhere, where there is no other solution or it is simply a necessity. Not only Polish schools lack the ability to collaborate and work in teams. The classic model of teaching is also short of these features.”

The entire event consisted of four parts:

1. Education at school and at university, among other things including: New Generation – New Style, The Arabic University and the Romanian Project.
2. Educational games: there were presented some strategic games, simulation programs and educational games (e.g.: crosswords).
3. Safety on the Internet – containing the presentation of Polish “Safer Internet” implementations; it has been conducted in Poland for more than five years by the consortium of NASK and ‘Dzieci Niczyje’ Foundation. The purpose of the program is to arouse awareness and to prevent threats to children and youth posed by the use by them of the Internet and other modern communication technologies. The assumptions of this project enjoy the support of such stakeholders as: the Ministry of National Education, the Ministry of Science and University Education, the Ministry of Labor and Social Policy, the Ministry of Internal Affairs and Administration, the Polish UNESCO Committee, the Competition and Consumer Protection Office, the Ombudsman for Children’s Rights and the Police Headquarters.
4. Resolution of the contest for all types of schools entitled “On Familiar Terms with ECDL” (“Z ECDL za Pan Brat”).

The final point of the seminar was the resolution of the nationwide competition entitled “On Familiar Terms with ECDL”. The participants of the competition used computer graphical applications to prepare draft school timetables in order to popularize the European Computer Driving License (ECDL) among students. Primary, grammar, and high school students participated in the competition.



Picture: Prize winners and the persons handing the prizes.

The competition was organized by S. Starzyński Grammar School No. 49 in Warsaw on the initiative of Ms Elżbieta Buk and under the auspices of the Mayor of Wola District of the Capital City of Warsaw, Mr. Marek Andruk; the Chairman of the Council of Wola District of the Capital City of Warsaw, Mr. Dariusz Puścian and the Polish National ECDL Co-ordinator, Mr. Jan Raszewski.

## 9. XXXIV PIKE Conference and PIKE Exhibition 2009

XXXV International PIKE Conference and PIKE Exhibition 2009 were carried out under the slogan: "Welcome to a Digital Household – Twenty Years of Cable Television in Poland". The program of the Conference consisted of the following discussion panels:

- "Where are we? Where are we going? – the offerings of cable televisions on individual national European markets"
- "Polish Digitalization"
- "Copyrights Problems in Europe – the review of best solutions"
- "Technical Development Directions – digital TV broadcast platforms"
- "Conditions and Directions of Future HFC Network Migration – the results of the ReDeSign project"
- "Broadcasters and Operators – the program policy"
- "Advertising in Cable TV – How it works in other countries" – European and American experiences, Thematic Channels Review and topical presentations. Handing of "Golden PIKE" and "Titanium Eye" awards.

## 10. Seminar: "Innovative IT Resources Management 2009"

It is one of the largest editions of expert training devoted to the IT security and IT resources management within a company and administration bodies in Poland. This series are intended for senior IT managers and supervisors, as well as for all persons responsible for held IT resources and their safety – IT and security experts and inspectors, network administrators and chief IT officers.

Propagating the idea of increasing the awareness of IT personnel in the sphere of IT resources security, the Centre for Education of BTC has set the following main goals of this series of training courses:

- deepening of knowledge in the sphere of safe license and software management within an organization,
- presentation of the most important legal aspects of new technologies,
- presentation of new and current licensing program of the largest software developers,
- indicating the aspects of information security within an organization that are key to administrators,
- presentation of the solutions and practices (audits, cataloguing, stock-taking, remote control and virtualization of IT resources) supporting proper preparation to the implementation of an effective IT management system within a company.

The topics of the lectures delivered and case studies presented during the training:

- Legality of resources (piracy, company IT security); Legal aspects of new technologies;
- IT infrastructure administration (cataloguing, stock-taking, remote control, process automation, proper administration practices);
- Information security in present days;
- Virtualization – business usage and security aspects;
- New and current licensing programs of software developers.

The lecturers of the Innovative IT Resources Management 2009 training courses:

- Barrister Marcin Maruta / Kancelaria Maruta i Wspólnicy (Maruta & Partners Legal Office);
- Jarosław Kierczuk / Autodesk (Manager), Chairman of BSA, Andrzej Niemiec, PhD / PTI (Head of the Security Section);
- Radosław Kluczny /Citrix Gold Solution Advisor- Alterkom Sp. z o.o. (Director);
- Bartosz Malinowski /Adobe Inc. (Manager);
- Daniel Wiktorowicz / Corel Corp. (Manager);
- Michał Kuropatwiński /Akademia Wizerunku [*The Image Academy*] (Trainer); Maciej Kaczyński / BTC Sp.z o.o. (President of the Management Board); Bartłomiej Witucki / BSA (Spokesman);
- Katarzyna Walczak / Microsoft (Manager);
- Ewa Książek / Kancelaria Radziejewski Wiśniewski & Partnerzy s.c (Radziejewski Wiśniewski & Partners Legal Office); Piotr Błaszczek / Locos.pl (Auditor, Security Expert);
- Barrister Marek Mikosza / OPTIMAS s.c. Legal Office;
- Bogusława Klich-Schab / BTC Sp. z o.o. (Engineer).

## 11. Conference: "Business Process Management Forum Strategy Processed"

The purpose of the third edition of the Business Process Management Forum was to present to the participants the links between the organization's strategy and its process model. These relations allow for continual improvement of processes in a manner allowing them to accomplish the strategic goals set by the organization.

The conference was inaugurated by the speech by Dorota Dałkowska, who provided a closer look at the issues of building a company strategy. The participants had an opportunity to learn what a strategy of an organization is and about the purpose of its definition. Additionally, they were familiarized with one of the methods of its presentation – the strategy map.

It allows for capturing strategic goals in different perspectives – financial, customer's, internal processes, growth and improvement.

Martyn Ould's lecture introduced the participants of the conference to the issues of process based management of an organization. Martyn Ould presented a unique method of process architecture development, the effectiveness of which was verified by him many times in various projects. The participants had most doubts about the detailed character of the presented method. The response of the lecturer left no place for any doubts in this respect: "If we deal with a sophisticated organization, the model reflecting its operation must also be sophisticated. Each simplification of such a model forges the view of the reality."

During the next lecture, Dorota Dałkowska presented how to link the process model of an organization with the company strategy. She pointed out the processes responsible for the achievement of individual strategic goals, the direction of improvements in the organization's operation and their implementation.

During the second lecture, Martyn Ould demonstrated to the participants how to describe business processes in a precise manner. Presented Role Activity Diagrams (RAD) concept allows for reflecting real dependencies between the roles in processes and presentation of the communication between them.

The last lecture within the confines of the conference was delivered by Piotr Szykiewicz. His lecture concerning process control aroused a lot of controversies both among the participants and other lecturers. The methods of strategy implementation measures that he presented met with numerous questions from the participants.

## **12. Conference: "Electronic Media Market Development Trends – What Does the End User Win?"**

The debate facilitated by the President of the Polish Information Processing Society, Marek Hołyński, PhD, consisted of two panels:

Panel 1: The technological requirements and solutions for the new content, with the participation of: Józef Modelski (Warsaw Technical University, the Institute of Radioelectronics), Janusz Szymański (CEO of Ciena Polska), Cezary Urynowicz (SHARP ELECTRONICS (EUROPE) GMBH Branch in Poland), Andrzej Dulka (President of Alcatel-Lucent Polska), Rafał Budweill (Vice President for Operations, GTS Energis Sp. z o.o.) and Dariusz Wałach (Spokesman of Hewlett-Packard Polska)

Panel 2: Digitalization of media – a prescription for the crisis?, with the participation of: Janusz Piechociński (Vice Chairman of the Infrastructure Committee of the Polish Parliament), Jarosław Pijanowski (Member of the Management Board of UPC Polska responsible for Marketing and Sales), Wiktor Sęga (Director of the Department of Frequency Resources Management of the Electronic Communication Office), Wiesław Łodzikowski (Director of the Technology and Investments Office of TVP S.A.), Witold Kołodziejcki (Chairman of the National Broadcasting Council), Przemysław Kurczewski (President of the Management Board of TP Emitel Sp. z o.o.), Stanisław Szuder (Director of the Regulations Office of EXATEL SA), Tomasz Berezowski (Member of the Management Board of TVN SA, Technical Director), Andrzej Matuszyński (Member of the Management Board responsible for Marketing, Cyfrowy Polsat) and Krzysztof Burmer (Executive Director of N/ECTRA SA.)

The debate took place on 7 May 2009 at the Journalist's Center (Dom Dziennikarza) in Warsaw.

The main conclusion was: the digitalization will transform the Polish electronic media market – in fact, it will result in building it again from scratch.

Summaries of speeches of the participants:

### Panel 1: *The technological requirements and solutions for the new content*

Marek Hołyński: We are observing a strange phenomenon – although the technological progress and the development of the information infrastructure seem to be quick, the customers do not notice much increase in the attractiveness of the offer. For example, let us take the high definition television – available HD channels repeatedly keep screening the same programs, while publishers hardly ever use feedback, which could contribute a lot to the attractiveness of the program. Digitalization will allow for the improvement of picture and sound quality, as well as the speed of transmission. It is also a common denominator linking the latest technological trends allowing for interaction and mobility, providing the audience with the possibility of watching favorite programs at any place, any time and using various receivers. Digitalization is a chance for competitive advantage and can be a perfect recipe for survival.



Prof Józef Modelski, Warsaw Technical University: The importance of wireless radio technologies is increasing, similarly as the stress on mobility. However, so far, nothing has been able to beat the optical fiber in respect of transmission quality and speed. Unfortunately, the investments in this sphere are insignificant so far. In this respect, I count on the "Digital Poland" Program.

Janusz Szamański (Ciena Polska), Cezary Urynowicz (Sharp Electronics), Dariusz Wałach (HP) and Andrzej Dulka (Alcatel-Lucent) discussed the trends in the technological development of electronic media, to a large extent confirming the diagnosis delivered by Prof. Modelski. Janusz Szamański: The Internet has become an access channel to a wide variety of media material. Dariusz Wałach said that the vision of an information environment from the "Minority Report" feature movie was in practice a reality. Andrzej Dulka shared an interesting reflection that together with the development of the information technology, the concept of "content" delivered by public media had changed significantly. Contrary to the near past, it is now permanently available and personalized. The generation that does not know the world without a mobile phone and with black and white television has already become adults. Marek Hołyński added that we should get accustomed to the word "kontent" (the polonized version of the English word "content") including in its meaning both the content itself and provided services.

Rafał Budweil, GTS Energis: New media mean most of all freedom of choice. The picture definition or the capacity of transmission channels are important, but of secondary meaning: the future is free access to content. The achievement of this goal requires flexibly managed broadband transmission network. We already have very good and all the time improving backbones, but the end user access links are still a burning issue. Unfortunately, in this sphere we have to deal in Poland with obstruction (especially legal and bureaucratic). The future belongs to solutions based on very high capacity IP package transmission technologies and Ethernet. However, handling of the new content will require the operators to implement solutions that at present have very limited use. Marek Maniecki, Globema, PIIT: So far, nobody tackled the very important aspect of reliability of telecommunication networks. The social approval of the failure frequency of IT services is still relatively high, but it is reducing visibly. It is one of the key challenges faced by the industry.

Panel 2: Digitalization of media – a prescription for the crisis?

Marek Hołyński: The crisis is not explicitly visible in the electronic media sector. Therefore, it seems that there is no reason for stopping the mainstream idea of media - the digitalization of the television. Is that true?



Witold Kołodziejski, Chairman of the National Broadcasting Council: There is no alternative for a digital television. Digital TV offers new quality both in respect of technical quality and the extent of the offer. However, the number of channels increasing with the transition to digital platforms causes some problems – also of business nature, e.g.: the issue of dividing the “cake” on the advertising market. The first two multiplexes of the ground television to be launched in Poland will be free, but it is nearly sure that there will be no state subventions to purchases of digital/analogue converters. The Ministry of Finance seems not to leave ground for any illusions. The regulatory problems are also posed by the convergence of broadcasting platforms, where telecommunications regulations mix with the media related ones. Nevertheless, the first operating multiplex will appear as early as this September, and in a year, its reach will cover 80 percent of the area of our country.



Marek Holyński: The experience of Italy – the first country that completed the digitalization of its television – explicitly shows that no success can be achieved without subsidies to set top boxes.

Wiktor Sęga, Electronic Communication Office: Nevertheless, the digitalization is one of the recipes for the crisis. We are nearly fully prepared to commence the process of digitalization. However, according to the Electronic Communication Office, the influence of the regulatory body on broadcasted content should be significantly reduced. Today, it is decidedly too high.

Wiesław Łodzikowski, TVP SA: First of all, we do not have any digitalization strategy today! Additionally, there is a lot of confusion about the term of high definition that is key for digitalization. In fact, nobody knows what HD means. The result is that some players sell poor broadcasts labeled as HD. We should start with the implementation of a clear definition of this term.

Przemysław Kurczewski, TP Emitel: The crisis is the worst time for the digitalization. The reason is simple – this process requires significant expenditures and no one has excessive funds at his disposal now. I also agree with the opinion that we have no digitalization strategy, which makes things even more difficult, as lack of a strategy makes the creation of reasonable business plans impossible. The launch of the first multiplex will result in the fact that every Pole will see on his TV set seven channels in quality and with possibilities so far known only from satellite platforms. The next multiplexes will bring new channels, some of them will obviously be in High Definition. The digital TV means not only better picture, but also access to new functionalities, such as: EPG (electronic programs guide), many sound versions or parental control.

Stanisław Szuder, Exatel: All over Europe, the process of digitalization of television was started with the tender for the multiplex operator. In our country, things went the other way round. A broadcaster was created, owned by seven entities competing with each other on the media market. The multiplex is a distribution platform for TV programs and other added services. It is a competition for the existing satellite platforms and cable television networks. Additionally, we are again threatened by the excess of regulations coming from the Ministry of Infrastructure. The process of digitalization of television must guarantee appropriate enforceable regulations favoring competition.

Witold Kołodziejski: It is true that one of the sources of our problems is the lack of a digitalization act.

Jarosław Pijanowski, UPC: As a cable TV operator, I am glad that the digitalization of ground television limps. He have already completed digitalization in 90 percent. As far as the crisis is concerned, we observe quite a surprising phenomenon: increasing unemployment is coupled with increased TV consumption. Therefore, paradoxically, it is quite a good time for development of the network. It is the best time to encourage further investments in the development of the infrastructure and digital services through the implementation of system changes, reduction of bureaucratic barriers and fiscal charges.



Andrzej Matuszynski, Cyfrowy Polsat: For us, the problem of digitalization does not exist at all. Digitalization is for us a business necessity, as it is not profitable for us to lease a satellite for analogue broadcast. I would like to point out that we, satellite broadcasters, are able to significantly reduce the problem of digital exclusion (loss of access to content by some subscribers due to switching off of analogue transmitters) – everybody knows that we sell our decoders at very low prices or even give them for free.



Krzysztof Burner, Vectra SA: I would like to confirm that we also subsidize digital-analogue converters heavily. However, the crisis poses some threat to the network development. For example, it results in a huge pressure on price reductions. Such a situation forces reaching for low quality equipment – mainly made in China – which may give a negative result in quite close future.

Heard in the lobby: “Well... It is quite a difference between having nothing interesting to watch on five analogue channels or three hundred high definition digital channels.”

### **13. Conference: “Condition of Polish Internet”**

The Condition of Polish Internet Conference was organized by the Information Society Department of the Ministry of Interior and Administration in co-operation with the Ministry of Infrastructure, the Electronic Communication Office, The Research and Academic Computer Network (NASK) and the Polish Information Processing Society.

During the conference, prominent experts, practitioners and ordinary Internet users exchanged their views on the most important issues associated with the condition and the biggest needs relating to the development and use of the Internet in Poland. On the other hand, the representatives of the infrastructure, content and service providers presented their plans, visions and actual assessments of the situation. The purpose of the conference is to exchange information and experiences, as well as to build mutual co-operation relationships between all interested centers that would like to take part in the process of development of the Internet in Poland.

### **14. VI Conference: “Information Technology in Administration: E-services for the Residents of the Silesian Province”**

The current edition of the *Information Technology in Administration* Conference was entitled “*E-services for the Residents of the Silesian Province*”, as it was devoted to the implementation of the Silesian Public Services Card (SKUP – Śląska Karta Usług Publicznych) with the functionality of an electronic ticket to all means of transport operating in the area of the Upper Silesian Industrial District.

The issue of this type of common ticket was raised many times in the past, but with no results. The reason for the difficulties was the lack of a method for financial settlements acceptable to all interested parties. The issue of standardization of the electronic ticket to all means of public transport is also important for other big cities or municipal areas all over Poland, especially for Warsaw, Poznań or the Tricity.

The implementation of the Silesian Public Services Card is possible thanks to the use of IT tools, especially the SEKAP IT system and the systems serving the companies and the means of transport involved in the process of provision of transport services to citizens.

The implementation of SKUP paves the way for the increase of the functionality of the card by the possibility of using it to pay for all other services associated with the operation of self-governments. In connection with this fact, at the conference, the possibilities offered by the card were presented to the representatives of the municipal and community offices from the Silesian area, the representatives of the public transport companies operating in the Silesian Province, i.e.: Śląskie Zakłady Przewozów Pasażerskich (railways), KZK GOP, MZK Tychy, PKM Jaworzno, MZKP Tarnowskie Góry (road transport), Tramwaje Śląskie S.A. (trams), and the Association of Polish Banks and the banks interested in the implementation of SKUP. The problems associated with the implementation were presented by IT companies involved in SEKAP and the SKUP project.

## 15. Workshop Seminar of CEPIS Workgroup

The Seminar of CEPIS Workgroup within the confines of the World Information Society Day continued its work concerning the definition of Professionalism in IT. CEPIS set the goal of supporting its members in the promotion of Professionalism in their home countries and the involvement of European Institutions in the assistance in promotion of the idea of Professionalism in information technology.

The CEPIS workshops presented various outlooks on the concept of Professionalism in different countries and constituted an attempt to identify common features. The purpose of the workshops was to formulate answers to two questions:

- How can Professionalism help Europe in the procurement of competent IT staff with the benefit for the economy and business?
- What action (actions) can be undertaken by Europe in order to promote Professionalism in its member states?

The workshops proved that coordinated activities within the EU bodies are necessary, especially within the confines of the European Commission, aimed at understanding of the fact that no common criteria can be established for Professionalism in IT.

## 16. Academic Seminar: "Current Issues Concerning the Decisions of the Court of Conciliation for Internet Domains at PIIT"

The seminar organized by the Institute for Inventiveness and Intellectual Property Protection of the Jagiellonian University assembled intellectual property experts from all over Poland and abroad. The lecturers in this edition of the seminar were: Ireneusz Matusiak, MA, President of the Court of Conciliation at PIIT, Anna Piechocka, MA, Member of the Council of the Court of Conciliation at PIIT, and Doc Paweł Podrecki, Jagiellonian University, Arbitrator.

## 17. Seminar on the digital heritage

The seminar was a presentation of the importance of digitalization of cultural achievements and safekeeping of digital resources in connection with the issues of state policy in the sphere of legislation processes, the EU recommendations, the country development strategy and the information society development strategy until 2013.



During the seminar, reports were presented and presentations made demonstrating the necessity and anticipated scale of national heritage digitalization, among others:

- By Juliusz Braun and Włodzimierz Marciński: What is the digitalization of the cultural heritage about? (Presentation of the importance of the digitalization of national heritage and proper storage and access through the Internet to Polish digital files for the presence of Polish culture in the European and world circulation, as well

as for the identity of Polish society).



By Kazimierz Schmidt and Katarzyna Ślaska: Where are we going? (Presentation of quantitative and qualitative objectives of the digitalization in the perspective of the next four years, taking into consideration the European context.)



- By Alek Tarkowski, Grzegorz Molewski and Jarosław Czuba: What do we need in order not to fail? (Presentation of the basic problems divided into three subject groups: financial needs, changes of laws allowing for archiving of internet websites and changes in the sphere of copyrights, and audiovisual heritage).



During the 2nd session of the meeting, the best examples of digitalization of national heritage were presented. These projects were discussed by: Tomasz Makowski, National Library, Nikodem Bończa-Tomaszewski, National Digital Archives, Tadeusz Kowalski, National Film Library, Edward Suchowski, Telewizja Polska SA, Grzegorz Molewski, Kino Polska Dystrybucja Sp. z o.o, Tomasz Cyz, National Audiovisual Institute, Marcin Romeyko-Hurko, National Museum in Warsaw, Jan Ołdakowski, Warsaw Uprising Museum, Maciej Kozłowski, Research and Academic Computer Network, Marek Goździewski, Modern Art Center, Jarosław Lipszyc, Open Education Coalition and Prof. Marek Niezgódka, Interdisciplinary Centre for Mathematic and Computerized Modeling of Warsaw University.



The organizers of the Seminar were: The Polish Committee of the Information for All Program at the Polish UNESCO Committee, the Ministry of Culture and National Heritage, the Ministry of Interior and Administration, the National Library, the General Directorate of State Archives, the Polish Information Processing Society. The party co-operating with the organizers was Kino Polska Dystrybucja sp. z o.o.



## 18. InfoShare Conference

The following topics were discussed at the conference:

- Can Poland become a home for a Silicon Valley? Marek Holyński, PhD (PTI, IMM).
- Eye tracking in usability research (and more). Piotr Jardanowski (Symetria).
- New initiatives of Sun – i.e. a few words about projects (Sun Glassfish Portfolio and openDS). Marcin Kozak (Sun Microsystems).

- Polish BarCamps and the market of startups – Will increased availability of funding result in global investments? Krzysiek Kowalczyk (UBIK Business Consulting)
- “Good, Bad and Ugly” – Automated methods of software quality improvement. Patrycja Węgrzynowicz (NASK).
- Public services provided by electronic means. Opportunities and threats to e-government services in Poland. Wojciech Wiewiórowski (UG, MSWiA).
- Search Engine Marketing – What should an IT staff member keep in mind? Maciej Gałęcki (Bluerank).
- Assaults on ATM’s, i.e. breaking the security of electromechanical equipment. Piotr Konieczny (Compendium).
- Secure virtualization = virtualization of security. Michał Jarski (Check Point Software Technologies).

## 19. Young Computer Scientists Convention

About 130 people participated in the 4th Convention and they presented more than 150 scientific studies. The subjects of the Convention included such topics as data classification and analysis, internet technologies, e-learning, artificial intelligence methods, computer modeling and simulations, etc.

The Convention has a form of topical panels, training courses, seminars and workshops. The coordinators of the panels are renowned experts from the world of science and IT practice. Submitted scientific lectures that received positive opinions are published in the addendum to the Polish Journal of Environmental Studies.

## 20. XXV National Telecommunication and Data Communication Symposium

The guests and the participants of XXV National Telecommunication and Data Communication Symposium that commenced proceedings on 16 September at the hall of the Electronics and Information Technology Faculty of Warsaw Technical University were greeted by the Chairman of the Steering Committee, Prof. Józef Lubacz, who reminded the 25-year history of the National Telecommunication and Data Communication Symposiums (formerly National Telecommunication Symposiums). The symposium was officially opened by the Rector of Warsaw University of Technology, Prof. Włodzimierz Kurnik (Eng).

In the opening lecture devoted to the trends of development of communication networks, the head of the research team of Alcatel-Lucent Bell Labs, Gee Rittenhouse, PhD, pointed out a disturbing trend: the increase of costs of more and more intensive transmission is faster than the increase of income from (broadly understood) network applications. The lecturer presented the work of Bell Labs aimed at counteracting this trend.

The participants of the panel discussion tried to find an answer to the question about the sense and scope of telecommunication market regulations. The predominant view was that with the development of the market, proceeding convergence of communication networks and equalization of the potentials of participating business entities (as the close end of the era of “national operators” was observed), we should gradually withdraw from regulation, or, at least, limit it to the protection against unfair competition.

The agenda of the 25<sup>th</sup> NTDCS consisted of two plenary sessions (overview lectures and discussion panels), topical sessions, lectures by WEITI University and movie sessions. The topics included a very wide range of issues, such as future telecommunication networks, network coding, legal dilemmas of new technologies, information society development strategies, next generation data communication services and telecommunications in industry-specific applications, multimedia techniques, optical telecommunication, radio communication, and information security.

The symposium was organized by the Electronics and Information Technology Faculty of Warsaw Technical University and the Faculty of Electronics of the Military Technical Academy. The event was carried out under the auspices of the Polish Information Processing Society.

## 21. XXVI Polish Teletraffic Symposium 2009

XVI Polish Teletraffic Symposium 2009 was devoted to the state-of-the-art data transmission technologies. The history of the Symposium begins with the onset of the Internet in Poland. One of the participants and the sponsor of the Symposium was Transition Technologies S.A.

The Symposium was devoted to the following research issues: modeling and optimization of computer networks, assessments of the efficiency of network protocols, mobile networks and systems, industrial networks, wireless communication, traffic on the Internet, intelligent routing protocols, network traffic management, multimedia transmissions, quality of network services. The topics of the Symposium included:

- theory of network traffic, modeling and optimization,
- assessment of efficiency and modeling of network protocols,
- mobile networks and systems,

- wireless communication,
- flow of information on the Internet,
- flow of information in fast packet networks,
- traffic models in optical networks,
- industrial communication networks,
- network traffic measurements,
- intelligent routing protocols,
- network traffic management,
- IPTV and multimedia transmissions,
- Quality of Service.

The organizer of the Symposium was the Institute of Automation of Łódź Technical University, the Computer Networks Institute of Łódź Technical University and the Łódź Branch of the Polish Information Processing Society. Sponsors: Microsoft, Transition Technologies, Ericpol Telecom the Municipal Office of Łódź.

## 22. Seminar: “Polish, European and World Information Society Development Strategies: Conclusions for Practitioners”

By the decision of the organizer, the seminar was postponed to December 2009. The purpose and the assumptions of the seminar are specified in the letter of Director Włodzimierz Marciński, the Ministry of Interior and Administration:

*“Adopted in 2007, the State Computerization Plan for 2007-2010 assumes the preparation of a multi-year strategy for development of an information society in Poland. Similar to the documents by the European Commission, it would become an interpretation of the undertaken steps aimed at the social and economic development of the state achieved with active use of state-of-the-art data communication solutions, and especially tools as popular as the Internet or mobile telephony.*

*According to the assumptions, the Strategy is to be a common public document elaborated in the course of discussions, recommendations and consultations between various institutions and communities. It will include the areas that are most important to the development of an information society. The participation of a possibly wide group of entities in the work on the document will allow us to prepare a coherent vision of the development of an information society in the next years.*

(...)

*The purpose of this meeting will be the exchange of views and experiences leading to formulation of particular postulates concerning the vision, goals, objectives and obstacles, as well as the responsibility for the dynamic development of the information society.*

*We assume that the discussion may focus on the following issues:*

- What should the future Polish information society be like?*
- What issues, ideas and proposals are considered to be the most important to the support for the IS development in Poland?*
- What examples of social development should we adapt from other countries?*
- What should the strategic goals be to achieve creation of information society?*
- What are the main limitations (threats) to the implementation of these goals?*
- What are the main factors supporting the accomplishment of set goals?*
- What steps, projects, ideas in the sphere of IS are undertaken or planned to be undertaken in the sphere of social welfare, health protection and security of citizens?*
- What objectives should the administration set for itself in order to achieve the goals?*
- What already existing documents relate to identified steps?*

- j. *What are the adequate information society development benchmarks?*
- k. *What should be the run of the line of demarcation between the responsibilities of the public administration and other spheres of life?*
- l. *What is the role of co-operation within the European Union and what conclusions come from it?*

*We adopted a very difficult schedule. We would like to have the community topical discussions recapitulated in the end of September. The presentation of mutually elaborated strategy should take place in the beginning of October and it should be presented to the government until the end of October.*

*We hope that particular proposals that can be described and catalogued emerge during the discussion. It would be very helpful both at the stage of formulation of detailed goals of the Strategy and during the preparation of the implementation plans. Therefore, we would like to ask you to consider the possibility of using of the following specification:*

*Topics:*

- m. *Strategic issue*
- n. *Index supplemented at the stage of compiling issues*
- o. *Goal to be achieved in 2013*
- p. *Measurement framework/benchmarks*
- q. *Barriers*
- r. *Necessary steps*
- s. *Role of administration*
- t. *Other stakeholders*
- u. *Best experiences*
- v. *Links to strategic documents*

*We would like the Strategy document to be short (up to 30 pages) and focusing on theses rather than unnecessary descriptions. It must be esthetic, as its important purpose is to promote the IS. The situation with the attachment containing the materials substantiating the theses is different.*

*We assume that the Strategy will be progressing and reviewed, assessed and guided on a regular basis. Each autumn, we would like to submit it to evaluation, and then modify it and supplement. Its implementation should be accompanied by specific action plans. What is the most important, it must be implemented!*

*We expect substantial and constructive discussion. We do not have to convince each other of the rightness of the development of information society. We are to set the ways of this development together and to help ourselves and other people to "have them properly planned, free of obstacles and jams, and leading to desirable destinations."*

*We count on wide consensus in the name of a common goal. We will never be able to meet all expectations, but we must strive at it!*

*Having in mind the above, I hereby would like to ask you to take part in the consultation meeting devoted to the issues of social welfare, medical care and security of citizens in the course of creation of the information society in Poland, which will take place on 22 September 2008 in the Column Hall of the Ministry of Health in Warsaw (ul. Miodowa 15) at 11:00 AM – 3:00 PM. The meeting will be chaired by Doctor Leszek Sikorski – The Director of the Health Care Information Systems.*

*I would like to ask you to confirm your participation until 18 September 2008, contacting Ms Aleksandra Domańska, member of staff of the Department of Information Society at the Ministry of Interior and Administration (e-mail: [aleksandra.domanska@mswia.gov.pl](mailto:aleksandra.domanska@mswia.gov.pl), tel. 022 52 92 352, fax. 022 52 92 392).*

*I am convinced that the meeting will form a perfect opportunity to exchange our experiences and opinions, and its results will allow us to adopt a common state policy in the sphere of the information society.”*