Thank you Mr Chairman, Mr Secretary General, Excellencies, Distinguished participants. My name is Ellen Blackler and I am with The Walt Disney Company.

I am speaking today as a member of the business community that is committed to advancing the goals of the Information Society. At Disney, our mission is to bring the magic of Disney to children and families throughout the world. We create and deliver a rich mix of local and global content - from app based games to TV shows and movies to e-books and magazines - in 75 languages to 166 countries, including the number 1 virtual world for children Club Penguin, which is itself available 8 languages.

In the WSIS, our participation has focused on establishing an environment that encourages the creation of the locally relevant content that fuels the Internet, inspires users to adopt broadband technologies and spurs ongoing investment in broadband and ICT.

Enablers of content creation include an environment supportive of free expression, both creative expression and political speech. It includes an environment of trust based on the rule of law where e-commerce can flourish. Protections for privacy, children, consumers and intellectual property as well as secure payment platforms are all necessary to ensure quality locally relevant content is available.

The World community expressed great optimism and vision in the WSIS summits of 2003 and 2005 by recognizing the potential of the Internet and ICTs to advance human society. Those summits established a framework for cooperation and forward action that has continuously advanced our widely held goals of increasing access to and use of technology by all the world's peoples.

While significant work remains to be done, there is no question that significant progress has been made. In large part that progress has been made as a result of entities from all parts of society working together towards common goals. Willingness to experiment, efforts tailored to local conditions, private sector investment and partnerships and cooperation between stakeholders are hallmarks of the successful efforts which have been documented by the WSIS review processes each year since 2005.

Overwhelmingly, a lesson we have learned from the stocktaking conducted in this WSIS +10 review and the year-by-year assessments before it, is that in the complex ecosystem of the Information Society we do best when all stakeholders work together to understand an issue, assess potential paths forward and implement solutions. One of the great values of the Summits was their forward looking recognition that multistakeholder approaches were required to fully advance the goals of the Information Society. We believe this and the other principles and commitments made in Geneva in 2003 and in Tunis in 2005 remain sound today.

There is of course much more to do. Through a continued focus on advancing the work of the Action Lines, we can live up to the vision of the Information Society outlined in 2005.

Thank you