

- Attracting broadband users for Web 2.0 applications also depends on the cost of retail broadband services. This in turn is usually linked to the cost of international connectivity. This session explored whether Internet users connect to the international Internet backbone and if all Internet Service Providers have their own international gateway or if the gateway is controlled by only one player? This session looked at how international gateway policies impact the cost of Internet service and what role Internet Exchange Points (IXPs) can play to reduce the cost of Internet access.

(B) Online Games Beyond Entertainment:

- Many teenagers have become addicted to online games. While parents may seek to curb their use, this popular pastime can lead to more than just fun and games. Businesses are now using games to get feedback on new product lines, make major announcements, and build customer loyalty. Political activists have also gotten into the act. Games are used to mobilize voters and have succeeded in getting people to the voting booth, somehow breaking the magnetic attraction the computer seems to hold over many blurry-eyed users. Health activists have developed games to encourage good eating habits.
- This session explored how long will it be before companies selling harmful products like cigarettes or sugar-rich food will release games to attract new consumers. This mini-session discovered the role of gaming for fun, business, health, politics and more. How Youth Forum participants use gaming to advance their own agenda? How has gaming changed the way young people (and even some older ones) communicate?