

remote monitoring, wearable devices, robotics, virtual reality or augmented reality) contribute to new innovations, sustainable development and wellbeing.

### Summary of moderator's statement

Setting the scene for discussions, the moderator explained that debate should extend beyond scientific and technological frameworks. A focus should be placed equally on the long term evolution of technological choices as with the issues in relation to innovators. Application development extends to all that areas that are reached by ICTs, and where they can improve people's life convenience and create prosperity – for example in terms of mobility, health or leisure. Peer-to-peer technologies, which were first started with an attempt of two individuals to exchange music files online, have since ended up revolutionizing the music industry's business model. End users (4.6 billion mobile internet accesses over a global population of 6.7 billion) have now become active players within the global digital ecosystem.

### Summary of debate

NHK played a critical role in Japanese economic recovery with up to 50% in sales of flat-panel displays in July this year. 3DTV is the next challenge to HDTV, which might not be the ultimate 2DTV as the field of view can be extended to 100 degree increasing the sense of reality and presence. Technologies can be a vital tool in response to economic downturn or as a catalyst for future growth; they also must genuinely fit people's needs and requirements in order to be sustainable.

If TV is considered as a first screen, PC as a second screen, mobile phone as a third screen, then a human-centered, TV-like display with all integrated functionalities working seamlessly together would be a forth screen. With video content becoming more popular in daily digital media (an iPhone transfers in average 10 Gigabytes of data on a monthly basis in comparison with 1 Gigabytes on regular phones – mainly due to video-centered applications), new applications for medical use or education need international standards. Digital broadcasting service is one of the dominant components of an information society – in/outdoor TV representing 8% of all individually received information.