Integration of broadcasting, multimedia and other services is a challenge for ITU in terms of standards specifications.

WiMax is an open wireless broadband platform, with some. 500 networks deployed in 145 countries. It enables personalized services and new protocols, which in turn open a new horizon of options for doing business in diverse contexts across all continents.

Network capabilities coupled with sensing technologies allow for powerful applications such as real-time visualization of moving objects (e.g. cabs in New York in view of an optimized city circulation planning). However, these raise a number of important privacy and security related issues.

To some extent, technologies do help change individual and collective behaviors. Using transcription technology in teleconferences triggers an impact on diplomatic dialogue, because it makes speakers pay more attention to the statements they make. However, technologies alone do not provide answers to all questions. Collecting questions from an audience in a conference room would be more effective if using post-its due to attendees' potential reluctance to voice out questions. Despite everything, access to the web (1.5 billion worldwide) or to online services such as Twitter is relatively limited or of interest to a specific demographic segment only.

Overall, more attention is now paid to the idea of user-friendliness as technologies evolve on mature grounds. Large companies are hiring ethnographers and anthropologists to observe how people deal with their technologies. Because innovation is driven by market needs, having a good sense of what people fundamentally want is critical for any new product development. Becoming an industry leader is only possible if companies have correctly anticipated its consumer's needs.

Consequently, users are becoming more and more involved in designing products as the way technologies are being used by user communities becomes more relevant. Standards are increasingly focused on frameworks rather than