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FOR IMMEDIATE RELEASE

World Summit Award New Media for a Better World

As promising as the idea of the global information society seems to be, a frightening matter of fact is the steadily growing digital divide and content gap. The speed at which information and communication technologies develop exceeds the content industries capacity to produce quality e-content that puts emphasis on topics like cultural heritage, diversity and identity. The economically weak are most likely also to be information and content impoverished. The opportunity of low income people to access or even to produce contents is limited from the outset and their ability to pay restricts them in all their choices. Not only the economically well developed regions, but also the least developed countries should be able to access high quality information.

The World Summit Award (WSA) was initiated in 2003 in the context of the United Nations' World Summit on the Information Society process in order to place the spotlight on the use of ICT for quality applications and information services and on rich local content development and their key contribution to a global information society. By promoting best practice quality content, WSA contributes to the recognition of diverse cultures and provides support and sustenance for local languages and the appreciation of linguistic diversity on a global scale in order to break cultural and linguistic barriers and to facilitate economic maturity in every society by narrowing the content gap. These activities directly empower entrepreneurs worldwide and in a broader sense support the UN Millennium Development Goals of ending poverty, saving the environment and giving a fair share to women.

To successfully achieve these objectives, WSA selects and promotes the world's best e-Content. This is done through national contests, a global contest, held every two years, and numerous content-focused national and international conferences and workshops – the WSA Road Show. WSA is a global platform for everyone who values the crucial importance of creative e-Content and innovative ICT applications to make today's information society more inclusive.

The progress of the creative content industry is benefited by the development of innovative applications and creative technologies. Therefore we believe that ICT Expo2008 is the perfect venue for WSA to hold its Road Show and in order to share our vision of bridging the digital divide and content gap through a strategically focused world-wide effort. If a true global information society is something you envision, then come and visit our booth and recognize those who put technological innovations to work. Together with ICT Expo2008, scheduled for 21-24 May 2008, at the JIExpo in Jakarta, WSA is set to leave social impact that hopefully will lead to long-term implementations that serve the information society and enrich people's lives.

For more information on WSA or ICT Expo2008, please contact:

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