

**Acknowledgements and outlooks from the studies and taskforces
for the Forum d'Avignon 2010**

The impact of digital technology on the world of culture and the media

Study L'Atelier BNP Paribas for the Forum d'Avignon 2010

*Taskforce with patrons and partners of the Forum d'Avignon run by Philippe Torrès, Hervé Digne,
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Main acknowledgements

The first decade of the 21st century is the one of the Internet and telecommunications: in ten years, the number of Internet users grew from 7 to 30% and the mobile subscribers from 10 to 73% of the world population.

The digitization of media is a process that will take another 10 years. For some media, the digitization rate is around 50% (digital television) when others just start their transition (films, books). In 10 years the ratio of digital content will represent the major part of the media content in developed countries.

This digitalization leads to a double movement of de-materialization (the media is encoded and available first on PC) and re-materialization (each digitized content is hosted by a terminal with a specific ecosystem of services).

In the prospective part (by ten years), several tracks are outlined:

- An industrial vision seems possible to expand the access to digital culture. In ten years, the association “hi-tech object + platform for online services” will be the standard access to culture in the digital world.
- Ratios of digital broadcasting should be reversed for many media, particularly in industrialized countries, even if the worldwide digitization of media will not be completed in ten years.
- Standard accesses to digital content will sprawl to culture in general. Disruptive behaviors observed since 2000 should be generalized. Four trends corroborate this finding: the connected TV will bring Internet practices in homes, in the heart of the family uses; the development of mobile services on Smartphones connected to broadband should expand the uses of the Internet to all situations linked to cultural access; Internet should strengthen its position as an all-media support, marketplace and global laboratory for innovation and a better access to culture; finally the digital gaming is expected to confirm its status as a new medium.
- The future challenges related to the development of digital technologies regard :
 - the convergence of the NBIC (nanotechnologies, Biotechnologies, Information and cognitive sciences technologies)
 - challenges linked to competition and innovation (« phenomenon of destructive creation of value emanating from disruptive innovations », new patterns of innovation around the *design thinking, co-conception, ...*

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The entire study is available on the [website of the Forum d'Avignon](#).

Outlooks - Culture and digital technologies: supporting innovation

- Implementing a **European fund to support business and marketing innovation in addition to technological R & D**. If IT companies in Europe benefit from real economic assets, the needs in terms of marketing and experimentation of innovative offers remain important.
- **Creating a sustainable environment conducive to innovation for cultural and digital industries**, reassessing the efficiency of a unique support to for R & D technology. How to do that: creating interdisciplinary centers in Europe (such as competitiveness clusters) in association with the tangible and intangible cultural heritage
- Supporting **networks of creators on projects fostering the sharing of the Internet users' skills worldwide**, such as the NASA project on Mars or the Giza Plateau with the Harvard Chair of Egyptology and the Fine Arts Museum of Boston. The goal is to use the Internet as a life-sized laboratory for the development of ergonomics in services.