

20 November 2007

## Global Innovation Outlook 3.0: Digital Content Creation



### **Anil Dash, Chief Evangelist , Six Apart, LTD.:**

People create because they can't not create. They love to make new things.

### **Kevin Werbach, Professor, Wharton School:**

Amateurs can create content and distribute it so much more easily and so much more widely.

### **Yair Landau, President, Sony Pictures Digital Entertainment:**

And a lot of that has to do frankly with the availability of broadband. You reach a certain level where enough of the population is online using broadband so that there's more and more video consumption that's a common experience on that platform.

### **Anil Dash:**

So the same tools that we use to talk to our friends and family, are the tools that we use to make the nightly news, are the tools that we use to make the great movies and the books that we see...

### **Dick Anderson, IBM General Manager, Media & Entertainment:**

The changes in digital content creation are permanent. They're going to continue, because the barriers to creating it have dropped so dramatically.

The business implications of these changes in digital content creation really go across all industries. And they'll be profound.

There will be significant new business models that are created out of this, and we're already seeing that.

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