



Indigo
Brainmedia



Four Minute Review

ISSUE 1

JANUARY 2009

Special Sponsor Edition: Indigo Brainmedia and the WSA Winners' Celebrations 2009 in Mexico

**World Summit Award
Winners' Celebrations 2009**
June 10 – 13, Monterrey, Mexico

**Indigo Brainmedia and WSA -
a shared vision...**



Thanks to the generous invitation of Indigo Brainmedia, Mexico, and the leadership of Ramón Alberto Garza, it's CEO, in 2009 the World Summit Award (WSA) will hold its bi-annual events to promote the world's best e-Content in the City of Monterrey.

It will be the forth time since it's launch in 2003, that WSA will select, showcase and celebrate the most outstanding local e-Content and innovative applications. The events will take place from June 10 - 13, 2009 in conjunction with the United Nations GAID Global Forum.

The four days celebrations in Mexico will provide a unique opportunity to meet and connect with WSA winners, ICT experts, business leaders, multimedia producers and creatives as well as government and business leaders who will be handing out the trophies and giving their recognition to the 40 Winners' Teams at the Gala evening. Along with the Winners' Conference and Exhibition, this years' celebrations will include several events held by the World Summit Youth Award and focused on the use of the Internet and mobile applications to put the UN's Millennium Development Goals into Action.

This newsletter is dedicated to Indigo Brainmedia as the host of the upcoming Mexico events and introduces to the the reader the detailed program of the upcoming celebrations. Please be inspired and invited!

Peter A. Bruck
WSA Chairman of the Board

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In 2007, Índigo Brainmedia - an online multimedia magazine from Mexico based on the principle of providing understanding and entertainment - was selected and honored by the WSA as one of the best examples of e-Creativity, e-Content and e-Entertainment in the world. It is at the Winners Celebrations' in Venice that Ramon Garza, Indigo's CEO, had a chance to learn more about the WSA initiative, to personally meet the team and get inspired by seeing other winners' presentations and speaking to the teams from over the world.



"At the WSA 2007 Gala in Venice, it was made vividly clear that we are at the threshold of a new revolution that will eliminate the role of media as epicentres of information, giving every single human being the opportunity to become a generator and a broadcaster of multimedia content." says Ramon Garza, President and CEO of Indigo Brainmedia.

Indigo Brainmedia's platform allows for complete interactivity through a range of formats including video, animations and audio, creating a unique experience in which users read, watch, hear, touch and feel each of the articles through the latest, most advanced technology in the market. Far from being mass media, our publication is Brainmedia: the premier new expression of modern media, seeking minds willing to transform themselves through content that raises consciousness.

It was in Venice 2007, that the decision was made and Indigo Brainmedia became one of the WSA most dedicated and visionary partners and sponsors for the upcoming years. Several months later, Indigo furthermore has decided to act as the host for the Winners Celebrations 2009.

WSA Winners Celebration - Program Introduction

Winners' Conference

Giving voice to the content creators
June 10 - 12, 2009



For three days, the 40 World Summit Award (WSA) Winners teams selected from around 20.000 applications from all over the world, will take stage to present their awarded projects, meet each other in a panel discussion, share their visions on ICT, Creativity and Innovation, speak about their experience and ask and answer questions. Each session will be thematically dedicated to one of the WSA categories and moderated by a member pf the Grand Jury.

The conference will be dedicated to Innovation and creative use of ICTs, which lack sustainable value if not driven by quality Content. Using and working with technologies creatively can improve the lives of many – this shall be clearly demonstrated and showcased during the three days in Monterrey on concrete examples of excellence from all parts of the world. Creativity is not bound to being rich in terms of material goods, infrastructure and access to networks: it is a “natural resource” of the human mind everywhere in the world. Bridging the digital divide is therefore a matter of Content.

The WSA Winners Conference will be a unique opportunity and an invitation not only see the best examples of taking the main challenges of the new Information Society, but also to personally meet those behind the Best in the Content industry, from e-Learning to e-Health and from e-Entertainment to e-Inclusion.

Winners' Gala

Celebrating richness and diversity in e-Content
June 12, 2009

The Gala Celebration is the highlight of the entire WSA process 2008-2009 and a unique ceremony to honor excellence in multimedia and e-Content creation. Up to 40 winning teams in 8 categories from all over the world will be present and handed out the awards by highest level international dignities.

The Winners' teams will be invited to personally receive their certificate and trophy from dignitaries of government, the private sector and the United Nations. The Gala is orchestrated as a two hour show, with music and multimedia elements. Global webcasts and TV broadcasting are planned to cover the event.

The winners' celebrations shall start by a half an hour World Summit Youh Award (WSYA) celebration followed by the main WSA Gala.

By bringing together government, business and civil society, the WSA supports the creation of synergies between suppliers and users of communications applications and assists in connecting practical applications and innovative ideas.

DATE:	June 12, 2009
TIME:	19:00 hrs
LOCATION:	Parque Fundidora, Monterrey, Mexico
HOSTS OF CEREMONY:	Peter A. Bruck (Austria) NN (Mexico)



Content Caves

Presenting the world's best practice examples of innovation in e-Content
June 11 - 12, 2009

The Content Caves will offer a platform for a truly outstanding experience for everyone interested in e-Content and the creative use of ICTs and who is ready to explore and discover the industry's latest trends and innovations. The world's best content producers will be given the showcase they deserve and presented in 40 “content caves”, a new media exhibition of its own class. The displays will be hosted in the basement floor of the Pabellón Planta Eléctrica at the Parque Fundidora in Monterrey. Be inspired, be surprised!

WSYA Global Huddle

A young world with a challenging future:

Ideas on action

June 11, 2009



Putting the Millennium Development Goals into action...
What is necessary to do so?
What are the benchmarks?
What is working best?

At the WSYA Global Huddle the 15 Winners of the World Summit Youth Award (WSYA) and 10 Runner Ups will discuss and talk about how they use internet and mobile content to create global awareness of the UN MDGs. Young people will have to act on MDGs if the earth should become a better place and if human kind should have a chance to survive without major catastrophes and cataclysms.

The WSYA winners will focus their debates – together with two experts working in the e-Content sector – on e-Content creation and necessary strategies to address the MDGs. WSYA Fellows are invited to join and have a hand in presenting their ideas on action.

WSYA Amphitheatre

E-Content for e-Change: strategies for action

June 12, 2009



Young people use ICT contents for millennium issues. The WSYA Amphitheatre shall provide an opportunity for world best and most creative young producers to discuss the UN MDGs, Motivations, Strategies and Visions with

three prominent High-level Officials, e.g. from the United Nations or UN GAID.

After input statements by the high-level dignities and an inner circle discussion between those prominent supporters of the MDGs and the young creators, also WSYA Fellows and the general public are invited to join in.

Partner Events

UN GAID Annual Global Forum

June 10-12, 2009

In 2008, WSA was officially included among United Nations' Global Alliance for ICT and Development (GAID) flagship initiatives.

Moreover it has been decided that WSA Winners' Events in 2009 will be held in close cooperation with the GAID's Global Forum, which responds to the demand for an inclusive platform for cross-sectoral policy dialogue on the use of ICTs for enhancing the achievement of internationally agreed development goals.

All WSA participants are invited to take part in public sessions of the Forum (and vice versa) and a joint program for WSA and GAID Events in Mexico will be developed and distributed.



UPCOMING EVENTS 2009:

Swiss Online Marketing, April 1-2

WSA will exhibit the World's best in eContent at the Swiss Online Marketing exhibition, which will take place in Zurich from 1 - 2 April 2009.

The Swiss Online Marketing Team has also extended its cooperation with us onto all former WSA winners and is offering a special deal: Any former WSA winner, who decides to take an exhibition stand of 4 m² or more at

the Swiss Online Marketing, receives a speaker slot at the of at least 30 minutes to present your product and company.

Should you be interested to learn more about this special deal, please contact gilberd@icnm.net

NEXT ISSUE:

- » **NEW WSYA PATRON:** introducing Ms Gabriele Burgstaller, Governor of Salzburg
- » **WSA GRAND JURY:** Meet the Jury members 2009
- » **WEBIST Conference:** WSA in Portugal

World Summit Award Office
c/o ICNM - International Center
for New Media
Moosstraße 43a
A-5020 Salzburg, Austria
Tel: +43. 662. 630408
Fax: +43. 662. 630408.22
email: wsa@icnm.net