IGF 2018 BPF on Local Content
Virtual meeting I
6 July 2018

meeting summary

1. The IGF 2018 Best Practice Forum on Local content held its first virtual meeting on 6 July 2018. A recording of the meeting is available here play recording . The purpose of the first meeting was to discuss the focus of this year's BPF on Local content, and explore possible paths and actions leading to the BPF's output.

2. During the round of introductions the participants to the call indicated some points of interest in the topic of Local content:
    -   Role of national broadcasters as local content producers;
    -   Local content is an important topic for NRIs;
    -   IDNs and Internationalized domain names;
    -   Online content in local scripts and languages;
    -   Lack of locally created and hosted content and services;
    -   Existing Initiatives supporting the development of locally relevant content.

3. Call participants received an overview of the 2017 BPF on Local content.
    The 2017 BPF took first a more theoretic approach and defined what is 'locally relevant' local content and explored how it could be one of the engines driving the development of the local Internet and as such contribute to the achievement of the SDGs. The BPF then collected case studies of projects creating or supporting the creation of locally relevant content.
    The BPF 2017 output document is available on the IGF website at
    https://www.intgovforum.org/multilingual/content/bpf-local-content-2017 .

4. The participants were briefed on the proposal for the 2018 BPF on Local content that had received support from the MAG. One section from the proposal was highlighted as it describes a broad framework for the BPF to work from:
    "The BPF intends to look at the needs of SMEs, startups, and content providers at the local and national level, as well as explore what hinders international and global providers of content and services from offering content in specific countries, regions and areas. Special attention will go to the developing countries' perspective, both with respect to building up a local content 'industry' and enabling local users to access content offered by global providers." (from proposal for a 2018 BPF on local content, link)

5. With regard to local content creation and the development of a local content value chain, participants at the call pointed at three realities:
   - New local businesses, entrepreneurs, SMEs, developing their own models to commercialise content and be self-sustaining.
   - Policy, projects and initiatives creating an enabling environment for the development of a local content industry, including schemes and programmes providing support to start-ups, SMEs etc. to help them to become self-sustainable.
   - Existing models (in legislation, regulation, incentives or international and national policies) to promote, support and subsidize the creation of local online content of a cultural and educational nature or the transfer from traditional media to digital platforms.

6. For the BPF it may be interesting to look for examples of the three models, and to take into account two perspectives:
   - Completely new models and approaches, typically developed for online platforms and applications that didn't exist before;
   - Measures to incentive the transition from traditional models to the new online reality.

   It was pointed out that the traditional media sector, and in particular the national broadcasters, are historically important producers of local content and content in the local language. These creators and providers of large amounts of local content are now facing a transition to become (also) relevant online players. Their experiences and examples may be useful lessons on 'how to how to combine the best of the old world with the best of the new world'.

7. The participants shared some initial ideas on next steps. It was felt that organisations with a lot of experience, such as UNESCO, WIPO, etc. could deliver valuable contributions to the work of the BPF, and should be approached. The BPF briefly discussed if a survey (similar to the BPF2017) would be useful to collect input for the BPF. There was some support for a survey, however it was felt that this needs further discussion on its use and feasibility within the limited timeframe of the BPF.

8. It was suggested to hold future meetings at the same time, 2pm UTC, a convenient time for most participants.

9. Participants were reminded to subscribe to the BPF mailing list; and reach out within their networks to get more people involved. Sign-up at https://intgovforum.org/mailman/listinfo/bpf-localcontent_intgovforum.org

Meeting recording
https://intgovforum.webex.com/intgovforum/ldr.php?RCID=367b5d28feaa98f9f6b39f7e351acfe6

List of Participants

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