



Autor: Sigurd Schuster, NSN

Datum: 20.09.2010

IDEEN - VORLAGE 2010

Titel der Idee (Schlagwort)	“Communication Services in the networked society”
Kurze Beschreibung	As known, the world is evolving from the industrial to the knowledge society. ICT enables and supports this evolution. Traditional telco services (voice, data, e-mail ...) have been complemented by a wealth of value added services available through the Web, just to mention Google or the Appz on the iPhone, or numerous enterprise applications. Cloud based services/XaaS have started to evolve, M2M as well. The ICT ecosystem may have an opportunity to create additional value by developing new, interoperable Services for the global networked society, serving user needs on a contextual/semantic level by using information and knowledge available through the Web, globally and locally, and including a “higher level” of man-machine communication.
Konkrete Aktion (Projekt, Konferenz, Arbeitskreis, ...)	Working Group / Arbeitskreis. Depending on outcome, Berliner Gespräch
Geschätzter Aufwand (Ressourcen, Kosten, ...)	tbd
Ziel: „Was will der MK erreichen?“	Understand from a holistic/interdisciplinary perspective how the ICT ecosystem can provide additional value to the users (“users” mean here in a wider sense consumers, professionals, machines, and their respective interactions). Specific topics could be e.g.: - how could the ecosystem contribute to create and provide such services? Key contributors / enablers? - how to adress the challenge of trust/privacy/security? Trigger suitable activities (such as research, cooperations, ...)
Adressaten: „Wen will der MK ansprechen?“	Academia/research institutes, EU commission/national government, ICT ecosystem (CSP, ISP’s, ICT industry, plus selected verticals/adjacent industries/public institutions). Potentially regulators.
Dauer	tbd
Bevorzugte Zeitplanung (warum?)	tbd