



GRAND DUCHY OF LUXEMBOURG  
Ministry of Foreign Affairs

Directorate for Development Cooperation



European Union Africa  
Infrastructure Trust Fund

# Content Development

## Strategies for Content Development



# Introduction

- Individuals are mainly concerned with information that is relevant to them.
- The amount of data that is directly relevant to a given population may be relatively small.
- The content that is most important to people is typically in their own language and is relevant to the communities in which they live and work.
- The objective is to develop relevant content and ensuring that is available to people in a format and language that applies to them.

# THE RELATIONSHIP BETWEEN LOCAL CONTENT, INTERNET DEVELOPMENT AND ACCESS PRICES

- Much of the world's content remains inaccessible even to the local population, not to mention at a broader level. There are many reasons for the existence of this "content divide".
- Various measures show that developing countries are quickly becoming important sources of content and their share of global content creation is increasing.
- The growth of local content varies across countries and is tied to enabling factors such as the level of Internet infrastructure development.
- An OECD study published in 2011 showed that there is a strong correlation between the development of network infrastructure and the growth of local content

# Stages of local Content Development

## Creation

- Oral creation
- Pen/pencil
- Computers
- Software
- Cameras
- Mobile phones
- Internet (applications)**

## Preservation

- Paper/printing
- Recording devices
- Magnetic tape
- Hard drives
- Internet (storage)**

## Dissemination

- Oral dissemination
- Paper/printing
- Photocopier
- Telephony
- Broadcasting
- Internet (hosting)**

## Utilisation

- Computers
- Mobile phones
- Televisions
- Radios
- Education
- Internet (access)**

Source: OECD

Knowledge sharing requires tools and skills to be efficient. These tools have evolved over time as local content has been created, recorded and distributed for centuries but there have been a number of key technological leaps that have had a large impact on information sharing.

# Internet: Content Creation

- The power of the Internet lies on the edge and not in the core.
- The Internet distributed design has helped empower users as content creators
- The Internet plays a key role in all steps from content creation to its distribution
- The Internet serves as a vast repository for information that can be used to support content collection and creation.

# Internet: Communication and Collaboration

- One of the important ways that the Internet supports content development is via tools that support collaboration.
- The tools enable content creators to communicate and exchange ideas using platforms such as social networking sites, video conferencing, and instant messaging sites.
- The Internet has provided a platform for crowd-sourced content creation and community-developed and peer-reviewed knowledge bases such as Wikipedia.



# Internet: Content Creation tools

- The Internet also delivers free tools for content creation that were previously provided as software for users to purchase.
- Free open-source versions of software are now available for download over the Internet.
- One of the key developments, however, is that the software itself is now hosted on the Internet, requiring users to only have a very basic terminal, such as a mobile phone to access it.

# Internet: Content Distribution

- The Internet's largest contribution is the potential it gives to creators to disseminate information their content widely and nearly instantaneously at a very low cost.



# **STRATEGIES FOR CONTENT DEVELOPMENT**

# 1. Capacity Building

- Creating local content, recording and distributing it benefits from a specific set of skills and tools.
  - raising awareness of use of ICTs,
  - developing regional standards for information literacy,
  - establishing centres of ICT excellence (CoEs) and
  - Regional online learning resources.

## 2. Access to Content Creation Tools

- In addition to Internet connectivity, ICT equipment such as computers, mobile phones, cameras, scanners and audio/video recorders are important tools for digital content creators.
- Any trade barriers, taxes or levies that limit the development, production and importation of these devices, or increase their cost, could have a negative effect on local content creation and distribution at the local level.

# 3. Local Hosting

- The development of domestic content hosting services
- Identify ways to encourage local content hosting as a way to reduce international transit costs and increase the speed of content storage and delivery.
- Repatriation of local content hosted abroad
- Providing incentives for building carrier neutral facilities will further encourage local content development and hosting

## 4. Local Content Forums

- Organise local content forums with an aim of identifying local content initiatives.
- The entrepreneurs driving new local content initiatives may require;
  - Mentorship and guidance
  - Technical support and advise
  - Financial support
- The forums may also serve as a soundboard for innovators to access the general perception or interest on local content ideas

# 5. Innovation and Technology hubs

- Innovation and technology hubs have emerged as centres of harnessing and developing unique local ideas into solutions to address local issues
- Establishing strategic partnerships and collaboration with Research and Development centres and institutions provides an opportunity to advance innovation.



# 6. ICT Incubation

- Establish incubators for small ICT businesses
- Creating ICT parks is important in attracting external investments in the local ICT and content space
- Attracting venture capital and angel funding is key to supporting establishment and growth of ICT startups

Smart Village Egypt



Ebene Cybercity  
Mauritius

# 7. Mobile Content



- The mobile phone is the most common interface for Internet connectivity in many countries
- Existing local content needs to be adapted to support mobile phone access
- New content should be developed with mobile phone access in mind



# 8. e-Payments

- Electronic commerce and services are growing in popularity driven by the high mobile access
- The growth of this services is largely dependent on the availability of electronic payment transactions and supporting legislation
- Availability of electronic and mobile payment solutions is critical to the development of relevant local content that is supported by economic business models



# 9. Local Content Contests

- Contests and awards provide an incentive to the community at large to innovate on local issues.
- Local content contests with suitable awards for winners would provoke interest and attention toward local content development
- Media coverage of the event and winners presents a unique opportunity to create a buzz on local content development

# 10. Over The Top Technologies (OTT)

- OTT Services such as Video on Demand, Gaming, VoIP, are bandwidth and latency sensitive services.
- Localisation of these services is needed to enhance their performance and drive up usage and demand
- Having an environment where OTT services can be provided can significantly contribute to local content development





GRAND DUCHY OF LUXEMBOURG  
Ministry of Foreign Affairs

Directorate for Development Cooperation



European Union Africa  
Infrastructure Trust Fund

**END**

