

Contribution to

## **KNOWLEDGE MANAGEMENT IN CONTEMPORARY EUROPE**

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### **A fresh initiative in digital networking for science?**

## **The problems are well known...**

- European media give a low priority to science
- TV coverage is particularly poor – much of the best is from the US
- This contributes to public distrust, and relatively low prestige of scientists
- In general our educational institutions make little use of video technology

## **The present opportunity...**

- The spectacular development of digital media provides a stimulus and opportunity for an initiative in content production/distribution
- The widespread adoption of English as the *lingua franca* steadily erodes linguistic barriers [*Do you speak Globish?*]

*Leo Enright:* “The gatekeepers to Europe’s digital superhighway are ready to act, but they are not prepared to take responsibility for **content**; the juggernauts are somebody else’s problem!”

## **What is needed?**

- A flexible digital video network, offering a critical mass of high quality content
- Aimed at the 2/3 of Europeans who regard TV as their first or second most reliable source of information
- Operating at regional, national and international levels
- Fostering collaboration and dialogue
- Promoting capacity building
- Contributing to the assessment of the impact of scientific research on citizens

*A personal note:* I believe it can also make science education at all levels more lively and efficient! The universities have been very slow to follow the lead of (e.g.) the Open University.

## **Has the time come?**

# **TF-Media: TERENA Task Force on Media Production, Management, and Distribution**

A task force is established under the auspices of the TERENA Technical Programme to collect ideas, knowledge and experiences about technical and legal aspects of federated multimedia production, management and distribution services on a pan-European scale.

The Task Force on Media Management and Distribution will explore the architectures, workflow processes and functionalities of different rich media management and distribution systems and services, as well as the possibility to federate media repositories (i.e., providing federated access and also the federation of content) at the European level.

**2<sup>nd</sup> meeting 27<sup>th</sup> May Vilnius!**

# The problem?

*Car rental*

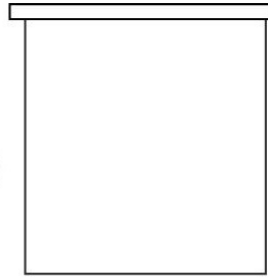
*Taxis*

**INFORMATION**

**KNOWLEDGE**

**WISDOM**

You need the full range of skill sets for modern air travel!



At this (still formative) stage,

**your contributions and comments are very welcome!**