

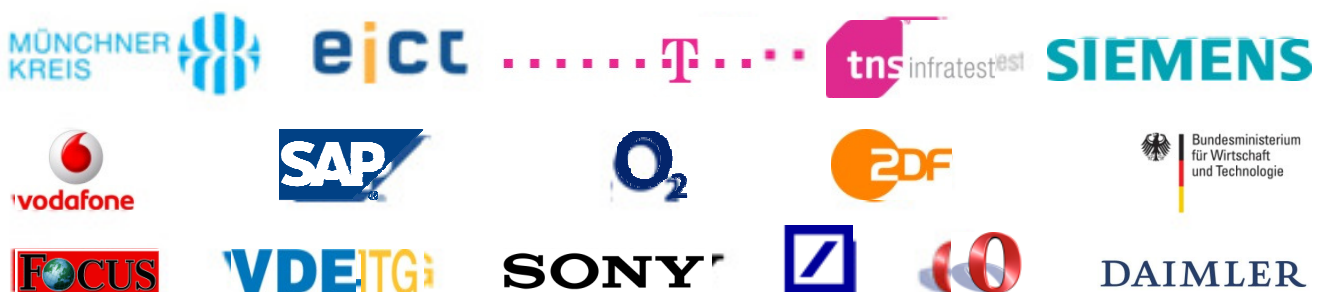
Press information

Digitalization requires social change

An international future study demands more responsibility and training in dealing with digital media / awareness for digital identity protection is required / a balance between data protection laws and commitment on the part of the business community is needed / Germany's greatest competitive opportunities are in the areas of security technology, e-energy, e-commerce and e-health

Berlin/Munich/Bonn, 4 November 2010 – Citizens must learn how to handle digital media on the open Internet in a secure and self-evident manner. Such is the central demand of the future study whose results were presented today in Berlin. "It is important to be aware of the security risks of using the Internet and to take the necessary precautions. However, providers must also ensure that the security measures are easy to grasp," says Prof. Arnold Picot, Chairman of co-publisher Münchner Kreis. This will benefit both citizens, because they will become aware of the significance of their data on the Internet and thus of their so-called digital identity, as well as society, because electronic processes will be implemented faster and easier for the benefit of all citizens. The government should also provide impetus for changed awareness. Experts believe that the government should do more to inform people about the risks, rights and obligations in regard to the handling of their personal data. Digitalization requires the promotion of additional competences. According to the experts surveyed during the study, the most important key qualifications when it comes to dealing with the new media are the ability to search for information and to evaluate results – over 80% of the experts consider these skills to be particularly important. This requires educational measures – both in the academic field as well as in further and continuing education. According to the respondents, a policy is needed to kick off the implementation of an integral educational structure. The publishers also recommend the introduction of a nationwide, standardized Internet driver's license as well as a guideline with simple and clear rules for Internet use.

One example of the responsible use of new technologies is the new ID card, a tool that was launched at the beginning of November with which every citizen can document his/her identity at any time - offline as well as online - in a self-determined, transparent and secure manner. More than 50% of German experts estimate that the new ID card will be particularly relevant for e-government, proof of identity and online banking. The authors of the study state that widespread acceptance should be created for this among the population through the





provision of information and education. That is because promoting the individual security of individual citizens on the Internet will also benefit companies and institutions in Germany. The authors are convinced that the generally rising acceptance of electronic processes due to people's increasing trust of digital processes will increase competitiveness.

Another demand is for companies to more intensively support digitalization not only in regard to process optimization but also in order to better integrate partners in development and shorten development cycles with open innovation models. To this end, companies will have to train their employees even more intensively in the use of digital media and increasingly implement IT solutions. According to the study, a stable legal framework is required for digital cooperation among companies, institutions and citizens that is based on trust.

The experts see big opportunities for Germany in security technology and in mobile broadband Internet. About 80% of these experts consider these trends to be particularly important for the future economic development of Germany. But the influence of ICT on classic application industries in the areas of e-energy (66%), e-commerce (65%) and e-health (63%) as well as embedded systems (58%) is considered as extremely important for Germany by the experts. It is in these promising growth markets that Germany has the potential to achieve a leading and top position. The German economy meets the requirements of system integration and standardization in the areas of security technology and embedded systems in particular. The same applies to the Internet of things – i.e. to the electronic networking of everyday objects. However, all too often Germany lacks the so-called hybrid innovations which combine new ideas in products and services with new market and business strategies and drive them.

During the study, 880 experts were polled about current ICT and media developments in an Internet-based quantitative survey. Furthermore, 97 experts held discussions in a moderated online platform on this year's three main topics: "ICT and competence(s)," "ICT and security" and "ICT for new business fields."

All the results of the study are available for downloading free of charge: www.zukunft-ikt.de, www.muenchner-kreis.de, www.eict.de, www.telekom.com/zukunftsstudie, www.tns-infratest.com/zukunftsstudie or www.bmwi.de. The results will be discussed during a meeting in Berlin on 5 November and will be supplemented by additional, concrete measures. The overall results will then be included in the summit process for the Fifth National IT Summit of the Federal Government on 7 December in Dresden.

About the "Future of Information and Communications Technologies and Medias" study:

The study "Open to the Future – Open in the Future" study was conducted within the scope of the long-term project "Future of Information and Communications Technologies and Medias" jointly by publishers Münchner Kreis, EICT, Deutsche Telekom, TNS Infratest, Siemens, Vodafone, SAP, Telefónica O₂, ZDF and sponsors



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