



MINISTRY OF ECONOMY AND TRANSPORT



www.gkm.gov.hu

Theory and Practice

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Need for digitalization of the league with Mephistopheles



*Fear not! This
league with you
I shall not break!*

*Асаоо јј а кује
перујјар јује.*





Metamorphosis of communication

**Face to face,
Body to body**



Oral communication

**Disappearance
of the body**



**Communication via
media (Pictures, Statues,
Buildings, Books, Films,
Television, Radio)**

**Resurrection of
the body**



**Internet based
communication (3D
simulation)**



Paradigms of Knowledge

<u><i>Order</i></u>	<u><i>Determined chaos</i></u>
Facts, Data, Standards	Skills, Competences
Introduction, Leading	Discovering, Exploring, Navigating, Browsing, Searching
Memory, Stigmatized imagination	Power of imagination
Authoritarianism, Conventionalism	Spontaneity, Creativity
Fixed identity	Web identity, flexibility, role-playing
Repressed Childhood	Rediscovery of Childhood
Heroes, Martyrs, Celebrities	Gods



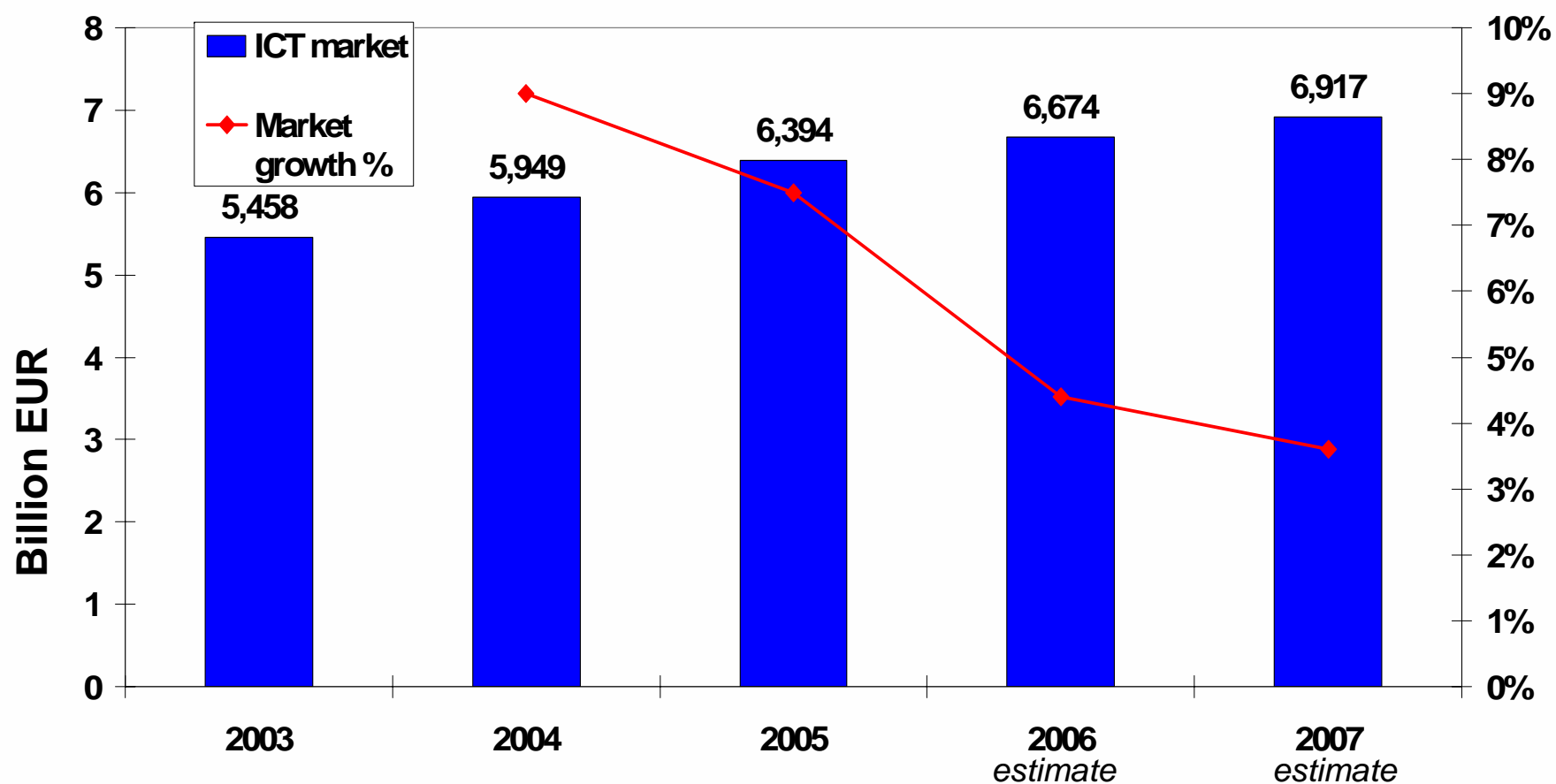
Historic step forward

- **May 1, 2004: ascension of Hungary to the European Union**
- **January 1, 2004: Access to the structural and cohesion funds**
- **Completing Information Society as a means of successful membership in the Union**





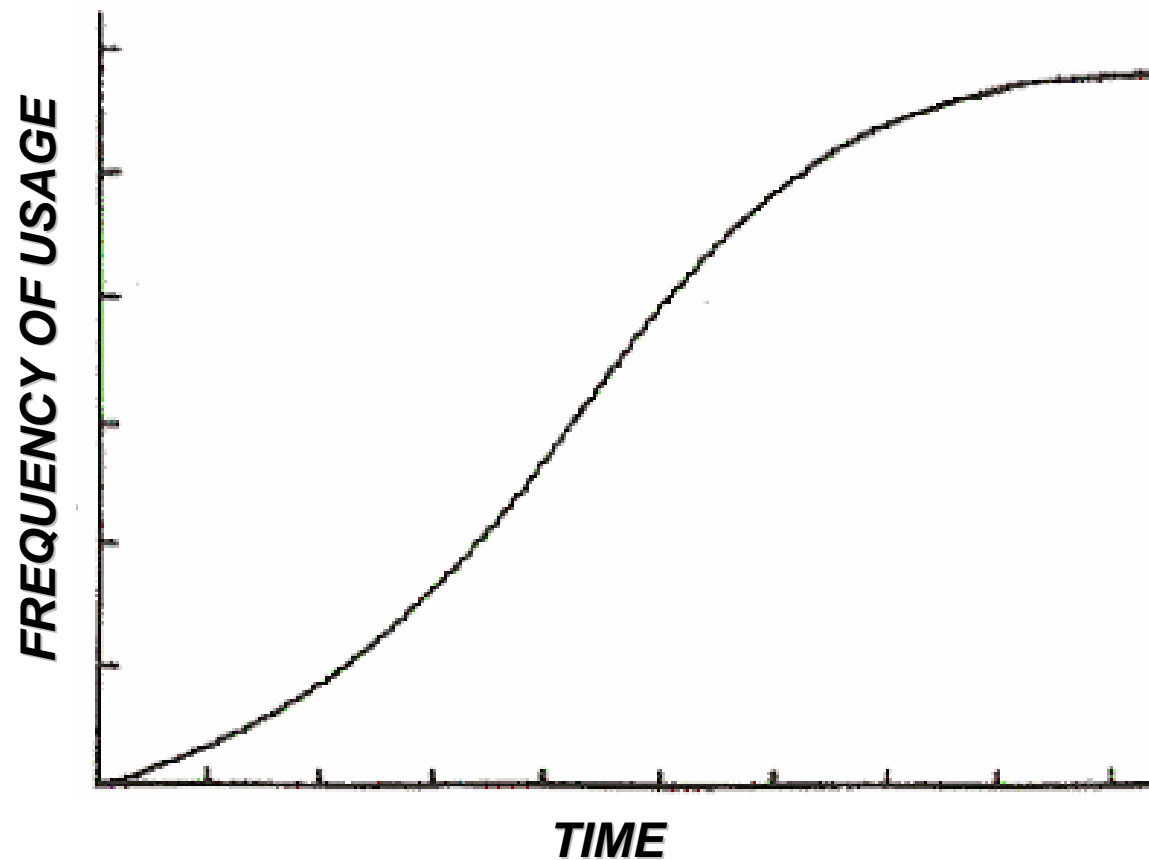
ICT market in Hungary (billion EUR)



Source: EITO, 2006



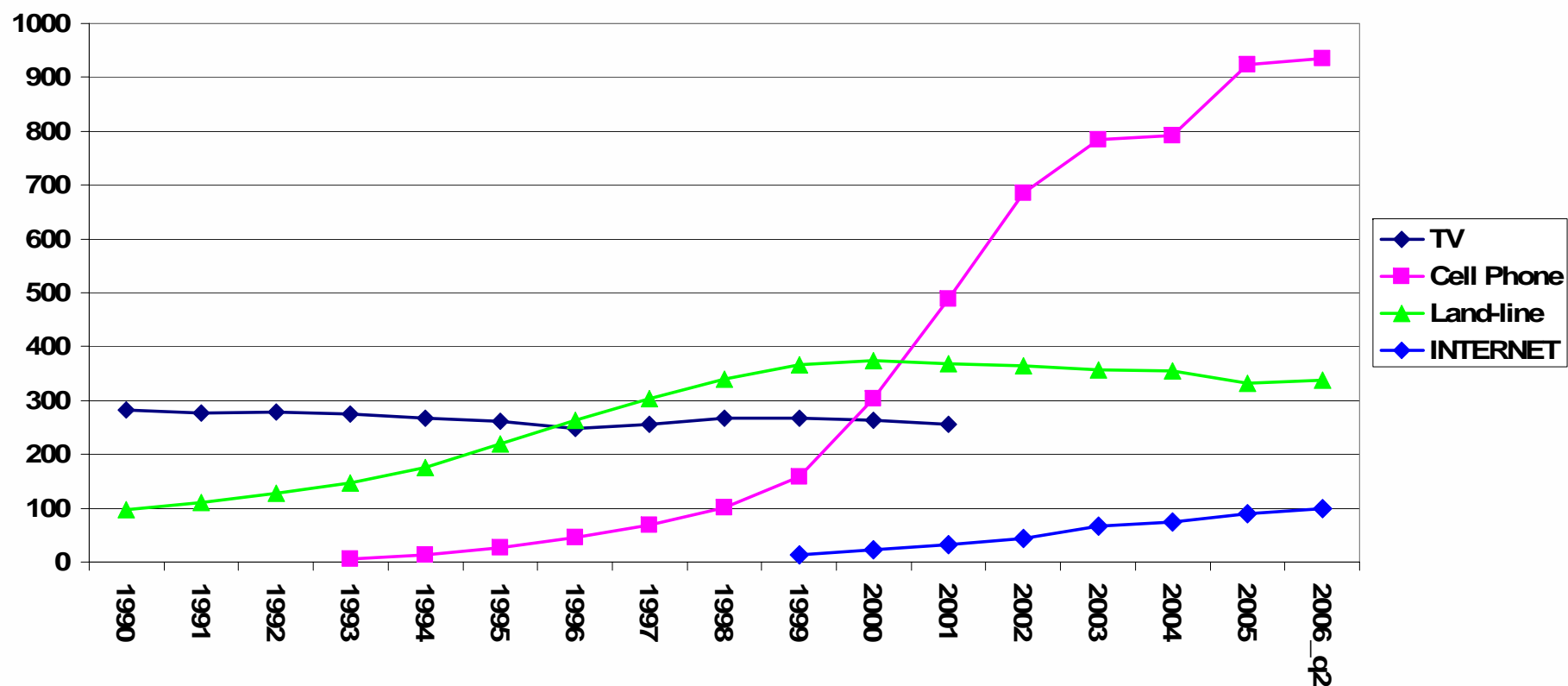
Diffusion curve of innovation





Rising trends

Subscriptions per 1000 persons



Source: NHH, HIF



The New Electronic Communication Act

- **Coming into force: January 2004**
- **Conformity with the new EU regulatory framework**
- **Stimulating competition**
- **Consumer focus**
- **New regulatory body with extended powers**
- **Emphasis on broadband**



Broadband for all **(Public Network Program)**

- **Basic function: providing public institutions with broadband internet access and content services**
- **Design:**
 - **State – market cooperation**
- **Technologies**
 - **ADSL**
 - **Terrestrial Digital TV**
 - **WIFI**
 - **WiMAX**
 - **UMTS**
 - **Cable TV**



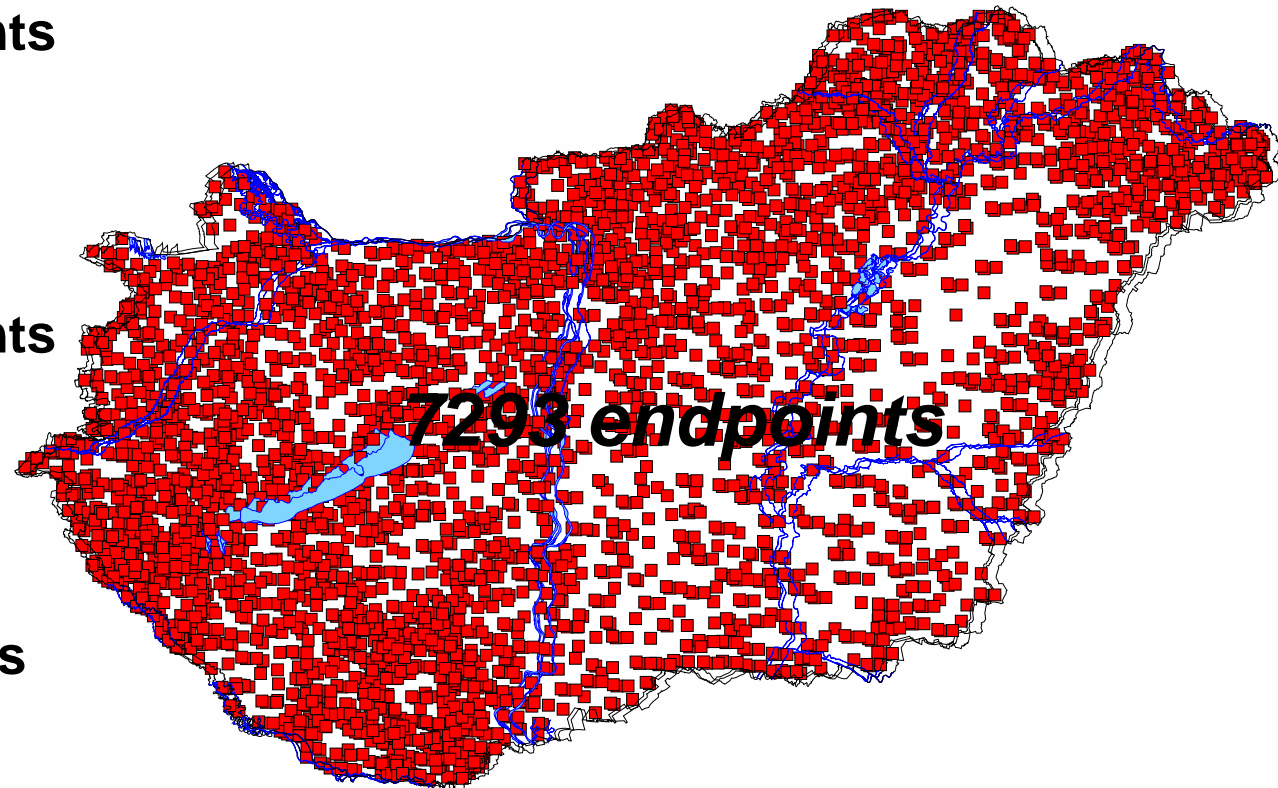


Pace of realization of the Public Network Program in Hungary (2002-2005)

**2005: 2508 settlements
with endpoints**

**2003: 1308 settlements
with endpoints**

**2002: 635 settlements
with endpoints**





Content development

- **Public audio-visual content archive**
- **National Digital Archive**
- **Sulinet Digital Database**
- **Centropa**
- **Virtual Encyclopedia**
- **Interethnic Knowledge Management**
- **Wiki content**

– Broadband – Narrowcast
– Creative Commons



Freedom of Electronic Information Act, 2005

- **Transparency**
- **Accountability**
- **Availability**
- **Search engine**





eGovernment

- **eGovernment portal:**
www.magyarorszag.hu
- **eTaxation**
- **Local eGovernment development:**
www.gvop.gov.hu
- **Electronic public procurement (planned)**
 - **Citizen Card (planned)**



Bridging the digital divide

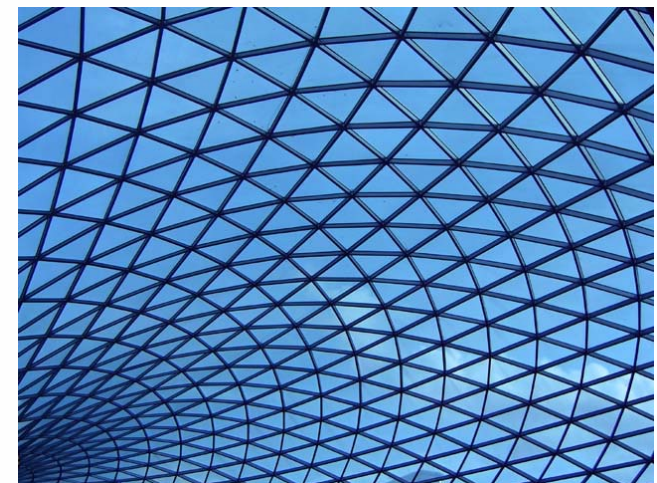
- **Brunszvik Teréz Program (kindergarten)**
- **Digital High School**
- **Grandparents – Grandchildren competition**
- **Roma self eGovernment programs**
- **eAccessibility programs**
- **Gender and age divide**





New Challenges

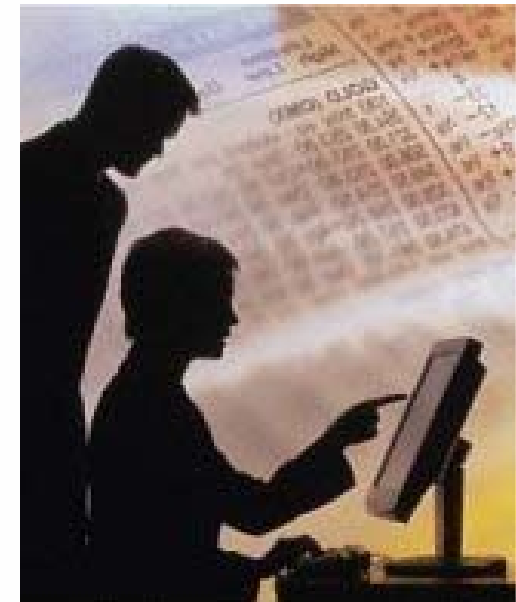
Mp3	Exchange: Skype, Kazaa, eMule, Bittorrent
DoubleClick	Google AdSense
Britannica online	Wikipedia
Personal weblog	Blog
Publishing	Participation
Advertisements	eBay, Amazon
Content management	Artificial intelligence
Virtual groupings	WiW
Central perspective	Periphery





New trends

- **Ambient environment**
- **Nanotechnology**
- **Biotechnology**
- **Convergence**
- **FTH**
- **UMTS, WiMAX**
- **Data mining, Data warehouses**
- **Grid computing**
- **Artificial intelligence**





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Thank you for your attention!

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presentation:

http://www.csepeli.hu/prezentaciok/csepeli_isd_2006.pdf