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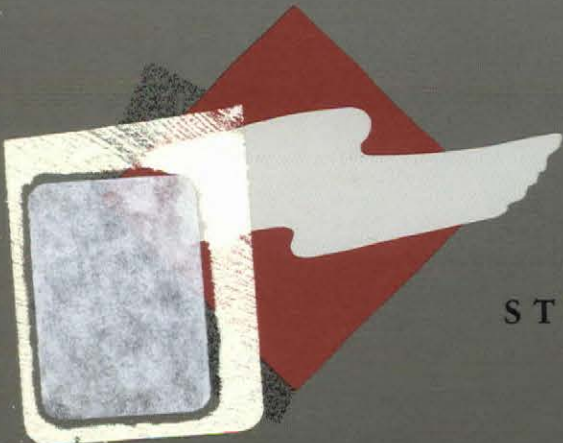
1 / **Emergence of the New Media:
Are Our Policies Adequate?** 

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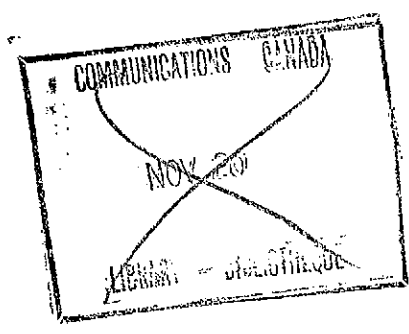
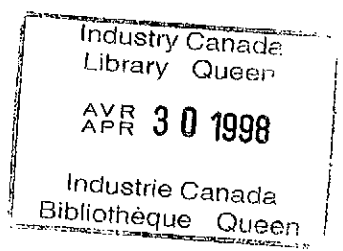
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STRATÉGIE ET PLANIFICATION

Emergence of the New Media:
Are Our Policies Adequate?



REPORT ON THE WORKSHOP
HELD ON 25 JULY 1990
HULL, QUÉBEC

*Ce Rapport Est Aussi Disponible
En Français*



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Acknowledgements

The efforts of **Jacques Drouin** of DGTP, **Mary Frances Laughton** of DAI and DGSP staff members **Sharon Jeannotte**, **Suzanne Loranger**, **Patricia Kim** and **Richard Hall**, who together planned and organized the Workshop Agenda and prepared this final report, are greatly appreciated.

In addition, this Workshop could not have been possible without the participation of **all those who attended** the event, sharing their ideas and views on this important topic for Communications Canada.

David Waung
Director
Strategic Policy Planning

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Executive Summary

The DOC workshop Emergence of the New Media: Are Our Policies Adequate? was held on July 25, 1990 to consider the emergence of new information and communications technologies and their possible economic, industrial, social and cultural consequences for both Canada and the DOC.

The New Media Landscape

Workshop discussion established that while the New Media is surprisingly diverse in a number of its characteristics, there is a clear reason for its importance as a communications medium; although powered by advances in telecommunications and information technologies, New Media development is driven by public and industry recognition that it is an extremely powerful means of communication because of its ability to tailor mass communications content to individual tastes and needs.

The New Media draws its power from a number of factors. Its flexible nature allows it to integrate several techniques of communicating a mixture of digitized text, sound, and visual information. This capability makes the New Media a convincing, persuasive communicating force. The ability to mix information from different sources together also serves to empower the user. He or she can adapt the medium to his or her particular needs. Thus the New Media is likely to be popular. **When combined with useful and interesting content, the New Media will take its place alongside film, television and publishing as an essential medium in the emerging information society.**

Elements of a New Media Strategy

Although all the consequences arising from New Media developments are not yet clear, workshop discussion focused on five areas of concern: technological trends, industrial opportunities, cultural issues, social concerns, and the role of government.

The advancement and commercialization of communications and information technologies play an important role in the development of New Media products and services. Because much of the investment for hardware development is taking place abroad, most notably in Japan and the U.S., establishing even a modest Canadian presence in New Media hardware may be beyond our grasp. The workshop noted, however, that the demand for New Media software and content may emerge to be the more lucrative market. This strong possibility, coupled with the DOC mandate to encourage Canadian content in all media, suggests that **the focus of the Department's technical and industrial programs should be to use technology, whether domestic or foreign, to strengthen the quality and expand the availability of Canadian New Media content.**

The matter of Canadian content was also the cultural issue discussed at the workshop. The likely popularity of the New Media will make it an extremely powerful communicating force. It will have a great impact on both what and with whom we communicate. Because most New Media hardware will probably continued to be imported, Canada runs the risk of remaining the recipient of large amounts of foreign content. Thus **there will be a need to provide expanded choice of Canadian content in New Media format.**

The increased use of New Media to consolidate and present information also raised a number of social concerns at the workshop. These covered a wide spectrum and included the protection of privacy, integrity and confidentiality of content, and questions of access. At the moment, the extent of the importance of these societal concerns is still unclear, as is the question of whether the DOC, other government departments, or some combination thereof, is responsible by mandate for these New Media related social issues. Nevertheless, as New Media development continues, **a systematic method must be found to deal with these types of social issues if they are not to fall between proverbial interdepartmental "cracks."**

On the matter of government strategy for the New Media, workshop discussion demonstrated that a series of responses are possible. These range from direct assistance in the development and use of New Media systems and services to the establishment of policy environments that will encourage their introduction. The interrelated nature of telecommunications, broadcasting, film, sound recording and publishing policies, in connection with the New Media, was particularly noted. As a general framework within which to develop the government's policy response, **workshop participants emphasized the primordial importance of identifying and agreeing on clear Canadian objectives for the New Media.**

Attainment of these objectives will require the Department to reconcile the industry-driven, technological-push nature of New Media developments with government social and cultural concerns. Based on workshop discussion, several themes emerge in this regard:

- The New Media demands attention by the Department because, as stated at the workshop, **the continuing convergence between technologies and the content they carry may make New Media the Departmental policy issue during the next ten years.**

-
- The Department must also seek to ensure that the New Media fosters attainment of Canadian cultural objectives -- a task that will be made easier if the Department develops a global media policy framework beforehand.
 - The DOC was urged at the workshop to place an emphasis on studying the social consequences of the New Media for Canada because of its likely impact on access to information.
 - The Department should establish stronger industry linkages which could result in a better knowledge of "what is going to sell" from a user's point of view.

WORKSHOP REPORT
EMERGENCE OF THE NEW MEDIA:
ARE OUR POLICIES ADEQUATE?

Introduction

The DOC workshop of July 25, 1990, entitled Emergence of the New Media: Are Our Policies Adequate?, considered the multifaceted implications for Canada and, in particular for the DOC, of emerging new information and communications technologies for the 1990s. The issues covered included the possible economic, industrial, social and cultural consequences of the "New Media."

The day-long workshop was chaired by David Waung, Director of the DOC's Strategic Policy Planning unit. The morning included presentations made by both DOC and outside experts, while an afternoon panel consisted of Department staff. The 110 participants were able to sample a series of New Media displays and demonstrations. (A list of attendees appears in the Report's appendix)

The New Media Landscape

While the workshop did not definitely resolve the question of what constitutes the New Media, a number of points emerged from the discussion which help to further delineate the contours of the "New Media Landscape."

Power of the New Media

Workshop participants suggested that the New Media results from a merging of several existing media, namely broadcasting, film, sound recording and publishing, as well as computing and telecommunications technologies. In the New Media, sophisticated software techniques enable users to select, organize and combine together into coherent packages digitized text, sound and visual material assembled from various sources. This is a remarkable change from all conventional media where the content and format is controlled by the suppliers or the editors. With New Media, it is the user who is in control.

It was also noted at the workshop that interactivity, multisensory interface and personalization of content are among the central features of New Media. Advances in software techniques are in addition making New Media more amenable to human ways of thinking as well as interacting with the medium itself. The New Media, in other words, is "user-friendly." New media designers are currently developing interfacing mechanisms such as electronic voice recognition, touch screen and "mouse techniques" to emulate human communications patterns and render the technology still more accessible.

One of the key features of the New Media nevertheless lies in the unique composition of its content. This can consist of multiple sources of information which combine digital text, sound and images. This content is, in addition, non-linear and transitory in nature. It can be packaged in different combinations to suit the user's specific needs and exist for only as long as required. New Media technology, as a result, empowers a user to activate the medium whenever desired, with the objective of manipulating content to suit his or her particular needs at that moment. (For other characteristics of the New Media, see the Annex provided by Professor Jerry Durlak)

Although these technological advances present new avenues for communications, they in themselves do not constitute the power of the New Media. Instead, the power of the New Media is derived from the synergistic coupling of these technologies with informative and entertaining content. **There appears to be growing public and industry consensus that the New Media will enjoy the same level of popularity as television and film. It is this popularity that will make the New Media a powerful means for communicating ideas, information and dreams.**

The Underlying Technologies

The workshop noted that New Media developments are largely technologically-driven. Personal computers are providing the principal technological platform and making the New Media possible. The ease of using this technology accounts for the increasing popularity of the New Media.

Peripheral equipment attached to PCs such as CD-ROMs and video disks, most of which have been expensively developed in Japan or the U.S., can store enormous amounts of text, sound and visual information in digital format. Recent sophisticated software programs, meanwhile, enable users to navigate in these new information systems and to manage data to suit their particular needs. Some new media researchers view their ultimate goal as developing a universal "information appliance" which, like the TV set, would become a widely used device by which to gather/receive information. This more modern "information device," however, would provide users with instant access to billions of bytes of information from multiple sources when they want it and in the format desired.

Software techniques developed recently such as the Apple Corporation's HyperCard and Hypertext led to agreement at the workshop that software is another technology driving the New Media. Software evolution will likely provide users with ever-increasing power and control over both medium and content.

Indeed, growing flexibility to manipulate content, rather than changes in the nature of the medium involved, would seem to best describe the changes which allow characterization of the New Media as "innovative."

Communication and the New Media

While less conspicuous than software developments, recently improved modes of transmission and reception are also an important technological factor underlying emergence of the New Media. These are the advances which make the New Media accessible. Transmission and reception modes include networks, which allow the access and interconnection of data bases, and stand-alone applications (personal computers).

The network mode of transmission includes high speed and high capacity telecommunications and cable networks. These provide broadcast links between the users and suppliers of multimedia information content. While networks are an important delivery mechanism, they are only one of several means which allow access to New Media. Other mechanisms, such as CD-ROMs (storage systems), are equally important. PCs permit New Media to operate in a stand-alone format, allowing the user to enter content directly, and then edit and "publish" it.

Because of the ability to transform content and operate independently of networks, the New Media cannot be considered as only a telecommunications issue. It is, in fact, a media and content issue.

Return to the Question of What is the New Media

In summary, while workshop discussion demonstrated that the New Media landscape is diverse in its characteristics, several basic "key" features to that landscape are nonetheless apparent:

- New Media developments have been possible because of advances in underlying technologies such as microelectronics, graphics, storage, data processing technology, video compression and software techniques.
- New Media integrates several techniques of communicating a mixture of digitized text, sound and visual information. This capacity will empower the user to adapt a medium to his/her personal needs, and in conjunction with an ease of access not before known. This facility of use will likely ensure the New Media's popularity with users and importance as a medium. This popularity in turn will constitute the **Power** of the New Media;
- New Media provides interactive, multisensory interfaces that make the medium amenable to human ways of thinking and working. "Authors" will be able to present their ideas in interesting, informative and entertaining ways, thus ensuring the **Popularity** of the New Media;
- advances in hardware technology which permit more effective delivery and presentation of information is what makes the New Media **Accessible**;
- because of its ability to operate independently of networks, strategies for the New Media will probably have more in common with publishing/film/broadcasting policies than telecommunications ones.

Elements of a New Media Strategy

The consequences of, and issues arising from, New Media developments are still unclear. This should not be surprising given that the New Media remains in the early stages of its existence.

Just as was the case with film and television before it, the New Media may initially borrow content from its founding media, similar to how the first films took their subject matter from recording theatrical plays. The New Media will probably only in time develop its own unique production methods and applications.

Because of the difficulty to predict its future forms, one workshop speaker suggested that the challenge for the DOC at this point is to better understand the effects of New Media on our lives, society and culture, without becoming preoccupied with determining its ultimate form.

The attempt to decide on the ultimate form of the New Media would undoubtedly prove an extremely difficult task, given that related issues are multi-dimensional in nature; this, of course, is not surprising considering the character of this developing field. New Media issues discussed at the workshop generally covered five areas of concern: technological trends, industrial opportunities, social concerns, cultural issues, and the role of government.

Establishing a Technological Base

To keep abreast of emerging developments, Canada needs to acquire technical expertise in the New Media. This technological knowledge, however, does not "come cheap." Most of the recent advances in hardware have been foreign, occurring within large American or Japanese corporations. Given the large amount of financial and other resources which are needed to sustain these R & D efforts, it is probably beyond Canada's grasp to try and compete on a hardware basis.

At the same time, we must recognize that technological developments are rarely "value-free"; they are usually accompanied with their own indigenous content. Thus technological advances in communications have also tended to facilitate the importation of foreign content. This is particularly true in the case of Canada. Because of this tendency, the Canadian focus with the New Media should be on developing content.

To be able to develop content Canada nonetheless needs to have a technological base upon which to establish and implement the New Media.

The Department has a role to play here, as evidenced by the work undertaken at the Canadian Workplace Automation Research Centre (CWARC). These endeavours provide an idea of the uniquely Canadian applications for New Media which are possible and also of the links that the Department can establish with industry. Expansion of these links should focus on useful, "real-life" experimentation -- and as was stressed several times during the workshop, experimentation based on a knowledge of "what is going to sell" from a user's point of view.

At the same time, as was suggested at the workshop, **the DOC has a role to play in the setting of both national and international standards for the New Media.** The setting of standards at a propitious moment can serve to open up New Media technology to a wider spectrum of Canadian firms and entrepreneurs, who will in turn be able to devise uniquely Canadian developments and applications.

In the meantime, **the Government, and DOC, can show leadership in this emerging area by themselves using New Media methods.** The workshop was told, for example, that the NFB possesses 7,000 film titles, while Canadian museums contain 60 million artifacts, testimony to our shared heritage. For the benefit of these institutions, and other programs in the government, a schedule of New Media implementation could profitably be devised.

Fostering Canadian Content

It was clear during workshop discussion that the central New Media issue for Canada is that of Canadian content. While there was little time to discuss specific ways and means by which New Media can enhance both Canadian culture and identity, the need to ensure that the New Media offers an adequate choice of Canadian content was expressed time and again.

The task of establishing a New Media industry for Canada involves ensuring the availability of both current and future Canadian content in this format. In regard to existing Canadian content, the question is how to transform this material and carry it across the new technologies. Canadian knowledge and content in fields such as museology, audio-visual production, and publishing needs to be "packaged" and disseminated in an effective and interesting fashion both as an aid to understanding our country and to compete with similar foreign applications of New Media. The question was asked at the workshop, however, as to how can an effective Canadian presence be maintained when foreign electronic encyclopedias, for example, can be updated "hourly."

Issues of content, however, cannot be discussed in isolation from that of copyright. Already a complex area, the New Media will make it even more so. While the New Media can freely borrow from, and combine, preexisting media, nearly every image, photograph, letter of a poem or note in a song is protected by a copyright. This requires those who want to acquire preexisting media to both determine who owns the various copyrights involved and attempt to anticipate and describe all uses the borrowed medium will be applied to. As a case in point, a relatively simple New Media demonstration at the workshop required four copyright clearances.

This situation may encourage one-stop image and text shopping, for instance with Time-Life, because of the convenience of acquiring in one place all the photos, film clips, text, etc. needed. Thus copyright is also an area the DOC will need to closely examine in regard to the New Media, particularly to ensure that Canadian content is not disadvantaged.

The Department faces several challenges in forming a response to the New Media because of its evident potential to enhance and complement existing media. Thus the DOC will need to examine how the New Media can foster attainment of Canadian cultural objectives by ensuring that the cultural community can have access and take full advantage of this technology in order to continue the development and expression of new Canadian content.

To encourage Canadian content for the New Media, both the DOC and the private sector should consider the value of extensively establishing joint ventures, co-production agreements, partnerships and the like between firms. As was mentioned in connection with the workshop on globalization, these are useful tools to circumvent the all too frequent Canadian problems of not only insufficient financial resources to fund content production but also of ineffective marketing and distribution campaigns.

As an aid to devising Canadian content strategies for the New Media, current Department policies and programs are poor models because the DOC lacks an overall media policy framework and set of objectives which cover all the media in a global manner. While it may have been possible in the past to develop policies and programs for the recording industry which were largely independent from those devised for the broadcasting industry, for instance, New Media developments will render this situation increasingly untenable in the future. Thus **an immediate step the Department could take in order to prepare for a New Media era is to more clearly define, elaborate and integrate its objectives for current media/cultural industries, taken globally**. This exercise should aid the Department in formulating a policy framework for a forthcoming New Media environment.

Addressing Social Issues

The workshop raised a number of social issues in connection with the New Media, all of which the DOC will likely need to address in the future. These are diverse in nature. One, for example, concerns the protection of the individual's privacy, for the pattern set in a user-based New Media system contains the potential for compilation of "user profiles." The integrity and confidentiality of New Media content was another issue mentioned at the workshop, along with questions as to who may deliver and receive New Media "information."

Yet another major point raised at the workshop concerns the likely higher cost of the New Media in comparison with current ones. The potential existence of access charges, either in the form of user fees or the cost of acquiring required equipment, will undoubtedly have an effect on universality of access to information, a matter of long-standing concern to the DOC. Thus the potential of the New Media to enlarge the already significant gap between the information rich and the information poor segments of Canadian society will have to be carefully examined.

Other issues raised at the workshop in conjunction with the New Media involve its (long-distance) networking ability. Multimedia remote accessing and networking have important implications for Canada, given its dispersed population. Remote accessing through regional networks will permit far-flung localities to consult the content and material held in centrally-located universities, museums, libraries and archives; central locations, at the same time, will be better connected with the regions. Overlaying this improved bi-directional flow of information will be the greater access that all of Canada is likely to have to foreign information.

The New Media's potential to create and alter abstract images led to questions at the workshop about the possible consequences of "hyper-realities." Future confusion concerning what New Media products accurately portray an existing reality versus those which display a fabricated one, the workshop was told, may have profound social, cultural and psychological impacts. It was also stated, however, that the New Media will "expand our consciousness." Obviously, answers to these questions will have to await more extensive experience with the New Media.

In summary, it was suggested at the workshop that the major concern for Canadian society and DOC in respect to the New Media is to ensure that a diversity of information sources continues to exist, affordability of access is maintained, individual privacy is protected and regional balance is promoted. Indeed, the DOC was urged at the workshop not to neglect the social consequences when deliberating on the New Media, by becoming overly focused on "the task of creating industrial winners."

Related Policy Concerns

The foregoing discussion of the major issues which were raised at the workshop provide a sense of the challenge that developing a policy response to the New Media will present. This task is made more difficult by the fact that little in regard to these emerging technologies is fully determined as yet, including types of application and means of diffusion.

The means by which New Media content is delivered, though, be it through the telecommunications infrastructure, broadcasting system or via personal "information appliances," will perhaps demand differing policy and regulatory treatment. This issue is of particular importance in light of the Canada-U.S. Free Trade Agreement. The DOC's ability to develop policies for New Media would have to take into account the fact that the FTA may impose limitations on Canada's ability to introduce regulations for telecommunications-based services that discriminate against U.S. firms.

The New Media policies that the Government sets will need to address the technological, industrial, cultural and social issues identified above, as well as the ability of this technology to interrelate telecommunications, broadcasting, film, sound recording and publishing. It was suggested at the workshop that public policies for the New Media should be technologically neutral. It may be, instead, that specific policies and goals for electronic media need to be set. It could be possible as well that rather than requiring a distinct policy framework, New Media will entail the reviewing or adjusting of existing policies and programs. Whatever policy path is chosen, it was suggested at the workshop that the DOC encourage the creation of a "seamless New Media environment," one free of artificial barriers.

Following on from this need for a "seamless environment," a cohesive government response to New Media requires the participation of actors other than the DOC. The mandate to address the social issues that were discussed at the New Media workshop, such as privacy, tend to be the preserve of departments other than the DOC. Meanwhile, "pockets of expertise" on more technical matters also exists in other Federal departments and agencies, such as the NFB, as well as with the provincial governments.

The DOC seems ideally situated for a leadership position in the marshalling of these efforts. A coherent Canadian response to the New Media will be required to permit domestic telecommunications and media/cultural industries to successfully cross to a new information and media age.

This coherent response is required because, in a remarkably similar fashion to the preceding "Globalization" workshop, New Media discussion stressed that approaching change presents Canada with both threats and opportunities. The point was raised on several occasions that Canada must look outward to the world market in order to successfully make the transition to a new information/media age. We have little choice but to adopt this tactic because the world will increasingly have access to our market. World-class Canadian content is required so that Canada will have a presence in the New Media, whatever form it may ultimately take. A greater presence in world markets is also needed to sustain Canadian software and hardware developments; as an example, the workshop discussed the inability of the small domestic museum market to maintain Canada's current lead in New Media museum technology.

Conclusion

The prediction was made at the workshop that the New Media will come to rival broadcasting and telecommunications in importance over the next ten years -- in fact, it was stated that with the continuing convergence of transmission technologies, along with the content that they carry, "New Media may be the Departmental policy issue."

As the New Media takes its place alongside film, television and publishing, the task for the Department will be to devise ways by which these new technologies can empower the individual within the context of a viable Canadian industrial-technological framework. While addressing concomitant social concerns, the focus of our technical and industrial programs should be to use technology, whether domestic or foreign, to strengthen the quality and expand the availability of Canadian New Media content. For the New Media, as has been said previously of broadcasting in this country, Canadian content is the only real issue; all the rest are only housekeeping matters.

APPENDIX I

Registered Participants
For The New Media Workshop

SADM SECTOR

Louise Philippe - SADMNEA

Roseline Sirois - DAP

E.D. Rainboth - DIAB

Patrick Hollier - DPG (not attending- send report)

Shelley Moorhead - DGIS

Jim Todd - DGIS

Daniel Lussier - DGIS

Philip Kinsman - DGIS (not attending- send info. kit and report)

Alain-Bernard Marchand - DGIS

Marc Séguin - DGIS

Marc Montreuil - DGIS

Attilio Barcados - DGIS

Parke I. Davis - DSIS- DGTP

Dora Mozes - DGTP

Helen Kennedy - DGTP

Alan Hamilton - DSIS

Susane Latrémouille - DSIS

Colette Jubinville - DSIS

Max Melnyk - DSRS

David Warnes - DSRS

Wayne Longman - DSRS

Gaby I. Warren - DGIR

Kate Cockerill - DGIR

Vlad Skok - ICP

Pierre Gagné - DIA

James Savage - DIA

Raymond Lepage - DID

Pierre Leduc - DPT

Robert Tritt - DPT

Michael Tiger - DPT (not attending- send report)

Phil Baillargeon - DPT

Charles Vallerand - ICP

Yves Theoret - DPG (not attending- send info.kit and report)

Bart Van Cromvoirt - DGSP

Michelle Racette - DGFP

Monique Lajeunesse - DCPL

Michelle Guay - DCPL

Genevieve Ledoux - DCPI

Maurice Estabrooks - DFR

Thierry Husson - DFR

Shelley Borys - DPE

Bill Graham - DPE

Robert Letellier - DPE

Gaétane Laplante - DPE

Ruth Mayost - DSPC

Lisette Thibault - DSPC

David Nobbs - DLS

Helene Sheedy - DLS

ADMAH SECTOR

John Foote - DRS

Tom Tegtmeier - DRS

Anne Séguin - DRS

Marie- Claude Girard - DPS

Hélène Espeset - APU

Sylvie Desjardins - CHIN

ADMCP SECTOR

Larry Durr - DGBP-E

Denis Gratton - DGBP-F

Simon Beaudry - DGCI

Leslie Harris - DCT

Allan Clarke - DFVP

Linda Mayer - DFVP

Katka Selucky - DFVP

Ian Ironside - DAR (not attending send info. kit and report)

ADMCM SECTOR

Monique Perrier - DGAT
H.J.von Donhoff - DPF
Donald Lemieux - ATIP
Linda Casey - DPO
Monique Perrier - DGAT

ADMTR SECTOR

Nisar Ahmed - DGEP
David Jardine - DLRP
Henry Mar - DLRP
F.G. Diamente - DLRP
Don Paskovich - DASM
Guy Mitchell - DASM
Paul Vaccani - DASM
Bill Dormer - DBC-E
Lorraine Wilson - DGO
George Dutch - DCM
Morag Cavers - DCM
James Ladouceur - DCM
Luc Fournier - DMS
Winnie Pietrykowski - DMS
Bob Baser - DAC

Basil Crozier - DPP
Bev Mahony - DPP
Jeet Hothi - DPP
P.K. Neogi - DDI
Fred Van Geest - DDI
James Fulcher - DDI
Will Dubitsky - DDI
Randy Zadra - DDI
Claude Hébert - DDI
Zaki Muscati - DPM
Lorraine Croskery - DAC
Bob Leafloor - DCN
Elizabeth Gilmour - ADMRS/EA
Jean- Pierre Couillard - ATG

Bill Treurniet - DBR
Ted Grusec - DBR
Thom Whalen - DBR
Dorothy Phillips - DBR

ERRATA

Andrew Patrick - DBR
Michel Gaudreau - DLRP
Gerry Chan - DLRP

SMAQ SECTOR

Jocelyne Picot - DLR
Judith Legaré - DLR
Duncan Sanderson - DLR
Richard Lavoie - DLR
Gilbert de Couvreur - DLR
Michel Umbriaco - DGDR
Richard Lalonde - DDT
Robert Dupuy - DLR

Hubert Pambrun - Region de l'Ontario

Michelle D'Auray - ONF
Peter Robinson
Michel Vachon - Weisglass Communcation
Roger Hough - Comm. Sciences Res. Corp.
John Thompson - National Atlas Information Centre
Dr. Louise Guay - YYIATS Inc. (demo National Atlas)
Eva Siekierska - Canadian Mapping Centre
Kostas Armenakis - Canadian Mapping Centre

SPEAKERS AND PANELLISTS:

K. Hepburn
R. Descout
J. Durlak
J. Gilbert
R. Simpson
E. Sarkar
A. Cordell
P. Homulos

ORGANIZERS:

D. Waung
S. Jeannotte
J. Drouin
R. Hall
M.-F. Loughton
S. Loranger
P. Kim

APPENDIX II

Workshop Agenda

Emergence of The New Media: Are Our Policies Adequate?

July 25, 1990

Outaouais Room, Phase IV, Place du Portage, Hull

9:00 a.m.

Opening Remarks Formulating a Strategy for the New Media

Developing a comprehensive strategy for the New Media is a major Departmental priority. A special unit has been formed in the Communications Policy Sector to deal with new media related issues. What will be its mission, structure and strategy? How can we identify and analyze all the diverse issues, establish clear objectives, and develop work plans for the short, medium and long terms? What role does this workshop play in this process?

Ken Hepburn Senior Assistant Deputy Minister

10:00 a.m.

A New Age for Electronic Information Services

Does the introduction of services such as Alex, Videoway, and Medialog herald the beginning of new media communications? What are the needs and expectations of consumers of the services? How is the industry selecting and implementing new services, and what is the role of the government?

Raymond Descout Canadian Workplace Automation Research Centre

10:30 a.m

Beverage Break

10:45 a.m.

Hype and Reality of Multimedia Communications

Why is multimedia communications generating so much interest in the popular press and in business journals? Who's using this medium and for what purpose? Will multimedia change how we communicate, what we communicate, and with whom we communicate?

Jerry Durlak Associate Professor,
Mass Communications Study Program
York University.

11:30 a.m.

Critical Linkages Between New Media Policy and Technology Programs

Many of the technologies that make new media possible are the responsibility of the Technology Sector. What will be the roles of research and communications development in Canada's new media strategy?

John Gilbert Special Advisor to
Assistant Deputy Minister
Technology and Research
(on behalf of Michael Binder)

12:00 p.m.

Lunch aux Nouveaux Media

A light lunch during which participants could try out several New Media systems.

1:30 p.m.

Panel Discussion:

**What are DOC's Objectives for The New Media ...
... And What Should We Do About Them?**

The emergence of the New Media will present DOC with significant challenges and opportunities. What should be our long term objectives for the new media? How should we orient our projects, programs and policies so that these objectives can be achieved?

Chairman: Richard Simpson

Panellists: Eileen Sarkar
Arthur Cordell
Peter Homulos

Presentations, panel discussion, and questions and answers with workshop participants.

3:30 p.m.

Wrap up

(July 16 1990)

Canada