

World Summit Youth Award:  
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# Four Minute Review

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## World Summit Award goes Mobile - new global award launched in June 2010

New times bring new challenges. It is a well known fact that today, in terms of access, mobile usage has outgrown Internet usage by threefold with more than 4.4 billion connections registered around the world to date. Mobile phones are becoming smarter, while touch screens are revolutionizing what can be done with them. They are undoubtedly becoming more intimate and most used by all age groups across their life span. We can do more and more in using mobile phones with many essential tasks becoming unthinkable without them. We have simply entered the age of mobile applications and mobile content.

The World Summit Award's response to this rapid development is the **WSA Mobile – a new award launched in June 2010 with support of the Abu Dhabi Systems & Information Centre (ADSIC)**, and decided explicitly to selecting and promoting the world's best in mobile content.



The contest is planned to be held every two years, with the first Winners' Gala to take place in Abu Dhabi in December 2010 in cooperation and along with the UN DESA GAID Global Forum.

With great support of Abu-Dhabi as the main partner and its global network, the World Summit Award will use its 10 years experience and expertise to answer the main question: "What is really out there in the mobile world, which today might still be inside of a few creative minds, but can become

our every day life tomorrow?" Same as the WSA e-Content, the national selection for the WSA Mobile run through national experts in respective countries. Deadline for nominations is August 20, 2010.

Find out more about:  
WSA Mobile at [www.wsa-mobile.org](http://www.wsa-mobile.org)  
Main Partner ADSIC at <http://adsic.abudhabi.ae>  
best mobile content at [www.wsa-mobile.org/best-content](http://www.wsa-mobile.org/best-content)

## mBillionth - Asian partner for WSA-Mobile

mBillionth Award is a dedicated platform to explore the latent potential of mobile sector across South Asia.

This year's Grand Jury held in June, 2010, in Colombo has just assessed best practices across 10 categories hailing from 8 South Asian countries. The event was organised by the mBillionth secretariat at Digital Empowerment Foundation, New Delhi, hosted by ICTA Sri Lanka and complemented by a South Asian Mobile Conference, 2010.

175 nominations were presented to the 14 Jury members in the following categories: Business, Culture & Heritage, Education, Entertainment, Government, Health, Inclusion, Environment, News and Travel & Tourism. The winners will be announced at the South Asia Mobile Congress, Exhibition & Award Gala, which is scheduled on July 23, 2010, Delhi.  
<http://mbillionth.in>

"mBillionth Award is the first regional initiative in the framework of WSA Mobile and aspires to bring in the mass usage of mobile in this regional to the global perspective of how content and applications would drive the mobile market in the future. mBillionth Award also feed in the best nominations from eight south Asian countries to WSA Mobile Award through expert selection in this region and nominations mobilisation."

Osama Manzar, Organiser of mBillionth,  
Member of the WSA Board of Directors



## Presentation of WSA 09 Winners' Projects: Category e-Culture & Heritage



### Twelve Canoes (Australia)

The oldest culture in the world meets the youngest technology. Following the world-wide success of Oscar winning feature film Ten Canoes, the Yolngu people of Ramining in Arnhem Land, (Australia) together with filmmaker Rolf de Heer wanted to offer the world a more in depth view of one of the oldest culture in existence and they wanted to do it using some of the most modern technology in the world – the internet. The sequel to Ten Canoes, is 12 Canoes – a film made of release on the internet. The 12 Canoes site is an immersive digital experience based around twelve visual “poems” describing and illustrating many aspects of Yolgnu culture. The website was designed to leverage the online environments strengths by providing a platform that challenges cinema status quo by offering a more immersive state of engagement.

<http://12canoes.com.au>

### Congo Blog (Democratic Republic of the Congo)

Congoblog was initiated in 2005 by Cedric Kalonji, a young congolese journalist, who posted everyday a pictures and a short articles on daily issues in Kinshasa, DRC. Step by step the blog attracted more and more readers: mostly Congolese from the diasporas and people interested in the daily problems that congolese have to face in their country. With the support of Ecole Supérieure de Journalisme de Lille, the blog get bigger and is now a platform of 8 young congolese sharing their daily life. They all received a training on blogging technique by Cedric Kalonji, which enable the blog to become "Congoblog Ba Leki". Ba leki means little brother/sister in Lingala, one of the official language in Congo. [www.congoblog.net](http://www.congoblog.net)



### Mark of Uru (Nigeria)

Azuka is born with a birthmark identical to the tattoo of Uru; a sinister sorceress banished from her village many years ago. Tales of doom, pain and agony are woven around Uru and everything linked with her. Despite her mother's effort to conceal the birthmark, it is eventually discovered and the annihilation of Azuka becomes imminent, in order to protect her people from the curse of Uru. With the help of Isi-Agu, Etido and a handful of outcasts who in many ways share the same turbulent past with her, she embarks on a grueling journey through treacherous terrains to unravel the mystery behind her bizarre birthmark.

[www.mayhemproductions.org](http://www.mayhemproductions.org)



### A Journey into Time Immemorial (Canada)

“A Journey into Time Immemorial” offers visitors to the interactive website the opportunity to see and learn what life could have been like for the Stó:lo people who lived on this site for hundreds of years. There are text descriptions, visual renderings, videos and photos which help describe the Stó:lo daily life including fishing, trapping, weaving, and canoe building. The website transforms a purely museum content into a virtual ancient environment which gives visitors endless ways of exploring the content and enjoying the animated scenes from the past.

[www.sfu.museum](http://www.sfu.museum)

### You Tour (Mexico)

You Tour uses the latest generation iPods to offer a multimedia tool which enables tourists to conveniently and fully explore the cultural heritage of their holiday destinations. In an educational, entertaining and interactive way, the user is guided round their chosen destination, their route enriched by a wealth of content. The tours are well documented with location maps, digital reconstructions, photographs, illustrations, animations, videos and instructions. Under the title ‘survival kit’, information on embassies, currency, and emergency phone numbers can be accessed.

[www.utour.travel](http://www.utour.travel)



Last chance to enter  
your project for the  
World Summit Youth Award!  
New deadline: June, 27

[www.youthaward.org](http://www.youthaward.org)

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[www.reportebrainmedia.com](http://www.reportebrainmedia.com)

[www.womenforpeaceinternational.org](http://www.womenforpeaceinternational.org)

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