

1. What are the most important **achievements** arising from WSIS that should be highlighted in the Zero Draft? *

the 20 years of the WSIS process has allowed different stakeholders that before were not talking each other to know, to respect, to trust (until a certain extent) and even to collaborate. This is something unprecedented until 2006, when everybody was working in silos. One of the concrete achievement of this process has been the IANA transition, that has allowed to move ICANN control from US government to a more multistakeholder environment.

The second most important achievement has been the enormous quantity of reflections and information made publicly available over all the issues related to the Internet, to its governance, to its problems and to its developments (including A.I.). Discussing in an open and multistakeholder environment has allowed to consider each single problem or issue through all its faces and not only through a unidimensional approach. The day that there will be a real will to tackle and solve each of these issues, there will be a lot of literature and of viewpoints already available and immediately accessible.

The third, but not less relevant achievement, is also that in this favourable and collaborative environment some initiatives have been able to grow up and to be replicated elsewhere, in order to solve some of the common issues of the digital transition (digital and media literacy, countering disinformation, etc.). There is only need to produce catalogue of best practices (but also of worst experiences) and make it available to everybody else in the world that want to find its own solution to some problems that are common to many parts of the world experiencing digital transition.

For the world of media, for instance, year after year we have learned the problems and issues occurring in the transition to digital (from the collapse of old business models to new ones; from one to many ways of distribution of contents from multisources to many users, etc.) and have seen around examples of solutions to tackle disinformation and data protection.

2. What are the most important **challenges** to the achievement of WSIS outcomes to date and in the future that need to be addressed in the Zero Draft? *

From the media viewpoint, the most important and urgent challenge is to make aware citizens of the risks inside digital transition and to empower them to be able to face these risks and to counter it not to remain passive victims.

This is a priority also for governments and for most of the industries (except few big near monopolist platforms) that needs to create a safe digital environment and a public sphere for debate and democracy. In absence of that the risk that internet could be used to push towards authoritarian and antidemocratic regimes is very high. Media in this sense could be the antidote, because can not only make aware citizens, not only empower them through media literacy and digital mass alphabetization, but can also fight efficiently the digital divide within urban communities and rural areas, between the richer and the poorer, between the elder and the younger, between the literate and the illiterate.

Until now the involvement of media into the digital transition process and its main arena (IGF, WSIS follow up, etc.) has been reduced because of the complexity of the issues (very difficult to be resumed in few lines of an article or sentences of a tv news) and because of the very slow pace of the process.. In future -if the process will become able to deliver concrete support to digital transition, this attitude of the media could change and their implication could be more substantial and help to drive the process in the right direction, involving the whole population and not only the young digital natives.

3. What are the most important **priorities** for action to achieve the WSIS vision of a 'people-centred, inclusive and development-oriented Information Society' in the future, taking into account emerging trends? *

From the viewpoint of the media community, the main priority is to closely associate media to the process : helping them to better cover the WSIS process, but also providing them the right inputs for getting more involved.

In return media could help to make larger parts of the populations to get involved in this process and to participate on one side, and from another, can also work in order empower citizens to deal with the new digital world. Young generations (in theory) could be trained at school and made aware of the opportunities and risks of the digital transition. But what about all the other generation that have already left the school ? the only way to reach them and to make them aware is through media.

at the same time media have a special responsibility in the adoption of A.I. into their jobs and processes and can be a testbed for conciliating ethical imperatives with the new opportunities offered by this revolutionary innovation. Making successful and exemplary the introduction of A.I. in media processes , fighting, tackling and eventually banning the wrong and dangerous application, could be an example for all other sectors, that sooner or later will pass through the same process.

4. What **additional themes/issues**, if any, should be included in the Elements Paper? *

1. COMMUNICATION IN CRISIS SITUATION: the future of the WSIS follow up process needs to put among its new priorities the support to the global fight against the impact of climate change on society. Especially in extreme situation, such as disasters and crisis situations that will become soon the new "normality".. The largest part of the global population will experience these brutal changes in the next years and innovation and technical solutions could reduce the impact and the social costs of these transformations. The role of media, in this sense, will be crucial to connect the near 3 billions of unconnected, that could become a lot more when internet collapses and there are not alternative ways to reach all of the population. The Paper cannot ignore this area that will become so crucial in the future

2. INTEGRITY OF INFORMATION: in the years to come distinguish true from false will become more and more difficult. as some recent examples are showing everyday (thanks to the A.I. applications, producing fake video, fake audio, fake documents) falsifying reality or creating "alternative truths" is becoming banal and easy. At the same when the barrier to produce fakes are lowering, the impact of these could be devastating: for democracy, for security, for health, for economy and for many other values and activities. The importance of the Information integrity and the various way to preserve and to affirm it, will become more and more socially relevant. WSIS follow up, and IGF in particular with its myriads of Dynamic Coalition, could bring a decisive contribution to create the basis for a new trustable and shared reality in our digital communities.

5. Do you wish to comment on **particular themes/issues/paragraphs** in the Elements Paper? *

Media role needs to be put in value when it comes to the following elements of the Paper:

- the digital economy
- the social and cultural development
- bridging digital divides
- application of A.I.
- Capacity building

More than anything else the role of media will be essential and crucial in the activities of MONITORING and MEASUREMENT:

6. What suggestions do you have to support the development of the **WSIS framework** (WSIS Action Lines, IGF, WSIS Forum, UNGIS etc.)? *

WE ARE STRONGLY IN FAVOR OF A CLEAR REDISTRIBUTION OF ROLES AND FUNCTIONS AMONG THE VARIOUS ACTORS OF THE DIGITAL TRANSITION : IGF, WSIS follow up, UNGA, various UN agencies operating in the digital sector (UNGIS) need all to redefine their role and work in a collaborative and interactive process that has to play an essential role in the GDC implementation. IGF for its multistakeholder characteristics, could be the place where ideas for regulation could be discussed and submitted to a reality check, before to be implemented into International Treaties. WSIS follow up with AI for good could be the laboratory where solutions could be bring into reality and contribute to dissemination of best policies. and so on.

7. Do you have any **other** comments? *

For all the other points not mentioned in this paper, we support the Swiss contribution and the submissions of the IGF working group on strategy

8. Who is **submitting** this input? *

Kindly provide the name of the person submitting this input, as well as the associated country, organization, stakeholder type, and relevant contact information

Giacomo Mazzone, secretary general Eurovisioni, WEOG, on behalf of the global media community.

9. Please provide your **e-mail** address: *

Please enter an email