

# SEOUL digital FORUM 2008

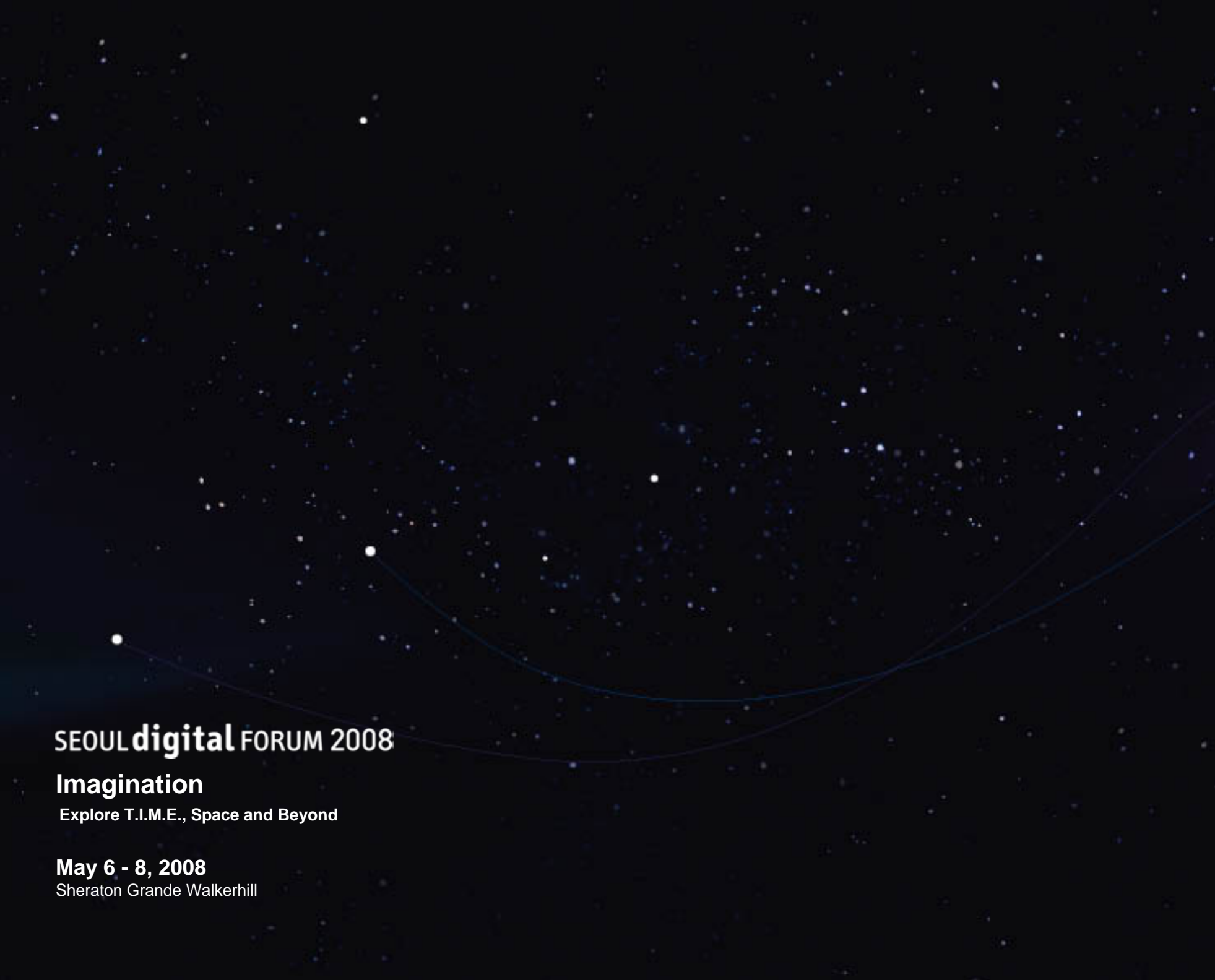
May 6 - 8

## Imagination

Explore T.I.M.E., Space and Beyond

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





SEOUL **digital** FORUM 2008

**Imagination**

Explore T.I.M.E., Space and Beyond

**May 6 - 8, 2008**

Sheraton Grande Walkerhill

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Who We Are

## The Seoul Digital Forum

The Seoul Digital Forum is a major international conference about innovation in the digital world. Each year, the event attracts many of the world's most influential people from industry, government and academia to explore the progress of the digital revolution and collaborate in shaping our future. Participants include executives from global companies, opinion leaders, artists, as well as policy makers. Established in 2004, the Seoul Digital Forum is organized by SBS, a leading national broadcasting network in Korea.



Eric Schmidt, Chairman & CEO of Google at the Seoul Digital Forum 2007 © SBS



The Seoul Digital Forum recognizes the strategic imperative of being ever prepared for the future. Therefore, each year it makes the effort to set a timely agenda that addresses the issues and trends affecting our societies and industries.

- In 2004, the Seoul Digital Forum opened with the theme of **Digital Convergence**, focusing on the question of how businesses could strengthen their competitiveness.
- In 2005, dramatically increasing technological capabilities had many people wondering where such capabilities were taking us and for what purpose. Under the theme **Quo Vadis Ubiquitous: Charting a New Digital Society**, participants came to a consensus that it was not simply about the stunning capabilities of technologies, but about how man could use those technologies to make life better.
- In 2006, the Seoul Digital Forum helped unmask some of the remarkable progress that many industries have made in developing **Intelligent Technologies**. However, it also enabled us to discover our need to change some of our existing systems in order to experience the full potential that our innovations can provide.
- In 2007, the Seoul Digital Forum was held under the theme **Media Big Bang! Impact on Business & Society**. The Forum shared extensive insights on how media is being redefined, and exchanged ideas on how to cope with the economic, political and social implications.



The Seoul Digital Forum has had the privilege of welcoming a host of distinguished leaders.

### Key participants include:

Al Gore	Former U.S. Vice President, 2007 Nobel Peace Prize Laureate
Anne Sweeney	President of Disney-ABC TV Group
Chris Anderson	Author of <i>The Long Tail</i> , Editor-in-Chief of <i>Wired</i> Magazine
Eric Schmidt	Chairman & CEO of Google
Kim Shin Bae	President & CEO of SK Telecom
Lawrence Lessig	Stanford Law Professor and Founder of Creative Commons
Lee Myung-bak	President of The Republic of Korea
Michael Powell	Former Chairman of the U.S. FCC
Nicholas Negroponte	Founder of MIT Media Lab
Paul Jacobs	President & CEO of Qualcomm
Roh Moo Hyun	Former President of The Republic of Korea
Seiichiro Ujii	Chairman of Nippon Television Network Corporation
Steve Ballmer	CEO of Microsoft
Tom Curley	President & CEO of The Associated Press
Yun Jong Yong	Vice Chairman & CEO of Samsung Electronics

\*In alphabetical order



Lee Myung-bak,  
President of The Republic of Korea



Al Gore,  
Former U.S. Vice President,  
2007 Nobel Peace Prize Laureate



Anne Sweeney,  
President of Disney-ABC TV Group



Chris Anderson,  
Author of *The Long Tail*,  
Editor-in-Chief of *Wired* Magazine

## Our Partners

Partnership with the Seoul Digital Forum means having global leadership in the digital era.





The Seoul Digital Forum is supported by some of the most successful companies and organizations in the world.

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SHOW

SHINHAN BANK

nhn.



LG Telecom

Pulmuone

청정원

Program Partner

McKinsey&Company

Media Partner



## Imagination

### Explore T.I.M.E., Space and Beyond

#### Life on Earth and in Space: Evolving the Human Race Beyond

The black hole of imagination, an endless bounty of questions and answers for the dreamer who has the tenacity and determination to pursue his dream. Will evolution be overpowered by a revolutionary idea from such a pioneer who never ceases to follow his quest; another inventor to light up the minds and spark ideas into the hearts and souls of the mundane?

- What imaginative breakthroughs do we need in our T.I.M.E. (Technology, Information, Media & Entertainment) business?
- What inspiration will push the human race beyond earth into the stars? Can the arts, design and entertainment supply this inspiration?
- What thoughts and discussions must we provoke to move us into a livable and peaceful world?
- How can we end poverty, war, disease and environmental threats?
- How can new technology be leveraged to dramatically affect adverse consequences?

# Program Schedule

\*The schedule is subject to change

DAY 1 (May 6)	DAY 2 (May 7)	DAY 3 (May 8)
		<b>Opening Keynote</b> <b>Again to the Moon</b> <b>09:00-09:50</b>
<b>Opening Ceremony</b> <b>Short Film &amp; Overture Speech</b> <b>09:50-11:00</b>	<b>Sustainable Earth</b> <b>09:00-10:10</b>	<b>Expanding Space Frontier</b> <b>10:00-11:10</b>
<b>Media Summit</b> <b>Keynote Speech</b> <b>11:25-12:10</b>	<b>Energy</b> <b>10:20-11:30</b>	<b>Privatizing Space Exploration</b> <b>11:20-12:30</b>
<b>Luncheon</b> <b>Special Speech by Choi, See Joong,</b> <b>Chairman of Korea Communications</b> <b>Commission</b> <b>12:20-13:25</b>	<b>Luncheon</b> <b>Special Speech by Yu, In-Chon,</b> <b>Minister of Culture, Sports and Tourism,</b> <b>Korea</b> <b>11:40-13:00</b>	<b>Luncheon</b> <b>Special Speech by Kim, Doh-Yeon,</b> <b>Minister of Education, Science and Technology,</b> <b>Korea</b> <b>12:35-13:35</b>
<b>Media Summit</b> <b>Unleashing Content</b> <b>13:35-14:55</b>	<b>Entertainment: At the Forefront of</b> <b>Imagination</b> <b>13:00-13:45</b>	<b>Media Summit</b> <b>Game</b> <b>13:50-14:50</b>
<b>Communication</b> <b>15:10-16:20</b>	<b>McKinsey Workshop: Climate Change -</b> <b>What can information and communication</b> <b>technology companies do about it?</b> <b>13:55-14:55</b>	<b>Demo</b> <b>Rethink your Desktop</b> <b>15:05-15:15</b>
<b>Imagination Master Class</b> <b>The Philosophy of Creativity and</b> <b>Inventiveness for Super Imagination</b> <b>16:30-16:50</b>	<b>Interface</b> <b>15:10-16:35</b>	<b>Investor</b> <b>15:30-16:40</b>
<b>Biotechnology</b> <b>17:00-18:20</b>	<b>Urban Design</b> <b>16:45-18:10</b>	<b>Wrap-up</b> <b>16:50-18:00</b>
	<b>Networking Dinner</b> <b>Special Speech by Oh, Se-hoon,</b> <b>Mayor of Seoul</b> <b>18:40-21:00</b>	

## Topics DAY 1 (May 6)

### Opening Ceremony

- Short Film
- Opening Remarks  
By Ha, Kumloul, Chief Executive Secretary, Seoul Digital Forum / CEO, SBS
- Overture Speech – Imaginative Solution to Global Warming  
“Blocking Sun with Orbiting Balloons”  
By Park, Chul, Visiting Professor, Department of Aerospace Engineering, KAIST /  
Former Member of NASA Ames Research Center
- Also featuring brief remarks by Yi, Soyeon, First Korean Astronaut

### Media Summit - Keynote Speech

Being at the helm of some of the world's most prominent media brands, including MTV Networks, CBS, BET, Paramount Pictures, DreamWorks, Showtime and Simon & Schuster, among many others, Mr. Redstone will deliver his vision on the revolution taking place in the media industry as creative content and technology converge.

#### Visionary

- Sumner Redstone, Chairman, Viacom, Inc. / Chairman, CBS Corporation

### Luncheon

\*Special Speech

#### Visionary

- Choi, See Joong, Chairman of Korea Communications Commission

### Media Summit - Unleashing Content

Traditional broadcasters have always been focused on distribution of audio and/or video programs to an audience. Gravitating to new devices with an always on Broadband connection, these new media consumers are embracing accessibility and control of content when and where they want it. How will broadcasters adjust to the needs of this new demanding audience?

#### Visionaries

- Régis Turrini, Senior Executive Vice President, Chief Strategy Officer, Vivendi
- Thomas Lesinski, President, Paramount Pictures Digital Entertainment
- Shintaro Kubo, President, Nippon Television Network Corporation (NTV)
- David Eun, Vice President, Content Partnerships, Google

#### Symposiarch

- Judy Muller, Former ABC News Correspondent /  
Emmy Award-Winning Reporter

## Communication

The means of communication have developed at revolutionary speed, while the search continues for even better devices and technology. What is next?

- What is the next revenue model for the telecom industry? How can it remain strong and profitable? How can it outperform new competitors?
- How has technology led the evolution of language communication?
- How will the online communication network evolve and how will its business continue to thrive?
- What is next after Skype?
- What is the next generation mobile phone?

### Visionaries

- Bernard Spitz, CEO, BSConseil
- Craig Walker, Senior Product Manager, Google Voice Products
- Michael Robertson, CEO, Gizmo5 / Founder, MP3.com
- Tim Draper, Founder & Managing Director, Draper Fisher Jurvetson
- Kwon, Hee Min, Executive Vice President & Head of Digital Solution Center, Samsung Electronics

### Symposiarch

- John C. Dvorak, Weekly Tech Columnist, Dow-Jones Marketwatch / Columnist, PC Magazine

## Special Speech

**: The Philosophy of Creativity and Inventiveness for Super Imagination**

### Visionary

- Yoshiro NakaMats, International Creativity Scholar, Dr. NakaMats Innovation Institute

## Biotechnology

A discussion on the development of medicine and related technologies: An in-depth look at what the medical-science community is doing to make the world a healthier place.

- When will we be free of epidemics and fatal diseases, such as cancer and AIDS?
- Can scientific imagination make the world a healthier place through the discovery of new medicines and technologies?

### Visionaries

- Leroy Hood, President, Institute for Systems Biology
- Aubrey D.N.J. de Grey, Chairman and Chief Science Officer, Methuselah Foundation
- David Galas, Chief Science Officer for Biology and Life Sciences, Battelle Memorial Institute
- Michael West, CEO, BioTime / Adjunct Professor of Bioengineering, UC Berkeley
- Lee, Byeong Chun, Professor, College of Veterinary Medicine, Seoul National University

### Symposiarch

- Gina Smith, New York Times best-selling author of *iWOZ* and *The Genomics Age*

## Topics DAY 2 (May 7)

### Sustainable Earth

Looking toward renewable resources through the development of green technologies could diminish humankind's most formidable enemies such as pollution, climate change, disease, poverty and famine.

- How should we comprehend the true meaning of sustainable living and embrace it into our lives?
- What factors (such as natural disasters, biodiversity, ecosystems) will affect the future of agriculture and/or food security? How should we prepare for these?
- How can we secure the sustainable development of urban life? (e.g. city planning, building and landscape design, etc.)
- How can we provide a stable supply of clean water and air in metropolitan cities?
- What are practical solutions to global warming?
- How will agriculture allow us to continue to feed an ever growing population?
- How can we secure the efficiency of food distribution to poor countries?
- What organizations are true front runners in coordinating these issues?

#### Visionaries

- Ken Yeang, Director, Llewelyn Davies Yeang and T. R. Hamzah & Yeang Sdn.
- Dickson Despommier, Professor, Public Health in Environmental Health Sciences, Columbia University
- Cary Fowler, Executive Director, Global Crop Diversity Trust
- Park, Yoon Sik, Head of Desalination Plant BG, Doosan Heavy Industries & Construction

#### Symposiarch

- Choe, Jae Chun, Chair, Division of EcoScience, Ewha Woman's University / President, Ecological Society of Korea

### Energy

Imagine the world without environmental threats. We must find an alternative to petroleum, both for the world's economy and the environment.

- What alternative fuels could replace oil and atomic energy?
- What technologies are really out there?
- How will new fuels change the landscape of the transportation industry?

#### Visionaries

- Kaname Ikeda, Director General, ITER (International Thermonuclear Experimental Reactor) Organization
- Thorbjørn N. Rasmussen, President, Vestas Asia Pacific
- David Panton, Senior Vice President, Asia, Pacific & South Africa Region, BMW

#### Symposiarch

- Mark Eddo, Business and Economics Correspondent, ITV News

### Luncheon

\*Special Speech

#### Visionary

- Yu, In-Chon, Minister of Culture, Sports and Tourism, Korea

### Entertainment: At the Forefront of Imagination

What is the source of the creative inspiration that gives rise to the music, movies and other forms of entertainment that are such indispensable elements in our lives? The answer is imagination. And how does imagination play a role in the purposeful creation of entertainment and take the lead in shaping our cultural, social, and even political landscapes? We will explore the fascinating world of the entertainment arts and how imagination stands at the forefront of creative development.

#### Visionary

- Will.I.AM, Producer/Lead Vocal, Black Eyed Peas



## McKinsey Workshop: Climate Change - What can information and communication technology companies do about it?

As the climate change issue moves front and center, there is increasing attention being paid on how to reduce carbon emissions. What role will information and technology companies play in reducing carbon emissions? What will be the opportunities for these companies in the next 5-15 years?

### Visionaries

- Gordon Orr, Director, McKinsey&Company, Global Leader of Strategy Practice, Asia Leader of ICT Climate Change Initiative
- Jay Samit, Executive Vice President, Sony Corporation of America / General Manager, Sony Connect

\*Additional visionaries TBC (To be confirmed).

## Interface

Technologies are displaying increasingly more user-friendly interactivity. We will explore the new ideas that are accelerating the evolution of the user interface.

- How are humans interacting with technology?  
(e.g. devices, computer platforms, etc.)

### Visionaries

- Anand Agarawala, CEO, BumpTop
- Dale Herigstad, CCO, Schematic
- Ryu, In-Kyung, Executive Vice President & Director of LGE Advanced Research Institute, LG Electronics
- Mike Matas, Human Interface Designer

### Symposiarch

- Scott Page, CEO & Co-founder, New Media Broadcasting Company / Saxophone and Guitarist Pink Floyd, Supertramp, Toto

## Urban Design

Thoughtful and imaginative urban design enhances the aesthetic, social and economic aspects of our lives. It also enables us to lead more sustainable lives by improving the way public places are experienced and used.

- What visions do architects aim to articulate through their designs?
- Why does urban design matter? What implications does it have for our lives?
- How could related industries (e.g. the transportation industry) contribute towards pioneering better lifestyles?
- What can we learn from trends such as the compact city and new urbanism?
- How should Seoul go about its quest for better urban design?

### Visionaries

- Yoo, Kerl, CEO, IARC / Architect, New Seoul City Hall Complex
- Joshua Prince-Ramus, President, REX / Architect, Seattle Central Library
- James Powderly, Co-founder, Graffiti Research Lab

### Symposiarch

- Cameron Sinclair, Executive Director, Architecture for Humanity, "Eternal Optimist"

## Networking Dinner

\*Special Speech

### Visionary

- Oh, Se-hoon, Mayor of Seoul

## Opening Keynote “Again to the Moon”

As the final frontier for the human race, space has always been in our imagination. In April 2008, Korea sent its very first homegrown astronaut to the International Space Station (ISS), joining the dream of humans living together in space, hopefully peacefully.

- Why space and what are its implications to us?
- What is really out there in space? (e.g. new life, resources, etc.)
- What have we achieved since the Wright Brothers?
- What has been accomplished since Sputnik?
- Where are we now in explaining the origin of the universe and our planets?
- What must we do to prepare ourselves for a space age?
- Are we prepared for the vastness of space: Confrontation and communication with other life forms; lack of sustainable necessities, or possible excess of light, heat, water, or food? Is there such a thing as readiness when we know not what exists beyond the stars?

### Visionary

- Eugene Cernan, Commander of Apollo XVII - “The Last Man on the Moon”

## Expanding Space Frontier

Throughout the past century, governments have been seriously investing in space programs that have ranged from exploration, defense and possible colonization. Now, the private sector is competing for the skies; certainly space and its unknown vastness is capable of supporting both the government and private sectors, how can both be satisfied?

### Visionaries

- Kozo Fujii, Research Director, Institute of Space and Aeronautical Science, JAXA
- Kwak, Dochan, Chief of the Applications Branch, Advanced Supercomputing Division, NASA
- Park, Chul, Professor, Department of Aerospace Engineering, KAIST
- Rick Tumlinson, Co-founder, Space Frontier Foundation

### Symposiarch

- Pete Worden, Director, NASA Ames Research Center

## Privatizing Space Exploration

World leaders and visionaries are using their financial resources to take space discovery and tourism to a whole new height. By collaborating and uniting, they are bringing space closer to the consumers. With enormous technical difficulties ahead, solutions will require even more heroic determination. Is the private sector picking up where governments have left off?

- What has been accomplished since Sputnik?
- What must we do to prepare ourselves for a space age?
- When will we be able to purchase a roundtrip ticket to the moon?

### Visionaries

- Paik, Hong-Yul, President, Korea Aerospace Research Institute (KARI)
- Ann Druyan, Co-writer of Emmy Award-Winning Series, “Cosmos” / CEO, Cosmos Studios
- Scott Hubbard, Professor, Stanford University Department of Aeronautics and Astronautics
- Xavier Claramunt, Founding Director, Galactic Suite

### Symposiarch

- Paul Eckert, International and Commercial Strategist, The Boeing Company, IDS, Space Exploration

## Luncheon

\*Special Speech

### Visionary

- Kim, Doh-Yeon, Minister of Education, Science and Technology, Korea

## Media Summit - Game

Games have grown from being highly formulaic and repetitive into virtual worlds and artificial intelligence. The game world is becoming a new market place for asset ownership and out-of-body experiences. How will the new breed of games inspire Hollywood, inventors and advertisers?

### Visionaries

- Kim, Jung Ju, Founder, NEXON Corporation /  
CEO, NEXON Holdings Corporation
- Allan Alcorn, Co-founder, Atari
- Johnathan 'Fatal1ty' Wendel, E-Sportsman

### Symposiarch

- Nolan Bushnell, Founder, Atari / CEO, uWink

## Demo - Rethink your Desktop

### Visionary

- Anand Agarawala, CEO, BumpTop

### Investor

Wielding their Midas hands, investors are always looking for groundbreaking ideas to deploy wealth. Discussing all the ideas presented at the conference, world-class investors will share their insights on the most potentially lucrative and profitable trends in business today.

### Visionaries

- Warren Packard, Managing Director, Draper Fisher Jurvetson
- Koh, Jeong-suk, President, Ilshin Investment
- Scott Matlock, Chairman of Asia M&A, Morgan Stanley

### Symposiarch

- Dennis Levine, CEO, Adasar Group

## Wrap-up Symposium : Evolving the Human Race Beyond

By synthesizing all of the conference discussions in a wrap-up session, we will settle on some of the most critical lessons and insights. What areas can we work on together to create a better planet earth?

### Visionaries

- Symposiarchs

### Symposiarch

- Ken Rutkowski, CEO, KenRadio Broadcasting

## Photo History 2004



Bill Gates Congratulatory Remarks (Video Message)



Nicholas Negroponte,  
Founder of MIT Media Lab

Plenary 3 Infrastructure for Digital Contents and Its Marketing



## Photo History 2005



Roh Moo Hyun, Former President of The Republic of Korea with Al Gore, Former U.S. Vice President, 2007 Nobel Peace Prize Laureate



Yun Jong Yong,  
Vice Chairman & CEO  
of Samsung Electronics



Chin Daeje,  
Former Minister of Information  
and Communication, Korea



Irwin Jacobs,  
Co-founder & Chairman of  
Qualcomm



John Naisbitt,  
Futurist, Author of "Megatrends"



Michael Powell,  
Former Chairman of US Federal Communications Commission



Boa, Korean pop artist



Photo History 2006



Steve Ballmer,  
CEO of Microsoft Corporation



Nam Joong Soo,  
President & CEO of KT



Lawrence Lessig,  
Founder of Creative Commons /  
Professor of Law of Stanford Law School



Samul-nori, Korean traditional performing arts at the Global Mobile Content Awards



Photo History 2007



Opening Plenary : What's Media Anyway? Where is it Headed?



Eric Schmidt, Chairman & CEO of Google



Oh Se-hoon,  
Mayor of Seoul



Anne Sweeney, President of Disney-ABC TV Group

## Photo History 2007



Ha Kumloul,  
Chief Executive Secretary, Seoul Digital Forum /  
CEO of SBS



Lee Ki-tae,  
Vice Chairman & CTO  
of Samsung Electronics



Kim Shin Bae,  
President & CEO of SK Telecom



Tom Curley,  
President & CEO of The Associated Press



Chris Anderson,  
Author of *The Long Tail* /  
Editor-in-Chief of *Wired Magazine*



Peter Smith,  
President of NBC Universal  
International



Special Plenary : When Seoul Meets Hollywood -  
Reviewing the Potential of the Korean Wave

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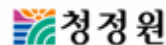
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