



Highlights

2009-2010

Overview

The online Talkstandards project was launched just over a year ago with the ambition to provide an open, fact-based platform for the discussion of issues related to international standardization. Key to the project is interdisciplinary participation with a focus more towards standardization policy and consequences rather than specific technical discussions. In this way the project fosters participation from developers, researchers, policymakers and all other stakeholders in an open and collaborative community.

During the last year, the Talkstandards.com has grown dramatically and continues to do so. With a continued focus towards analysis and the garnered input from leading experts within standardization, the project has established itself as a credible platform for policy discussion within the standardization space.

This document presents an annual review of the Talkstandards project, covering the period from July 1st 2009 to June 30th 2010.

Open Fora

During the last year, Talkstandards hosted a total of 11 online events. The purpose of these online events was to focus the general discussion upon a specific issue, such as Open Source or eGovernment. Typically a series of expert guest contributors provide pre-prepared written keynote or opening remarks around which the discussion is centered. These events are open and free for all interested participants and frequently lively debate ensues. All previous events are available online and are summarized below – including the theme and important contributions.

1. [Standards Policy in China](#)

- Online Forum: June 24, 2010 :: 15:00 - 17:00 GMT

Due to the recent financial crisis, we are seeing a shift in the world economy from the G8 to the G20 and in particular China, who are no longer content merely as a source of cheap labor. However, attempts to increase China's importance in international standardization, such as the infamous Indigenous Innovation policy, have drawn considerable criticism from the West. It is these issues with which the Talkstandards June event focused, building upon the "[ICT Standardization in China](#)" event from October 2009. Expert contribution to the event included: [Wang Ping](#) (Deputy Chief Engineer, CNIS), [Klaus Ziegler](#) (Seconded European Standardization Expert for China) and [Dieter Ernst](#) (Senior Fellow, East-West Center).

2. [Global Standardization As Global Politics](#)

- Online Forum: May 27, 2010 :: 15:00 - 19:00 GMT

In increasingly globalized world, the traditional policy tools of the nation state are inefficient at dealing with a new set of global concerns. As a result we are beginning to see a growing demand for political intervention through quasi-regulatory international standardization. Contributors to the May event - such as [Andy Updegrove](#) (Gesmer-Updegrove LLP), [Keith Maskus](#) (U. of Colorado) and [Ken Krechmer](#) (U. of Colorado) - were asked: what role should governments play in international standards initiative, and what are the consequences of this involvement?

3. [Reviewing SSOs](#)

- Online Forum: April 29, 2010 :: 15:00 - 20:00 GMT

Can standard setting organizations (SSOs) be ranked or compared against each other, and if so, what criteria should be used and who could make such an assessment. Furthermore would such a formal review/ranking assessment foster or impede efficient standardization? These were the questions posed in our April Event. Contributors - such as [Daniel Dardailier](#) (W3C Director of International Relations), [Knut Blind](#) (Chair for Standardisation at the Rotterdam School of Management) and [Jay Kesan](#) (University of Illinois) – compared on the one hand the facilitation of openness and consensus from such ranking, and on the other hand the risk from “standardizing standardization”.

4. [Sunshine Week: ICT and Open Government](#)

- Online Forum: March 18, 2010 :: 16:00 - 20:00 GMT

The March 2010 Talkstandards open forum focused upon the ways in which ICT standardization can help increase government transparency. Issues such as public-online data, Gov 2.0 solutions (to increase public awareness of government operation) as well as interoperability and security were discussed. The event featured keynote contributions from: [Dr. Stuart Shulman](#) (University of Massachusetts Amherst), [Sharon Dawes](#) (Center for Technology in Government, CTG), [Dr. Gregory Curtin](#) (University of Southern California), and [Dan Kasun](#) (Microsoft).

5. [ICT Standardization and eHealth](#)

- Online Forum: February 25, 2010 :: 16:00 - 20:00 GMT

Talkstandards' February event focused towards issues related to ICT standardization in eHealth. Questions such as: How can ICT standardization be best utilized towards reaching social goals and responsibilities, and to what extent should governments intervene in the standardization process? The event included an exclusive interview with [David Ingram](#) (Founding Chairman of openEHR), which discussed the current state and future of eHealth, as well as keynote contributions from [Denise Silber](#) (head of Basil Strategies) and [Keith W Boone](#) (GE Healthcare).

6. [SSO Governance](#)

- Online Forum: January 28, 2010 :: 17:00 - 19:00 GMT

The benefits from diversity and the risks of government intervention were at the center of the discussion during TalkStandards' open forum on the issue of SSO Governance in January 2010 and featured two exclusive interviews. The first was conducted with [Per Andersen](#) (Managing Director IDC Nordic & Benelux), in which his report "Evaluation of Ten Standard Setting Organizations with Regard to Open Standards" conducted for the Danish Government was discussed. The second was conducted with [Peter Brown](#) (Chairman of OASIS Board), in which he discussed the rationale behind OASIS's strong stance on Open Source and transparency.

7. [ICT Standardization and Climate Change](#)

- Online Forum: December 17, 2009 :: 16:00 - 18:00 GMT

In response to the COP15 conference, Talkstandards' December 2009 event focused upon the role of ICT Standardization - which has the technological potential to significantly reduce our environmental impact – in tackling climate change. The primary themes were Energy, Communications, and Technology transfers. The event featured keynote contributions from: [Rudolf Strohmeier](#) (Head of Commissioner Reding's Private Office), [Per Morten Hoff](#) (Secretary General, IKT-Norge), [Vernon Turner](#) (Senior Vice President, IDC Enterprise Infrastructure, Consumer, Telecom and Sustainability Research), [Tony Vetter](#) (Project Manager, Global Connectivity, IISD), and [Mark Frequin](#) (Director General, Energy and Telecom, Netherlands).

8. [Standardization and eGovernment](#)

- Online Forum: November 11, 2009 :: 16:00 - 18:00 GMT

The eGovernment event dealt with issues such as the role of ICT standardization in the implementation of eGov strategies as well as how best to ensure interoperability and security while providing new and innovative public services. Featured keynote contributions included: [Oliver Bell](#) (Microsoft), [Ajit Jaokar](#) (Futuretext), and [Tore Hoel](#).

9. [ICT Standardization in China](#)

- Online Forum: October 7, 2009 :: 16:00 - 18:00 GMT

In the first of our China events, issues related to China's government policy - such as Indigenous Innovation, restrictions upon foreign IP within compulsory national standards, and large scale multinational R&D efforts – and the implications these have both domestically and abroad. Expert keynote contributions were featured from: [Wang Ping](#) (Deputy Chief Engineer, CNIS), [Jane Winn](#) (University of Washington School of Law), [Phillippe Cousin](#), and [Heejin Lee](#).

10. [Standardization and Antitrust](#)

- Online Forum: September 23, 2009 :: 16:00 - 18:00 GMT

“How should antitrust agencies best deal with IPR licensing in a standardization setting?” was the question posed by Talkstandards September 2009 event. Issues relating to the licensing of IPR in ICT standardization and the possible antitrust concerns which stem from this were discussed in a series of expert keynote contributions, including those from: [Tobias Hahn](#), [Joshua Wright](#), [Dr. Timothy Simcoe](#) (Rotman School of Management), and [Dr. Anne Layne-Farrar](#) (Director, LECG).

11. [Modernising ICT Standardisation in the EU](#)

- Online Forum: September 2, 2009 :: 16:00 - 18:00 GMT

In response to the EU commission’s white paper “Modernizing ICT Standardization in the EU”, Talkstandards hosted an open forum in which to discuss the issues raised by the publication. This event formed the base upon which the successful follow up event in July 2010 was based. The event featured keynote contributions from: [Mattias Ganslandt](#) (University of Lund), [Knut Blind](#) (Chair for Standardisation at the Rotterdam School of Management) and [Ajit Jaokar](#) (Futuretext)

20 most read Talkstandards articles in 2009-2010

The following are the most read articles published on Talkstandards.com, measured in total page views, between July 1st 2009 and June 30th 2010. A brief summary or excerpt is presented for each article.

1. [No strings attached – the future of wireless standards](#)

- Mattias Ganslandt, August 18th 2009

Wireless communication technologies have seen significant development over the last decade. This is true both for mobile, where 3G technologies W-CDMA and cdma2000 have altered the way we are able to use our cell phones, and stationary systems, where Wi-Fi, WiMAX and Bluetooth have enabled device communication over the air instead of cables.

2. [iPhone FaceTime: widespread adoption of video calling at last?](#)

- Mattias Ganslandt, June 10th 2010

While face-to-face video calling on mobile phones has been available for around a decade now, the technology has never gain substantial widespread public adoption. However, the inclusion of “FaceTime” video calling in Apple’s upcoming iOS 4 for iPhone4, announced Monday by CEO Steve jobs at WWDC2010, may give the technology the prerequisite market penetration to reap positive network externalities.

3. [Recent Trends in Green ICT](#)

- Talkstandards, December 17th 2009

Developments in Green ICT are moving fast, with new innovations continuously springing to surface. Presented are some of these recent trends and progresses.

4. [The Risks of Standardizing Standardization](#)

- Mattias Ganslandt, April 29th 2010

In late 2008, IBM published a new corporate policy, which set guidelines for the company’s behavior in different standards setting organizations. While initially well received, such an attempt to standardize the process of standardization may prove to have negative effects on innovation as no single consensus-view on openness currently exists.

5. [The Smart Grid Last Mile\(s\) – Part 2](#)

- Ajit Jaokar, March 31st 2010

It is important to realize that the last mile (the home), can extend to the 'meter' OR it can proliferate deeper into every device connected to the home network. As we can imagine, there are already standards for home networks. So, the question is: How does Smart Grids interface to home networks?

6. [Best Approach to eHealth Standardization is Learning-by-Doing](#)

- Mattias Ganslandt, February 24th 2010

In an exclusive interview with Talkstandards, Professor David Ingram of openEHR, one of the most innovative players in the eHealth field, outlines some of his expectations for the future of ICT in the health care sector. This transcript has been prepared from notes taken during a telephone interview on February 22nd. Part III: Openness, implementation and governance.

7. [ICT Standards and Indigenous Innovation in China](#)

- Jane Winn, October 7th 2009

China's policy of promoting indigenous innovation in ICT industries is bifurcated, with large-scale, capital intensive development in a few urban centers supporting the national strategy of becoming an exporter of technologies and standards, while enterprises in provincial cities and towns are left to fend for themselves with few central government subsidies or protections, writes Jane K Winn.

8. [Questions raised by China's "indigenous innovation" program: An Overview](#)

- Richard Suttmeier, June 24th 2010

China's interest in developing and implementing a national standards strategy continues to attract widespread international attention. The strategy has been incorporated into the web of policies in support of China's ambitious 15 year Medium to Long-term Plan (MLP) for scientific and technological development intended to make China an "innovative society" by the year 2020.

9. [New Chinese Regulation of IPRs in Standards?](#)

- Mattias Ganslandt, December 2nd 2009

China recently circulated a draft regulation regarding the use of patents in Chinese national standards. The regulation demands that for patents to be eligible for incorporation in standards, they must be made irrevocably available royalty free or for a nominal fee.

10. [A cloudy weather forecast is needed for the Internet of things](#)

- Ajit Jaokar, October 5th 2009

Nowhere is the issue standardization more complex than with the Internet of things. The Internet of Things would need all devices, globally to interconnect to each other and ‘talk’ with each other. One person could have many connections so it is more than connecting ‘humanity’ – since the Internet of things entails a ‘one too many’ relationship between people and devices

11. [Challenges of Globalisation and Informal Governance](#)

- Jane Winn, September 23rd 2009

The “Way Forward” White Paper notes that “without decisive action the EU risks becoming irrelevant in ICT standard setting which will take place almost entirely outside Europe and without regard to European needs,” and “it is indeed imperative to modernise the EU ICT standardisation policy and to fully exploit the potential of standard setting.”

12. [Interview with Per Andersen, Managing Director IDC Nordic & Benelux](#)

- Talkstandards, January 28th 2010

This interview with Per Andersen, Managing Director of IDC Nordic & Benelux, was conducted for Talkstandards.com via email during January 2010 in the lead up to the Open Forum on SSO Governance. A major theme of the interview was his 2008 report titled the “Evaluation of Ten Standard Setting Organizations with Regard to Open Standards”.

13. [openEHR Favors Empirical and Practical Approach to eHealth](#)

- Mattias Ganslandt, February 23rd 2010

In an exclusive interview with Talkstandards, Professor David Ingram of openEHR, one of the most innovative players in the eHealth field, outlines some of his expectations for the future of ICT in the health care sector. This transcript has been prepared from notes taken during a telephone interview on February 22nd. Part I: The Future of eHealth.

14. [Standardisation Policy in China: A Path from Made-in-China to Innovated-in-China](#)

- Anne Layne-Farrar and Vanessa Yanhua Zhang, June 24th 2010

In the past decade, Chinese companies have aggressively invested in R&D as a path toward meaningful participation in domestic and international standard setting. These efforts are aligned with broader Chinese ambitions to transform the domestic industry structure from “made-in-China” to “innovated-in-China”.

15. [The Smart Grid Last Mile\(s\) – Part 1](#)

- Ajit Jaokar, March 30th 2010

This is the key interface from the customer standpoint. It is critical to partner with the customer and gain their trust if the Smart Grid vision is to succeed as envisaged. Thus, the customer may be the key driver and the trigger for innovation in the Smart Grid scenario.

16. [Will e-health Take Off In Emerging Markets and If So, What Are the Implications?](#)

- Ajit Jaokar, February 24th 2010

With all the high profile initiatives in USA and Europe, it is tempting to think that e-health is a 'western' concept. While it is true that the idea of e-health is getting a lot of coverage in the West, it may actually arise earlier in emerging markets.

17. [TD-LTE's Place in the 4G Wireless Landscape](#)

- Mattias Ganslandt, June 17th 2010

While a lot of attention has been placed on the growing standards war for next generation wireless network standards between LTE and WiMAX a number of interesting developments have been made regarding the Chinese developed outsider TD-LTE. TD-LTE is a standard for wireless mobile networks and 4G candidate which has been developed by China Mobile, building upon the TD-SCDMA 3G standard.

18. [New Regulation for China's Infant eBook Industry](#)

- Mattias Ganslandt, June 4th 2010

With a brewing standards war heating up, eBooks are expected by many to revolutionize the publishing industry in much the same way that digital music revolutionized the music industry. China in particular has seen considerable growth in both eBook technology uptake and investment, and is expected to reach 30% of the global market the year.

19. [Can Web 2.0 Trump eHealth Interoperability Issues?](#)

- Denise Silber, February 24th 2010

One of the barriers to the adoption of eHealth is the adoption of standards. And there are in turn unending barriers to the adoption of standards: legal, cultural, administrative, financial, organizational, and of course technical constraints not to omit the lack of incentives. Hence an interesting Norwegian paper by Riita Hellmann which speaks of "ubiquitous heterogeneity."

20. [Chinese Standardization and the benefits of European led coordination](#)

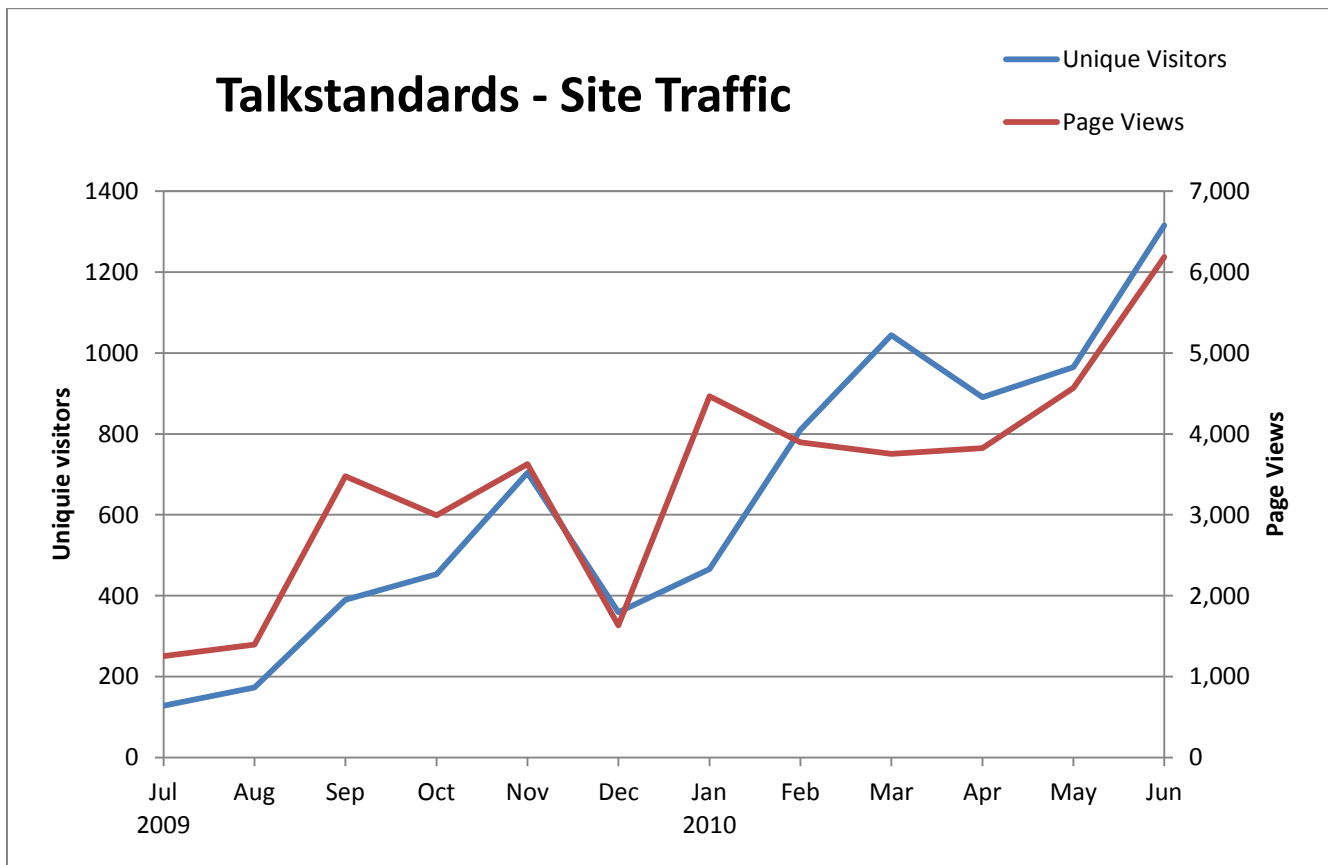
- Klaus Ziegler, June 24th 2010

In recent years China's standardization system has matured considerably. Today, China has more standards than Europe, covering more aspects of economic operations than any industrialized country. China wants to be recognized as a major player in standardization, including export of its standardization deliverables.

Site Usage & Geographical Statistics

Through the posting of articles and blog posts by experts working in the field and in conjunction with regular online events, which focus the discussion to specific and current issues, the project has grown substantially. In total, during the year ending June 30th 2010, Talkstandards.com has received 9,401 unique visitors to the site and 46,585 page views.

The graph below presents the monthly site usage statistics between July 2009 and June 2010 and demonstrates both a considerable increase in both measures during the last year and a half as well as significant upward trends, which indicate the site will continue to grow. The left vertical axis measures unique monthly visitors, while the right vertical axis measures total monthly page views.



This growth in site usage can be attributed to the momentum the project has developed. As the site develops the project continues to attract contribution from big names within the standardization community, such as participants from OASIS (key open source SSO), CEN-CENELEC (official European standards bodies), CNIS (Chinese standards body), the UN, and many more.

During the last year, this boom in Talkstandards traffic breaks down into 12,647 visits from 131 different countries worldwide. The greatest number of visits came from the United States, Sweden and Belgium. Presented below is the top 20 visiting nations as well as the number of visits from each. Encouragingly, we see a strong spread of nations and strong representation outside Europe and North America.

Breaking down the US (presented below), we see that the most visiting regions were Washington State, California, the District of Columbia, New York and Massachusetts. A similar break down is also provided for Europe.

Top visiting Regions: July 1, 2009 – June 30, 2010

WORLD part 1

RANK	COUNTRY	VISITS
1	US	4,055
2	Sweden	1,810
3	Belgium	1,003
4	UK	913
5	Germany	568
6	Canada	367
7	India	341
8	Netherlands	256
9	France	249
10	China	247

WORLD part 2

RANK	COUNTRY	VISITS
11	Australia	223
12	Switzerland	177
13	Singapore	162
14	South Korea	161
15	Italy	113
16	Japan	111
17	Spain	107
18	Hong Kong	103
19	Greece	82
20	Malaysia	80

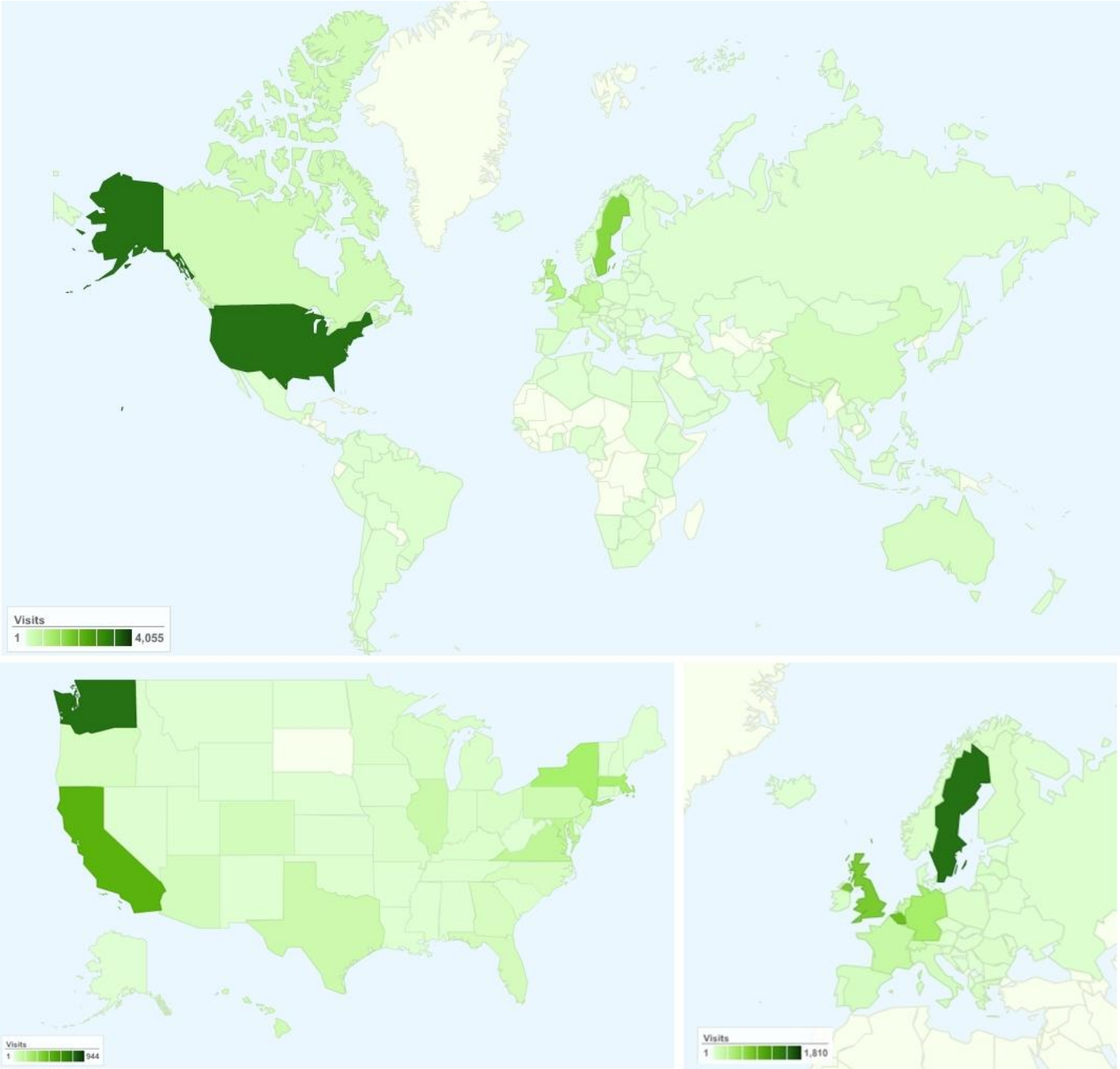
UNITED STATES

RANK	STATE	VISITS
1	Washington	944
2	California	590
3	DC	366
4	New York	289
5	Massachusetts	284
6	Maryland	173
7	Virginia	169
8	Illinois	110
9	Texas	107
10	New Jersey	96

EUROPE

RANK	COUNTRY	VISITS
1	Sweden	1,810
2	Belgium	1,003
3	UK	913
4	Germany	568
5	Netherlands	256
6	France	249
7	Switzerland	177
8	Italy	113
9	Spain	107
10	Greece	82

Geographical distribution of visitors: July 1, 2009 – June 30, 2010



Source: Google Analytics

Twitter outreach - @Talkstandards

During the past year Talkstandards has run a successful outreach program through twitter (twitter.com/talkstandards). @Talkstandards has grown substantially since its launch earlier this year with the number of subscribers (followers) increasing from 525 to 710, an increase of nearly 40%, in just three months. Compared to Talkstandards.com, which is focused primarily upon more detailed analysis of specific issues, the twitter feed provides a broader news-based feed to subscribers. The graphs below present @Talkstandards' daily twitter statistics, the first during the 3 months between May 30th and August 31st 2010 and the second between February 19th and May 20th.

