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PRESIDENT

**WSIS+10 High-Level Policy Statement of dr. Monika Karas, President of the National Media and Infocommunications Authority, Hungary**

Mr. Chairman,  
Secretary General of the ITU  
Honorable Ministers, Your Excellencies, Ladies and Gentlemen!

Let me start by thanking the Secretary-General of the ITU, Dr. Touré, the elected officials of ITU, UN representatives, and all WSIS stakeholders for preparing and organising such a great multistakeholder event. I feel honoured to be here today in Geneva.

Hungary welcomes the outcome documents to be endorsed by this high-level event.

What makes this meeting special?

The fact that it provides a unique platform for dialogue. It will contribute to the development of the information society and allow the exchange of experience in this field so important for all of us.

Being here today shows that what was a set of ideas a decade ago has become tangible and realistic today. Information and Communication Technologies are improving the human condition more swiftly than anything else on this planet.

Being an active part of this converged knowledge society gives so many benefits and advantages to people that they can hardly capture. This is why, we – as decision makers – have to do our best to build and promote an inclusive and open information society that is affordable to everyone around the globe and across all age groups.

However, making accessible these digital benefits to everyone is not enough.

It is not enough because without knowing how to use the available ICT tools properly and with confidence, they can also be a source of great danger.

How can we overcome this challenge, ladies and gentlemen?

How can we avoid being trapped in this vicious cycle?

How can we transform these global efforts into local action?

These are the questions we asked ourselves at the National Media and Infocommunications Authority in Hungary before coming up with the idea of establishing the so called Magic Valley Media Literacy Centre in Budapest.

We came to the conclusion that over and above regulation, we must play an active role in shaping the media literacy of future generations.

As children between 9 and 16 are the most receptive to the digital environment the centre focuses on this age group. If prepared appropriately to typical dangers of the new media culture, this generation will be able to pass on the knowledge to their children too.

What makes Magic Valley unique?

The Media Centre aims at allowing exploration and teaching proper application of ICT tools rather than prohibiting inappropriate use of them.

Magic Valley instils a sound critical approach in children.

It gives insight into the world of media through creative processes, backed by a team of qualified animators and cutting-edge technology. I believe that a new generation will grow up in Hungary all equipped to understand different aspects of media.

Ladies and Gentlemen,

I encourage all of you to take the first steps towards a new generation coming of age.

And finally, let me reaffirm Hungary's commitment to the Geneva principles and the Geneva Plan of actions. My country is ready to take on its responsibility in this multistakeholder process beyond 2015.

Thank you for your attention, and I wish you all a successful event.