

**Do you agree with the way this paper defines convergence? Why/why not?**

No. I find it highly ironic that this paper, ostensibly originating from the the Ministry of Culture and Heritage defines its constituents as but consumers.

**Do New Zealand's current regulations and policies need to change to account for convergence? Why/why not?**

No. Not if convergence is to be defined as an argument, contemporarily, within the context of globalisation (in all its forms) against rendering NVA (non-value added) 'middle-men' redundant.

**Do you agree with the proposed convergence work programme?**

No. See following.

**Should the Government be doing anything else to address convergence?**

Most certainly. To begin with, to perhaps be somewhat more discriminating (and in tune with her professed constituency) before redacting, and jockey on, some very questionable PR source material. For example:

"Uber, the world's largest taxi company, owns no vehicles. Facebook, the world's most popular media owner, creates no content. Alibaba, the most valuable retailer, has no inventory. And Airbnb, the world's largest accommodation provider, owns no real estate. Something interesting is happening.

Since the Industrial Revolution, the world has developed complex supply chains, from designers to manufacturers, from distributors to importers, wholesalers and retailers, it's what allowed billions of products to be made, shipped, bought and enjoyed in all corners of the world. In recent times the power of the Internet, especially the mobile phone, has unleashed a movement that's rapidly destroying these layers and moving power to new places."

Please clarify the Government's interpretation of Goodwin's argument here. Who are they out to serve or destroy? Trade Me? Or the individuals who use it and, perhaps, do not pay GST?

**What barriers are you aware of that prevent you from benefiting from, or responding to, convergence?**

That the Government refrain from Orwellian/PR tendencies for doublespeak in any revision.

**Name**

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