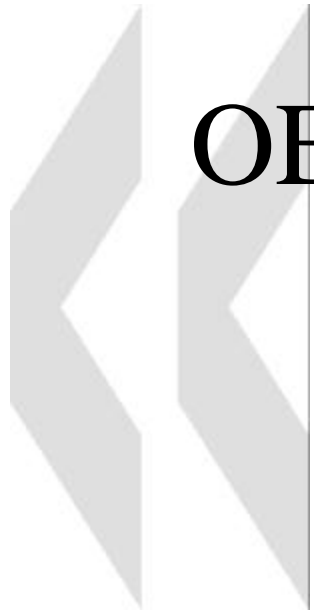




A clear voice in a world of information.

January 2001



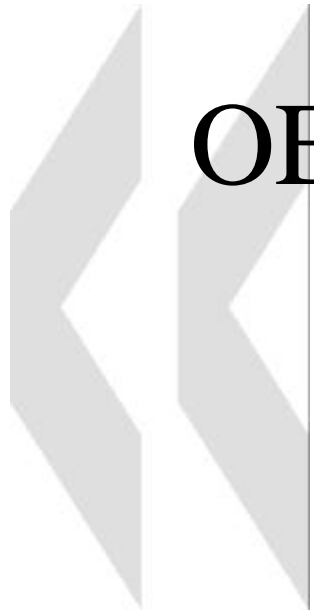
OECD?

- Policymakers
- Who else wants to know?
- Public: demand for information
- Institution: visibility and dialogue
- 30 members with a worldwide audience



From print to screen


- Books: 250 a year
- Observer : **global traffic**
- Policy Briefs
- OECD in Figures
- OECD.org: 25,000 pages viewed
- Source OECD



OECD Forum

- Meeting place of the Millennium
- Building bridges
- Policy led
- A Forum community

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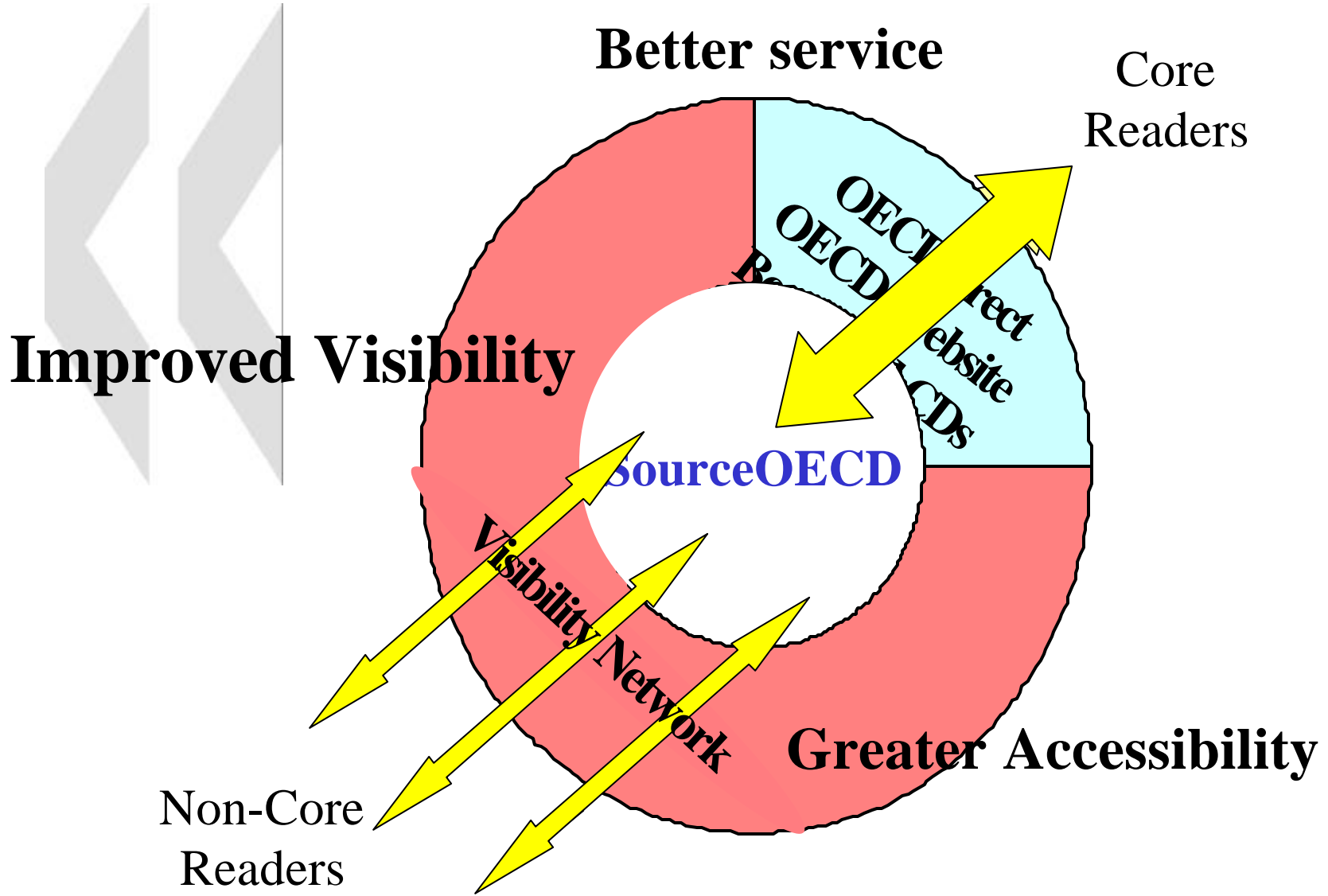
But how can we break through the Visibility Barrier?

- Exploit partnerships
- Build a **Visibility Network** .



Visibility Network to date reaches . . .

- 7 partnerships signed, more under negotiation
- 100,000+ institutions
- 20+ million professionals and students
- in over 60 countries
- making OECD publications visible and accessible. . .



January 2001



Where to now?

- Usefulness and credibility
- Civil society
- Business partnerships
- Sustainable development and the new economy
- Better policy, better government, better world