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***5C = Convergence and Community Content Creation/ Consumption:  
Proposing a new concept for the future of collective creativity***

The convergence of telecommunication and media technologies is and ongoing reality. Service coverage overreaches the previously impenetrable walls of technical platforms. Parallel to this, the world of content creation also undergoes and dramatic change. Millions of users participate in the world of community content creation via various forms of their own pieces of work.

Defining the 5C paradigm: The concurrent trends of technology convergence and growing community content creation offer a wonderful opportunity to the society of the 21st Century. The cross-platform ability to create, share and consume user created content adds a new dimension on how we interact with each other. This creates a new rich form of communication channel for individual and communities. For sharing experiences, gathering knowledge and fostering collective creativity. For opening windows to different cultures with the possibility of a never before seen depth of understanding. All this without having to worry about the different platforms on the content creation or consumption sides. Saving time and energy for the creative content creation. The elaborate analysis of this coalesce of technology and content is proposed to be the goal of the paper, including the introduction of a new concept for the future of collective creativity: 5C = Convergence and Community Content Creation/ Consumption.

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