General Secretariat (SG)

Geneva, 28 July 2021

Ref.: **CL-21/29**
Contact: Mr Stefano Polidori
E-mail: tsbevents@itu.int

To:
- ITU Member States
- ITU Sector Members
- ITU Associates and Academia
- relevant international, regional and national organizations
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Subject: The Future of Television for Europe. 19 November 2021, Fully Virtual

Dear Sir/Madam,

1.   It is my pleasure to invite you to attend the ITU Workshop on **"The Future of Television for Europe"**, which will be virtually held on 19 November 2021 from 09h00 to 13h00 CEST.

2.   The aim of the workshop is to discuss the future of television for Europe with relevant stakeholders, covering regulatory and policy frameworks, emerging and convergent ICT Infrastructures and services, as well as user interfaces and accessibility issues. It also provides an opportunity to discuss TV-related regional and international standardization and to share best practices and case studies on TV implementations over various media as well as new TV services. The role of television as a reliable source of information and means to provide entertainment will be also discussed, including how television can help solve societal challenges introduced by the lockdown, during the COVID-19 pandemic.

3.   The event outcomes will contribute to the workflow of several ITU Study Groups, namely:
   – **ITU-T** SG9: Broadband cable and TV
   – **ITU-T** SG16: Multimedia
   – **ITU-R** SG6: Broadcasting service
   – **ITU-D** SG1: Enabling environment for the development of telecommunications/ICTs
   – **ITU-D** SG2: ICT services and applications for the promotion of sustainable development

4.   Please register no later than **18 November 2021**. Information relating to the event, including the programme and the online registration form is (or will be) available on the event's website at: http://www.itu.int/go/4KAG.

5.   Participation is open to ITU Member States, Sector Members, Associates, ITU Academia and to any individual from a country which is a member of the ITU and who wishes to contribute to the work. This also includes individuals who are members of international, regional and national organizations. Participation in the workshop is free of charge. For additional information and questions relating to the event, please contact the event coordinator, Mr Stefano Polidori, at tsbevents@itu.int.

Yours faithfully,

Houlin ZHAO
Secretary-General

Annex: 1

ANNEX

BACKGROUND INFORMATION

This event will be run at the same time as the meeting of the ITU-T Study Group 9 (*Broadband Cable and TV*), planned fully virtual, 15-24 November 2021 (see TSB Collective 10/9). Also, it will follow the meetings of ITU-D Study Groups, 11-22 October 2021 (see circular letter CSTG-13) and the block meeting of ITU-R Study Group 6 (Broadcasting Service), planned fully virtual, 18 October - 12 November 2021 (see Administrative Circular CACE/987 and Circular Letter 6/LCCE/108).

This workshop is being organized as a follow up on the successful series of workshops and events on the future of TV, which are being organized in various regions of the world with the support of the three bureaus of the ITU: standardization (TSB), radiocommunication (BR) and development (BDT). Previous editions can be found below:

- The Future of Television for Asia & Pacific
  Fully Virtual, 23 April 2021
- The Future of Television for Europe
  Geneva, 7 June 2019
- The Future of Television for the Americas
  Bogotá, 26 Nov 2018
- Future of Cable TV
  Geneva, 25-26 January 2018

This series of events are supported by ITU-T SG9 (*Cable broadband and TV*), ITU-T SG16 *(Multimedia)*, ITU-R SG6 (*Broadcasting service*) as well as ITU-D SG1/Q2/1 *(Strategies, policies, regulations and methods of migration and adoption of digital broadcasting and implementation of new services)* and is an opportunity to bridge the requirements and needs of various countries with the standards community.

As well as the focal point given above, please note also the following contact points for this event for each of the sectors (R, T and D) as well as the ITU Office for Europe:
- ITU-R/BR: Ruoting Chang (ruoting.chang@itu.int)
- ITU-T/TSB: Stefano Polidori (stefano.polidori@itu.int)
- ITU-D/BDT: Rosheen Awotar-Mauree (rosheen.awotar@itu.int)
- ITU Office for Europe: Jaroslaw Ponder (jaroslaw.ponder@itu.int)

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