

**World Radiocommunication Conference 2019  
(WRC-19)**

Sharm el-Sheikh, Egypt

***Director's Statement  
on World Television Day***

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As you know, on 21<sup>st</sup> of November we celebrate World Television Day. This year, we mark 70 years since ITU released the first Recommendation on TV broadcasting (related to the use of coaxial pairs of telephone cables for the transmission of moving pictures).

We can be proud today of the work of ITU over the last 70 years in developing new standards and systems for broadcasting, bringing them in line with the latest cutting edge technologies designed to make high quality television coverage available in affordable ways to people all over the world, especially in the remotest areas.

Indeed, since it first released technical standards for television 70 years ago in 1949, ITU has strived to develop globally harmonized standards that have progressively enhanced television viewing experience in terms of both visual and audio quality. From early standards for colour TV to developing parameters for 4:3 and widescreen 16:9 aspect ratio television, ITU has championed the switch to digital TV broadcasting and High Definition Television (HDTV), enabling more services, better picture and sound quality and improved coverage owing to an increase in capacity with higher spectrum efficiency, advanced network planning and transmission methods. Building further on the superior colour fidelity of ITU's Ultra-High Definition Television (UHDTV), ITU introduced High Dynamic Range Television (HDR-TV) bringing increased realism to images.

Today, the convergence of traditional broadcasting and Internet services is leading to the further merging of media content, data, and applications using broadband networks delivered over a combination of terrestrial, satellite and Internet platforms. It is already a reality that streaming onto multiple portable devices has made TV an integral part of life, accounting for 80 per cent of all consumer Internet traffic.

And just a few weeks ago, the ITU Radiocommunication Assembly developed two Resolutions: ITU-R 70 and 71 that deal with “Principles for the future development of broadcasting” and the “Role of ITU-R on the ongoing development of television, sound and multimedia broadcasting”.

Ladies and gentlemen, please join me in celebrating World TV Day and in applauding the path-breaking achievements in broadcast technologies that have helped connect our world to information and knowledge, transforming it into a global village.