



General Secretariat (SG)

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ITU Member States,
Sector Members,
Associates and Academia

**Subject: World Telecommunication and Information Society Day (WTISD), 17 May 2024,
'Digital innovation for sustainable development'**

Dear Sir/Madam,

As you may be aware, ITU's anniversary falls on 17 May each year, which is also World Telecommunication and Information Society Day (WTISD). In keeping with current trends and the focus of many of ITU's members, this year's theme will be "Digital innovation for sustainable development".

Stemming from ITU's Strategic Plan 2024 - 2027, and the two strategic goals of universal connectivity and sustainable digital transformation, the theme provides all ITU members the opportunity to celebrate digital innovation from different perspectives with a focus on sustainable development.

WTISD serves as a reminder of those who have yet to experience the lifechanging effect and impact of connectivity, the internet, and digital services. A reminder of the 2.6 billion people who remain offline and need to be brought online.

To join us in commemorating the 159th anniversary of ITU this year and celebrating WTISD, I invite you to share your experiences, success stories, good practices, solutions, publications, and policies designed to accelerate digital innovation for sustainable development and reduce the innovation gap.

I urge you to organize Digital Future Challenges, to unite and celebrate the transformative potential of digital innovation. Throughout the year, ITU will be reflecting your experiences and highlighting their impact.

For more information about ITU's celebrations, please follow us through the WTISD dedicated website www.itu.int/wtisd and social media. If you are planning to organize an event or activity on the day, please fill out [this form](#) by **29 March 2024**. We are planning a fully virtual celebration this year and invite you to inform us if you would like to join us online to speak about your national celebrations. More details will be shared with you as they become available.

I look forward to celebrating the World Telecommunication and Information Society Day 2024 together.

Yours faithfully,

[Original signed]

Doreen Bogdan-Martin
Secretary-General

Annex 1

Video and photographic footage requirements

Rights of use

- Content provided to ITU can be used at the discretion of ITU and not limited to the creation of assets for WTISD.
- Any copyright details provided to ITU will be acknowledged in any final products using the material, wherever possible.
- All ITU members will be able to use the final product to highlight their role addressing the theme of WTISD-24 and our shared goals.

Content requirements

- All content needs to be provided clean, with no watermarks or logos, if possible.
- Please provide video content in the highest quality feasible. Ideally FULL HD 1920 x 1080 either 25p or 50i, but other formats and frame rates will also be acceptable.
- Photographs should be supplied unedited and in RAW file format if possible.

Type of content

- Hero shots
 - A hero shot is a shot of the principal character in their environment that singles them out. Ideally the hero is the beneficiary or those delivering digital transformation.
- Technology in action
 - Show technology in different environments, in action, being used and/or being produced.
- Setting shots to provide context.
 - Shots of local populations going about their day.
 - Shots of the location.

How to share content

- Please upload all the footage using the following upload link:
<https://itudigitalproduction.wetransfer.com>
- Please notify Daniel.woldu@itu.int when uploaded, with info on content supplied – title, description, attribution details.

For any questions or guidance on audio-visual content, please contact:

Daniel Woldu

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