

Ladies and gentlemen

It is a great honour for me to be here this evening to accept this award and to speak to you on behalf of the International Telecommunication Union (ITU) and our partners in international standardization – the International Electrotechnical Commission (IEC) and the International Organization for Standardization (ISO), represented here this evening by Mr. Scott Jameson, Chair of the ISO/IEC Joint Technical Committee on Information Technology (JTC1).

International standards have clearly played an enormously important role in the development of television and entertainment industry and our three organizations have made significant contributions over the years. In addition to still picture (JPEG) and moving picture (MPEG) compression technologies, ISO and IEC have contributed standards such as the ISAN for 'fingerprinting' video productions, and detailed technical specifications for multimedia equipment and services. ITU has had strong ties with the broadcast industry going back to the days of Marconi, Tesla, Baird and Bell. If you buy a new high definition TV today it will conform to an ITU standard, and earlier this year we published the first global specifications for IPTV. Today one of the exciting things we are working on in ITU is standards for 3DTV.

This amazing video codec that we are being awarded for this evening – H.264 | MPEG-4 AVC can be found in Blu-Ray, YouTube, the iPhone... products at the cutting edge of today's information and communication technologies. It brings high quality, high definition video to a vast range of devices and applications. Numerous broadcast, cable, videoconferencing, and consumer electronics companies incorporate it in their new products and services.

H.264 | MPEG-4 AVC is the jewel in the crown of international standards collaboration. This standard's versatility has been recognized and applauded across an amazing spectrum of industry. Its widespread adoption is testament to the flexibility and efficiency that has been engineered by a team of people from our three organizations that have dedicated themselves towards achieving this goal. It also demonstrates a sincere and strong belief in the power of international standards. I am proud to be receiving this award in recognition of the work of the experts of our Joint Video Team (JVT).

Three of these people are here today. Gary Sullivan, Thomas Wiegand and Ajay Luthra are three of the four current JVT chairmen. Without the expertise of these three and their colleagues in the JVT we would not be here today. We thank all these individuals for applying their great engineering skill to the development of this standard, and also their companies for supporting this work, many of which are represented here this evening.

Ladies and gentlemen of the Academy, together with Scott Jameson and the JVT chairmen, I thank you most sincerely for this award. It is a very proud night for ITU, ISO and IEC.