



**National Seminar on Thailand Digital Terrestrial TV Broadcasting  
Roll Out**

**16 December 2014, The Sukosol Bangkok Hotel**

**Welcome Address**

**Mr. Ioane Koroivuki**

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*Assistant Professor Dr Thawatchai Jittrapanun, Commissioner of the National  
Broadcasting and Telecommunications Commission*

*Distinguished Participants,*

*Ladies and Gentlemen*

Good Morning!

First of all, I on behalf of the International Telecommunication Union (ITU) would like to welcome you all – speakers, experts, participants – to the “NBTC/ITU Workshop on Roadmap for Introduction of Digital Terrestrial Radio Services in Thailand” today.

This workshop is organized within the joint project framework between the Office of NBTC and ITU on “Roadmap for Digital Terrestrial Radio Broadcasting Rollout in Thailand”.

While I am sure many of you are already familiar with the ITU, please let me take this opportunity to introduce about the organization briefly especially for those who first time heard about ITU.

ITU as the first inter-governmental organizations is now a leading UN Specialized Agency in telecommunications and ICT. For nearly 150 years, ITU has coordinated the shared global use of the radio spectrum, promoted international cooperation in assigning satellite orbits, worked to improve communication infrastructure in the developing world, and established the worldwide standards that foster seamless interconnection of a vast range of communications systems ranging from broadband networks, new-generation wireless technologies, aeronautical and maritime navigation, radio astronomy, satellite-based meteorology and converging fixed-mobile phone, broadcasting technologies, Internet, to many more to come in the future.

As far as broadcasting is concerned, the world is now transiting from analogue to digital, which offers advantages in terms of spectrum efficiency, higher video and audio quality, and moreover new business or job opportunities. This revolutionary transition to digital broadcasting includes terrestrial TV, mobile TV and sound broadcasting or radio.

Ladies and gentlemen,

Radio is an effective means of reaching out to people everywhere. Radio broadcasts and community radio stations play a very important role in reaching out to people living in remote rural settlements around the world and is particularly indispensable in emergency communication and disaster relief.

For many decades, radio broadcasters have been the primary source of critical information to the public in the event of disasters. Radio broadcasting provides reliable point-to-multipoint delivery of essential information and safety advice to the public as well as to first responders and others via widely available consumer receivers, both mobile and fixed. Even in cases where electricity and mobile phone base stations are no longer available, reception of broadcast signals is still possible with battery-operated receivers in cars and in hand-held devices such as mobile phones equipped with a radio receiver.

Radio broadcasting is now taking a new form of digital technologies in that more and more countries are broadcasting digital terrestrial radio services in conjunction with the traditional analogue services. The digital radio offers better quality of sound, more variety of choices (channels) and services. In this regard, ITU continues to develop standards that make technological advances in digital radio platforms available globally such as webcasting, mobile streaming, blogging, podcasts, and social media among many others.

In Thailand, ITU has worked in close collaboration with the Office of NBTC on developing a roadmap for deploying Digital Terrestrial Radio Broadcasting services; and we hope to see that Thailand will start rolling out these digital terrestrial radio services soon and ahead of many other countries in the region.

Distinguished participants,

I would like to conclude by thanking the NBTC, the Chairman and the Vice-chairman of NBTC in particular for their enormous support to works of the Union and to this project in particular. I am also very grateful to the Secretary General of the Office of NBTC and his team who are always with us and working very hard. My sincere gratitude also goes to our experts and speakers today and I also look forward to learning more about this today's topic from them.

Last but not least, this event would not be successful without all of you – participants – who kindly made a schedule to attend this workshop.

In my conclusion, I wish you all a very productive day and fruitful outcome from the workshop.

I thank you for your attention.

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