



NBTC/ITU Workshop on Roadmap for Introduction of Digital Terrestrial Radio Services in Thailand

Welcome Remarks

Ms.Orasri Srirasa

Acting Executive Director Digital Broadcasting Bureau,

Office of National Broadcasting and Telecommunications Commission

Associate Professor Dr.Thawatchai Jitrapanun, Commissioner of National Broadcasting and Telecommunications Commission

Mr. Ioane Koroivuki, Regional Director, ITU Regional Office for Asia and the Pacific

Distinguished Speakers and Participants,

Ladies and Gentlemen,

Good morning!

It is an honour for me to welcome you today to the “NBTC/ITU Workshop on Roadmap for Introduction of Digital Terrestrial Radio Services in Thailand”, which is jointly organized by the Office of NBTC and ITU.

First of all, I would like to express my sincere appreciation to the ITU for its continuing support and partnership with the Office of NBTC on a number of projects and activities. Earlier this month, we have just concluded a project on roadmap for transition from analogue to digital terrestrial TV broadcasting in Thailand with a final seminar held in Bangkok. Today's workshop is organized within another project framework between the two organisations.

This project on roadmap for deployment of digital terrestrial radio broadcasting in Thailand focuses on two main components. First is development of policy and regulatory framework for deploying digital terrestrial radio services. The second component focuses on preparations and evaluation of a trial on digital terrestrial radio broadcasting.

Currently, the NBTC/ITU project team has prepared a draft Roadmap for deployment of digital terrestrial radio services in the country and you will hear more about it today from the ITU experts who kindly came and prepared presentations for all of us today.

Ladies and gentlemen,

As Mr. Koroivuki earlier mentioned, digital radio broadcasting is not something new but it has been deployed in many other countries globally. It offers better quality of sound and more variety of programmes utilizing the spectrum resource more efficiently.

It is also a mandate of the Office of NBTC to ensure public's utmost benefit from modern broadcasting and telecommunications technologies and services on a universal and equal manner. Hence, it is necessary that the Office needs to put in place an enabling environment for promoting the services on a fair competition basis. In this regard, the Office has worked with the ITU to develop this roadmap which includes guidelines for making an appropriate regulatory framework for rolling out the digital terrestrial radio broadcasting services.

The workshop today, therefore, is aimed to provide to all relevant stakeholders in the radio broadcasting industry with some knowledge and experience to be shared by our ITU experts. It also aims at awareness raising campaign to make people understand better about the technologies and services and what benefits we will obtain from deploying the digital radio broadcasting.

Distinguished participants,

I would like to conclude by thanking all the speakers and experts today, the ITU in particular, and most importantly all of you – participants – who kindly came to attend this important workshop.

Once again I welcome you all and wish you a productive workshop today. I now would like to invite Professor Dr.Thawatchai Jitrapanun, Commissioner of National Broadcasting and Telecommunications Commission to give us the opening remarks.

Thank you.
