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ITU Role in Digital Broadcasting

National Seminar on Thailand Digital Terrestrial TV Broadcasting Roll Out

4 December 2014, Bangkok, Thailand

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Programme Officer**

ITU Regional Office for Asia and the Pacific



1) ITU Overview & Activities

Specialized Agencies of the United Nations



United Nations



UNESCO



WHO



ILO



UPU



ICAO



WMO



IMO



IAEA



THE WORLD BANK

WB



UNWTO

UNWTO



FAO

FAO



IFAD

IFAD



UNIDO

UNIDO



WIPO

WIPO



WFP

WFP



INTERNATIONAL
MONETARY FUND

IMF



*A specialized agency of the UN with
focus on **Telecommunication / ICTs***

Founded in 1865

ITU: A brief overview



193 Member States
567 Sector Members
159 Associates
60 Academia



ITU-R: ITU's Radio-communication Sector globally manages radio-frequency spectrum and satellite orbits that ensure safety of life on land, at sea and in the skies.



ITU-T: ITU's Telecommunication Standardization Sector enables global communications by ensuring that countries' ICT networks and devices are speaking the same language.



Headquartered in Geneva,
4 Regional Offices
7 Area Offices.

ITU-D: ITU's Development Sector fosters international cooperation and solidarity in the delivery of technical assistance and in the creation, development and improvement of telecommunication/ICT equipment and networks in developing countries.

ITU: Reaching out to the World



ITU Headquarter: Geneva, Switzerland

Europe Regional Office

Geneva, Switzerland

CIS Area Office

Moscow, Russia



Americas

Regional Office

Brasilia, Brazil

Area Offices

Tegucigalpa, Honduras.

Santiago, Chile.

Bridgetown, Barbados

Asia-Pacific

Regional Office

Bangkok, Thailand

Acting Regional Director

Mr. Sameer Sharma

Area Office

Jakarta, Indonesia

Head: Ms. Aurora Rubio

Africa

Regional Office

Addis Ababa, Ethiopia

Area Offices

Yaoundé, Cameroon

Harare, Zimbabwe

Dakar, Senegal

Arab

Regional Office

Cairo, Egypt

ITU: Regional Office for Asia and the Pacific



38 Member States
134 Sector Members,
Associates
17 Academia



Land Locked Developing Countries (5)

Least Developed Countries (12)

Afghanistan
 Bangladesh
 Bhutan
 Cambodia
 Lao, PDR
 Nepal
 Myanmar
 Timor Leste

Kiribati
 Solomon Is.
 Tuvalu
 Vanuatu
 Fiji
 Maldives
 Marshall Islands
 Micronesia
 Nauru
 Tonga

Small Islands Developing States (12)

Low-Income States (10)

PNG
 Samoa

D.P.R. Korea
 India
 Indonesia
 Mongolia
 Pakistan
 Philippines
 Sri Lanka
 Vietnam

The Rest (10)

Australia
 Brunei
 China/Hong Kong
 Iran
 Japan
 Malaysia
 New Zealand
 R.O. Korea
 Singapore
 Thailand



ITU Plenipotentiary Conference 2014

20 October – 7 November 2014
Busan, Republic of Korea

ITU: Newly Elected Officials



Mr. Houlin Zhao
ITU Secretary-General



Mr. Malcolm Johnson
ITU Deputy Secretary-General



Mr. Chaesub Lee
Director,
Telecom Standardization Bureau (ITU-T)



Mr. Francois Rancy
Director,
Radiocommunications Bureau (ITU-R)



Mr. Brahim Sanou
Director,
Telecommunications Development Bureau (ITU-D)



2) ITU and the Digital Broadcasting

Spectrum Management and Broadcasting

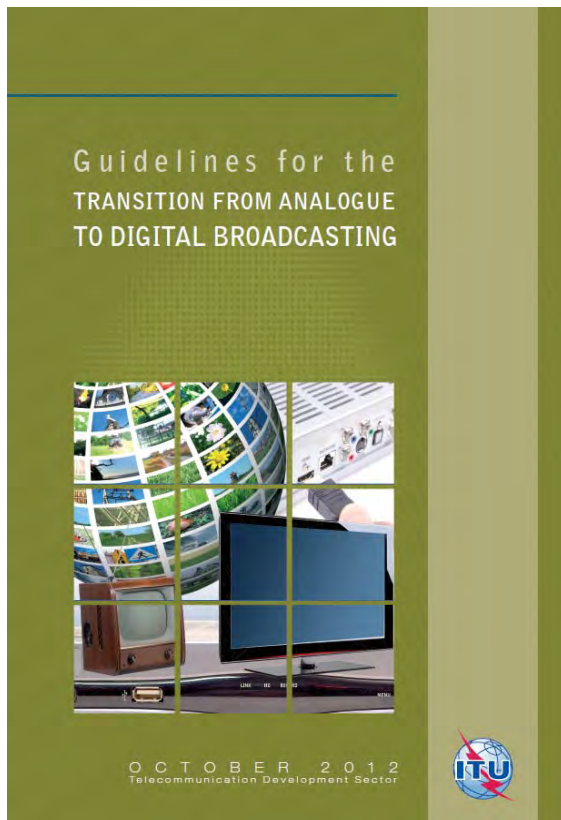
□ Activities in Spectrum Management

- Spectrum Management Tool for Developing Countries
- Assistance in Cross Border Frequency Coordination
- Spectrum Management Assessment
- Spectrum Management Training Programme (SMTP)

□ Activities in Broadcasting

- The Guidelines for Transition to Digital Broadcasting
- Assistance for the preparation of national roadmap
- Build capacity on “Digital Dividend” and “Trends in Broadcasting”

The Guidelines for Transition to Digital Broadcasting



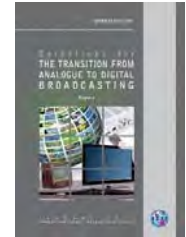
- ❑ Intended to provide information and recommendation
 - On policy, technologies, network planning, customer awareness and business planning
 - for the smooth transition to Digital Terrestrial Television Broadcasting (DTTB) and introduction of Mobile Television Broadcasting
- ❑ Prepared in 2010 for Africa
 - 1st Revision (2012) for ASP adding a section on archives migration
 - 2nd revision (2014) for global including Satellite TV, Cable TV, IPTV

National Roadmaps for Digital Broadcasting

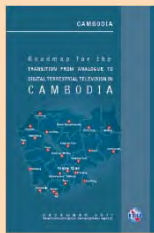
- ❑ Assisted a number of Member countries in developing roadmap for transition from analogue to digital broadcasting
- ❑ ITU has helped 30 countries since 2009 for establishing national goals, strategies, key activities and so forth
 - Africa Region (4): Angola, Ethiopia, Mali, Gabon,
 - ASP Region (19): Bangladesh, Bhutan, Cambodia, Fiji, Indonesia, Lao PDR, Maldives, Micronesia, Mongolia, Myanmar, Nepal, Papua New Guinea, Philippines, Sri Lanka, Thailand, Timor-Leste, Tonga, Vanuatu and Vietnam
 - On-going projects in Africa and ASP (7): DRC, Mozambique, Afghanistan, Kiribati, Nauru, Samoa, Solomon Islands
 - with the projects funded by Republic of Korea, another project sponsored by Japan and BDT's direct assistance program

ITU Broadcasting Projects - OUTCOMES

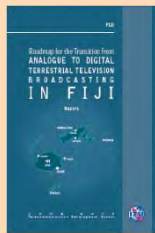
- Guidelines for The Transition from Analogue to Digital Broadcasting
- Case Study on DTTB Implementation in Thailand (editorial stage)
- Interactive Multimedia Services in Asia Pacific: Trends & Insights (editorial stage)



National Roadmaps for Transition from Analogue to Digital Terrestrial Television Broadcasting (24 countries in the region)



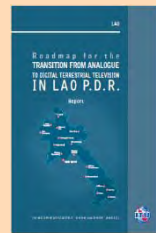
Cambodia



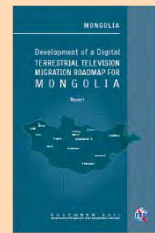
Fiji



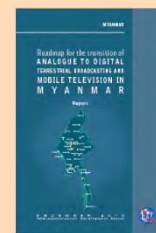
Indonesia



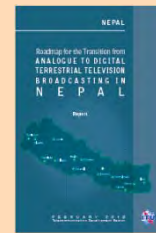
Lao PDR



Mongolia



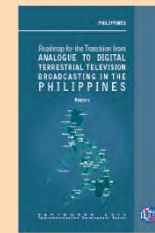
Myanmar



Nepal



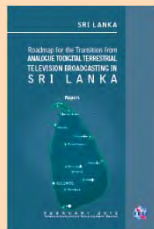
PNG



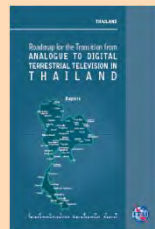
Philippines



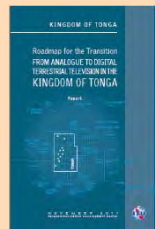
Samoa



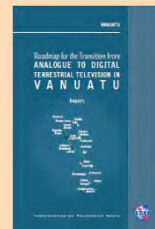
Sri Lanka



Thailand



Tonga



Vanuatu

Afghanistan | Bangladesh | Bhutan |
Kiribati | Maldives | Nauru | Micronesia |
Solomon Islands | Timor Leste | Viet Nam

- Human Capacity Building : Over 700 participants from 30 countries

Other Activities

☐ Spectrum Management Area

- ITU-D Study [Group 1 Resolution 9](#)
- Offering information through publications
 - [“Guidelines for radio-frequency usage fees”](#), etc.
- Presentation at training seminars and workshops / assisting development of training program for spectrum management ([SMTP](#))
- EMF related cooperation and activities ([Question 7/2](#))

☐ Broadcasting Area

- ITU-D Study Group 2 [Question 8/1](#)
- Offering information to Member countries
 - [“Digital Dividend”](#), [“Trends in Broadcasting”](#), [“The Guidelines for Transition to Digital Broadcasting”](#), etc.
- Presentation at training seminars and workshops
- Cooperation with broadcasting organizations (WBU, EBU, ABU/AIBD etc.)



3) NBTC/ITU Partnership Projects



ITU/NBTC Partnership Projects

Transition from Analogue to Digital TV Broadcasting in Thailand

Outcomes

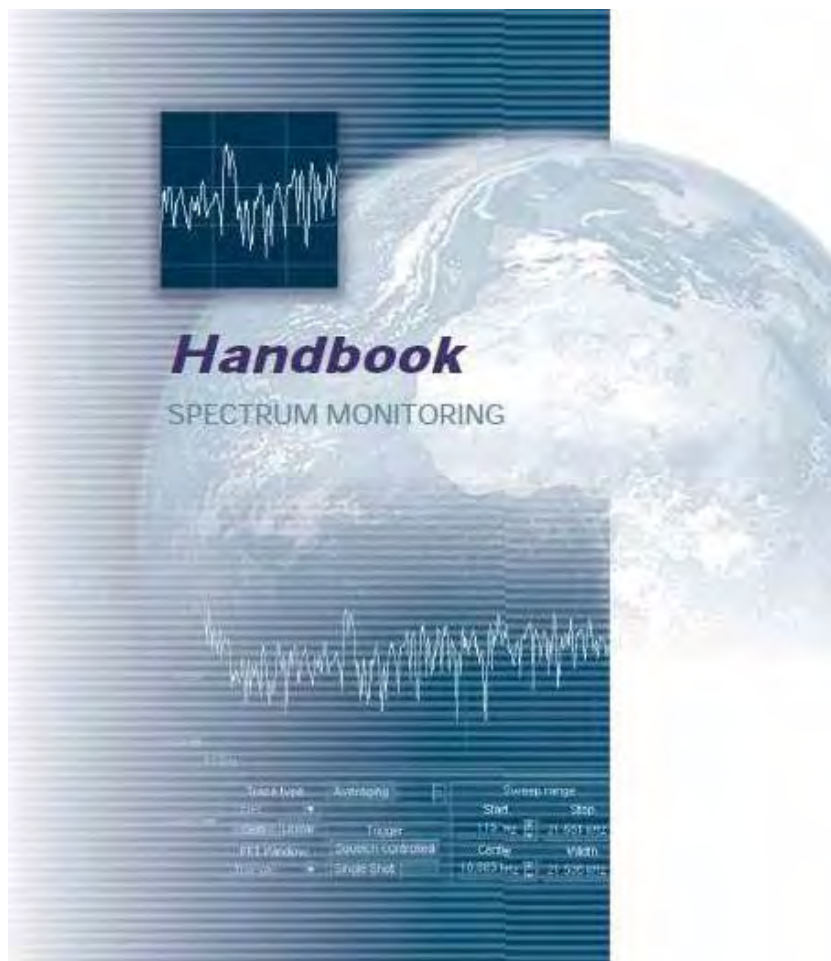
- ❖ Roadmap for transition from analogue to digital terrestrial TV broadcasting in Thailand
- ❖ Regulatory impact assessment
- ❖ DTTB licensing framework
 - ❖ DTTB frequency plan
 - ❖ Communication strategy
 - ❖ Human capacity building for NBTC officers and network operators





ITU/NBTC Partnership Projects

DTTB Frequency Planning and Measurement



Expected Deliverables

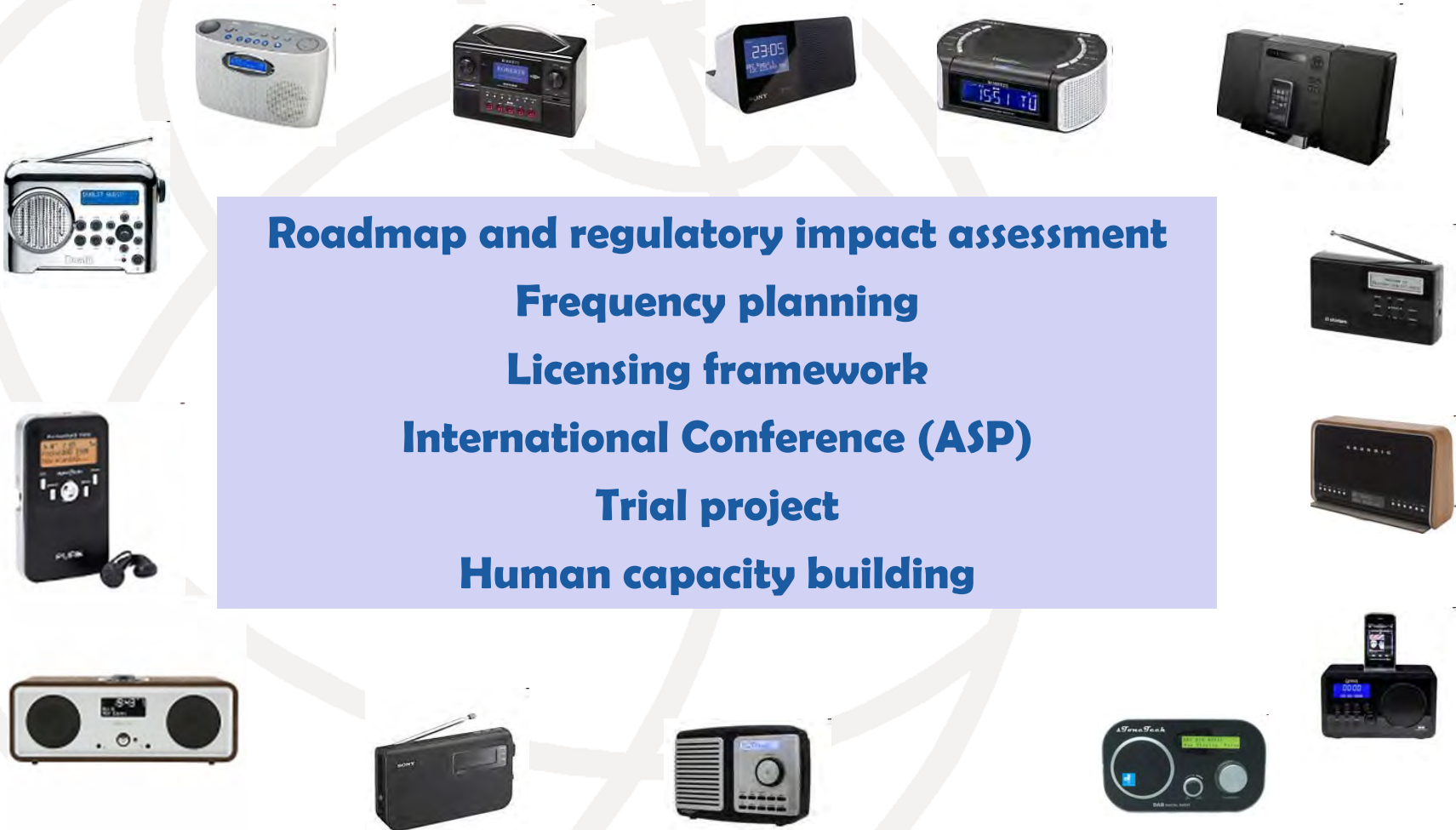
- ❖ Updated DTTB Frequency Planning
- ❖ DTTB Frequency Monitoring Framework
- ❖ Field Measurement Report
- ❖ Human Capacity Building



ITU/NBTC Partnership Projects

Roadmap for Development for Digital Terrestrial Radio Broadcasting Roll-out in Thailand

Roadmap and regulatory impact assessment
Frequency planning
Licensing framework
International Conference (ASP)
Trial project
Human capacity building





ITU/NBTC Partnership Projects

Mobile TV Roadmap Development

- **Feasibility study on Mobile TV in Thailand**
- **Mobile TV Roadmap Report**
- **Mobile TV Infrastructure Sharing Options**
- **International Meeting (benefiting ASP)**
- **Human Capacity Building**



