

## **Workshop on “Vehicular Multimedia Implementation”- Opening Remarks**

**Jun Li (FG-VM Chairman)**

Experts and Colleagues,

It is my pleasure to welcome you all to the ITU Workshop on “Vehicular Multimedia Implementation”.

Over the last few decades, we have moved on from the traditional role of cars serving only as a means of transportation. The emerging automotive industry now is engaged to improve traffic safety by enabling self-driving vehicles. In addition a great effort now focuses on entertaining its passengers while in transit. This vision has highlighted the potential of vehicles to become the third-living space, after home and office.

In line with this vision, it is important to explore the use cases and related vehicular services that are expected to be in high demand by consumers and keystone players in the emerging market.

Despite an understanding of the services that could be offered on the vehicular platform, the vehicles in the production lines are far from satisfying such multimedia demand. Increasingly, there is a realization that new interoperable standards are a solution to this problem.

These standards will not only help bridge the gaps between production of vehicles and related multimedia service offering, but will also facilitate deployment of new infotainment systems on the market, will foster a reduction of costs as well as an improvement of the user experience.

The functions of a vehicular infotainment system could encompass a variety of services based on navigation, digital radio, especially video and content streaming. Exploring the potential of incorporating these services in the vehicular system, the ITU-T Focus Group on Vehicular Multimedia was established in October 2018.

In 2020, the whole world has been affected by COVID-19, which has also changed the way we hold meetings. We have to change from face-to-face meetings to e-meetings, which has objectively reduced the efficiency of our work. But we still stick to our work and successfully publish Recommendation ITU-T F.749.3, I thank all of you for your outstanding contributions.

This Focus Group has been laying the foundation for new vehicular multimedia standardization. As main objective, the focus group has developed a Technical Report on “Use Cases and Requirements for the Vehicular Multimedia Networks”, which formed the basis for the recently approved Recommendation ITU-T F.749.3.

Further, this Focus Group is now developing a Technical Report on Vehicular Multimedia Architecture, which is expected to be updated and hopefully finalized during tomorrow’s sessions. At the same time, I hope we can transform this TR to be Recommendation at the next SG16 plenary.

The next steps for FG-VM will be to commence activities within its final working group 3 on “Implementation Aspects of Vehicular Multimedia”. This workshop today will provide insightful perspectives and highlight core activities to be undertaken within working group 3.

With the support and inputs from key stakeholders including TIAA, Blackberry, Interdigital, Honda, University of Geneva, Great Wall Motor, Changan Automobile, Global Fusion Media and China Telecom among others, we expect the trailblazing work of the Focus Group on Vehicular Multimedia to feed into the intelligent transport system standardization landscape.

We have an interesting line-up of speakers today ranging from Rohde & Schwarz, Huawei, University of Luxembourg, AutoHome, ZoomCar, Changan Auto. I look forward to hear their views and to have them engaged during the whole next year in 2021 for the implementation aspects of vehicular multimedia.

To further stimulate and build on the multi-stakeholder approach to vehicular multimedia, I would like to invite you to also attend our 11<sup>th</sup> meeting which will take place tomorrow.

I sincerely hope that you will inspire us today and will contribute to FG-VM tomorrow and going forward!

I wish you all a successful Workshop.

Thank you!