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**Council Committee for the
preparation of ITU's 150th anniversary**

27 January 2015



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Status update by the Secretariat

1. Launch at PP14
2. Input from academia
3. A year long celebration: themes per month
4. A world wide celebration: national celebrations
5. The Website + App
6. 17 May : a very special day



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1. Launch of the anniversary celebration at PP14



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21 October 2014 Plenary Session

- ITU turns 150 in 2015 VIDEO
- Opening speech by Dr. Hamadoun Touré
- Speeches by the Gold and Silver partners of ITU150



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ITU 150 video

Video available on YouTube
<http://youtu.be/JFI9EvPQdCw>



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**A big thanks
to the ITU150 official partners**

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TELECOMMUNICATIONS REGULATORY AUTHORITY
United Arab Emirates

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Partners

Gold

- Azerbaijan;
- Saudi Arabia
- United Arab Emirates.

Silver

- Côte d'Ivoire
- Ghana
- Zimbabwe

Bronze

- Central African Republic;
- NTT Group
- NRTB
- Inmarsat
- Rohde & Schwarz
- Rostelecom
- Huawei



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2. Academia



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Academia celebrating ITU150

ITU aims to attract a total of 150 academia as part of celebration of ITU150 Anniversary

- Many universities not familiar with ITU : we need support of Member States to raise awareness.
- Bring the next generation of researchers to ITU to strengthen the work of the Union, especially through study group participation
- PP14 approved single fee for academia to participate in all 3 sectors (CHF 4K/CHF 2K)
- Remote participation to be strengthened -> it will be easier/less expensive to participate.
- ITU can provide presentations and promotional materials.
- Contact: membership@itu.int



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3. A year-long celebration




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A year-long celebration

2015 will be a commemoration year for all ITU Membership – including governments, private companies, and other stakeholders.



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A year-long celebration

- General Theme: **ICT, drivers of innovation**
- The celebrations of ITU150 will aim at
 - Bringing visibility to ITU's mission and strategic goals;
 - Celebrating ITU's contribution to build a connected society;
 - Looking into the future challenges of the ICT sector.



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A graphic for 'Thematic Months' featuring a large '150 ITU 1865-2015' logo. The background is a collage of blue and white icons representing various ICT-related activities: a person at a computer, a person using a mobile phone, a person at a desk, and a person at a workstation. The text 'Thematic Months' is in a large, bold, white font on a blue background. Below it, the text 'Each month in 2015 we will focus on a different ICT-related theme' is in a smaller white font. At the bottom, the text 'Check the themes »' is in a white font on a blue background.

Thematic Months

Each month in 2015 we will focus on a different ICT-related theme

Check the themes »



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A year-long celebration – Sub-themes per month

- **January – ICTs, drivers of innovation**
- **February – Youth and innovation**
 - *Save the date: 13 February 2015.*
World Radio Day in Geneva, hosted by ITU
- **March – Innovation and Intelligent Transport Systems**
 - *Save the date: Fully Networked Car event in Geneva*
- **April – Girls and Women and innovation**
 - *Save the date: 23 April 2015 - Girls in ICT day*
- **May - ICTs, drivers of innovation**
 - *Save the date: 17 May 2015*
World Telecommunication and Information Society Day (150th anniversary of ITU)



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A year-long celebration – Sub-themes per month

- **June – Digital switchover and Innovation**
- **July – Accessibility and innovation**
- **August – Bridging the digital divide**
- **September – Navigation and innovation**
- **October – Big data and innovation**
- **November – WRC as an Enabler for innovation**
- **December – Future innovation**



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4. A world-wide celebration

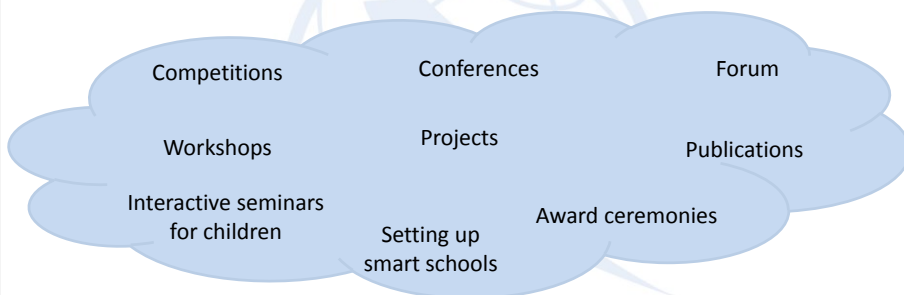


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A world wide celebration

- We invite all ITU Membership, the ICT sector, academia and other stakeholders to organize national celebrations during 2015 around the theme of ITU's 150th anniversary
- Sample of activities that will be organized throughout 2015



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A world wide celebration

- Share your story:
 - Do you have a story about ITU that you would like to share? Now is your chance. Dust off your photos, videos + stories to start sharing on our new blog platform. For assistance with uploading your content contact us via ITU150@itu.int
- Share your videos
 - See the [video/audio recording and submission guidelines](#)
 - Share your engagement with ITU 150 anniversary by submitting a video showing your initiative! ITU is keen on seeing your contents and accepts videos in any format.
- Submit your activity
<http://www.itu.int/en/150/Pages/form-activities.aspx>
- [Resource mobilization campaign](#): Be our Partner on ITU's 150th Anniversary



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5. 150 Web Site:
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ITU 150 website content and launch

Key content pieces:

- **Story-telling campaign:**
A multimedia story per month around a monthly theme
- **World map of events and activities:**
ITU events, national celebrations, postcards, stamps, exhibitions, competitions, publications etc.
- **Historical timeline**
- **ITU 150 social media**

Launch:

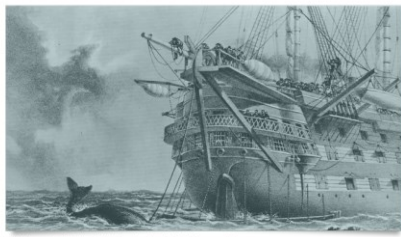
- The new website will be launched in the second half of February including a multimedia story around “Youth and innovation”



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ITU 150 website – historical timeline

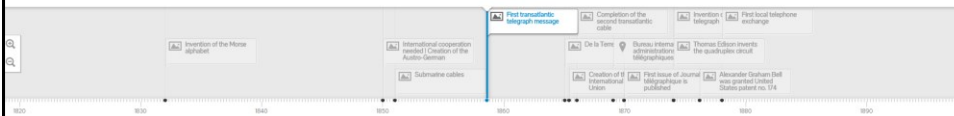


HMS Agamemnon laying the Atlantic telegraph cable in 1858. A whale crosses the line.

August 5, 1858

First transatlantic telegraph message

On 5 August 1858 the two vessels the Agamemnon, a British ship, and the Niagara from the U.S., each of them laying a cable in opposite directions from a central place in the mids of the Atlantic Ocean, reached their respective home ports, in Ireland for the Agamemnon and Newfoundland for the Niagara. A total of 3240 km had been laid. On that same day, the first transatlantic message was sent over the cable line. It merely announced to the Niagara that the Agamemnon had landed the cable. On 14 August, Queen Victoria telegraphed her congratulations to President James Buchanan of the United States. Altogether 400 messages were sent over this cable. But on 3 September 1858, less than one calendar month after the first message, a fault in the cable had brought all communications to a halt.



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ITU 150 Mobile App

10:21

150 ITU 1865 2015 innovating together

- ITU150 app to be launched in April 2015
- Aligned with the Communications' Objectives of the Anniversary:
 - Have ITU better known and better understood
 - Get the work of ITU membership recognized as an enabler of achievement in the development of ICTs
- Dynamic and social quiz game about the work of ITU and its history with different levels (Basic, Intermediate, Expert)

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ITU 150 Mobile App

Quiz – example 1

Which of the following is true according to ITU's global statistics on Information and Communication Technologies in 2015?

1. The number of mobile phone subscriptions surpasses the number of the world population
2. Mobile-broadband penetration levels are highest in Europe
3. Africa leads in Mobile-Broadband Growth
4. All of the above

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6. Events on 17 May 2015



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17 May draft concept

- Where: CIGG venue
- Theme: “Telecommunication/ICTs: Drivers of Innovation”
- Size of the event: international event will bring together some 1000 participants from all over the world
- What: a balanced, multimedia mix of past, present and future, highlighting the indispensable role of ICTs and ITU in economic, social and political development in the past, present and future.
- Key Audiences: include ITU Members, industry, UN agencies, Media, Academia, Young Entrepreneurs and ITU staff and families.



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A world wide celebration

Let's make 2015 the international year
of telecommunications and ICTs!



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Thanks!

For more information

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