



General Secretariat (SG)

Ref: CL-20/14

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Geneva, 27 February 2020

To: ITU Member States,
Sector Members, Associates
and Academia

**Subject: World Telecommunication and Information Society Day (WTISD), 17 May 2020
“Connect 2030: ICTs for the Sustainable Development Goals (SDGs)”**

Dear Sir/Madam,

As you were informed in the [Circular letter sent in December 2019 \(CL-19/73\)](#), the theme for World Telecommunication and Information Society Day 2020 (WTISD-2020) is “Connect 2030: ICTs for the Sustainable Development Goals (SDGs)”. Please see the website at <https://www.itu.int/wtisd> for updates, the toolkit, [my video message](#), posters, programme, related promotional videos, and social media.

The ITU secretariat intends to produce a video celebrating the contribution of information and communication technology (ICT) to the advancement and achievement of the SDGs. ITU membership plays a crucial role in this endeavour, and so we would like to invite you to help us with the content of the video by providing us with any video or photographic footage you may have that illustrates the impact of ICTs on the advancement of the SDGs in your country and your communities. Please refer to Annex 1 regarding the type and format of content we are looking for, how to send the material to ITU and the rights of use.

Finally, we would like to give visibility to the celebrations taking place in your country, so we invite you to submit the activities that you will be organizing to celebrate WTISD-2020 using the template available at the [WTISD homepage](#).

Thank you in advance for your contributions and I look forward to celebrating World Telecommunication and Information Society Day 2020 together, around the world.

Yours faithfully,

[Original signed]

Houlin Zhao

Secretary-General

Annex: 1

Annex 1

Video and photographic footage requirements

Rights of use

- Content provided to ITU can be used at the discretion of ITU and not limited to the creation of assets for WTISD.
- Any copyright details provided to ITU will be acknowledged in any final products using the material, wherever possible.

Content requirements

- All content needs to be provided clean, with no watermarks or logos, if possible.
- Please provide video content in the highest quality feasible. Ideally FULL HD 1920 x 1080 either 25p or 50i, but other formats and frame rates will also be acceptable.
- Photographs should be supplied as RAW. Photographs should also be supplied unedited.

Type of content

- Hero shots
 - A hero shot is a shot of the principal character in their environment that singles them out. Ideally the hero is the beneficiary or those delivering the ICT4SDG. solutions.
- Technology in action
 - Show technology in different environments, in action, being used and/or being produced.
- Setting shots to provide context
 - Shots of local populations going about their day.
 - Shots of the location.

How to share content

- Please upload all the footage using the following upload link:
<https://spaces.hightail.com/uplink/WTISD2020>

For further details on audio-visual content, please contact:

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