

Final Report of the
ITU WORKSHOP ON DIGITAL SIGNAGE
(Tokyo, Japan, 13th and 14th December, 2011)

The *ITU Workshop on Digital Signage*, organized by ITU and hosted by the Ministry of Internal Affairs and Communications Japan was held on 13 and 14 December 2011. Being recognized as the first international meeting dedicated to digital signage, this workshop aimed at promoting the standardization of digital signage at a global level by sharing ideas, current best practices and existing standardization activities of key players.

The workshop was attended by more than 400 participants from more than 16 countries, representing experts from national regulators, policy makers, service providers, operators, manufacturers and users, as well as from ITU members and W3C, and industry groups, including OVAB-Europe and Digital Signage Consortium Japan.

The workshop was highly successful in promoting discussion on the standardization of digital signage, sharing use cases and providing insight on advanced digital signage service features and requirements.

At the start of the event, Dr. Hamadoun TOURÉ, Secretary-General of ITU, expressed his expectation for the potential of digital signage and mentioned that global standards are the key to the development of digital signage. Mr. Kimiaki MATSUZAKI, State Secretary for Internal Affairs and Communications Japan mentioned that digital signage is already widely spread in Japan and has proven to be of great social value, and hopes that it will be utilized all over the world through sharing various use cases.

Many use cases of digital signage were introduced during the workshop. Participants shared the latest information on services in every corner of the world, such as Japan, Korea, United States and Europe. It was highlighted that digital signage services have been reliable and useful in the face of the gigantic earthquake, by providing timely information for the people in need. The exhibition of cutting edge digital signage services at the venue was valuable in contributing to all participants understanding of use cases. Exhibitors included Mitsubishi Electric, NEC, NTT, Panasonic, Hitachi, KDDI, Sharp and Softbank BB.

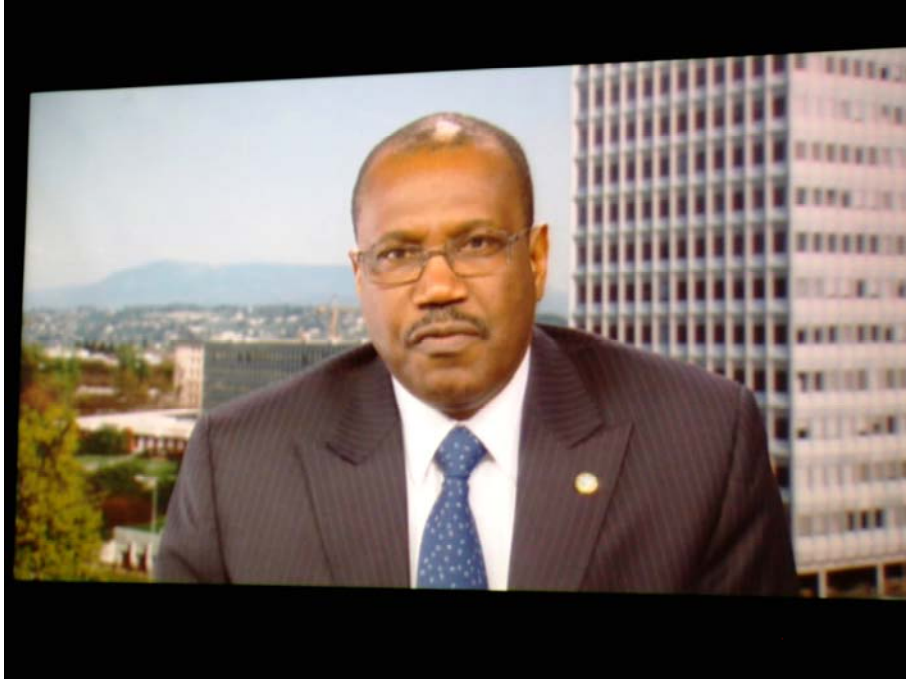
The participants of the workshop shared the understanding that:

- Standardization based on global and open standards is essential for widespread and cost-effective deployment of digital signage.
- Digital signage is expected to take a role as an innovative medium not only for advertisement (and publicity) but also for public safety, e.g. providing emergency information in times of disaster.
- ITU and other stakeholders should closely collaborate for the further promotion of standardization of digital signage.

Finally, the workshop acknowledged as an important first step the completion of the first ITU-T Recommendation in spring 2012 and expects ITU to lead the standardization process in this field toward widespread deployment of digital signage in cooperation with all stakeholders.

Annex: (photo)

Opening address



Dr.Hamadoun TOURÉ
(Secretary-General, ITU)



Mr.Kimiaki MATSUZAKI
(State secretary for Internal Affairs and Communications, JAPAN)



Mr. Ichiya NAKAMURA

(President, Digital Signage Consortium in Japan)

Keynote and Session



Mr. Simão CAMPOS
(ITU-T SG 16 counselor)



Mr. Katsuhiko KAWAZOE
(Vice Director General, Digital Signage Consortium in Japan)



Mr. Masahito KAWAMORI
(ITU-T Q13/16 rapporteur)



Mr. Dirk HUELSESMANN
(Founder and President, Out-of-Home Video Advertising Bureau-Europe)



Mr. Takashi YAMAMOTO
(Vice-chief, Digital Signage User's Forum in Japan)



Mr. Francesc BAETA
(Innes)



Ms.Youyoung LEE
(Manager of Digital Signage Team,KT)



Panel discussion

Situation





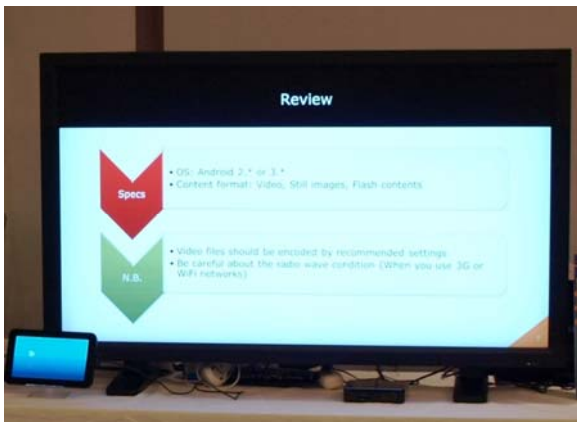
Exhibition



Mitsubishi Electric



NEC



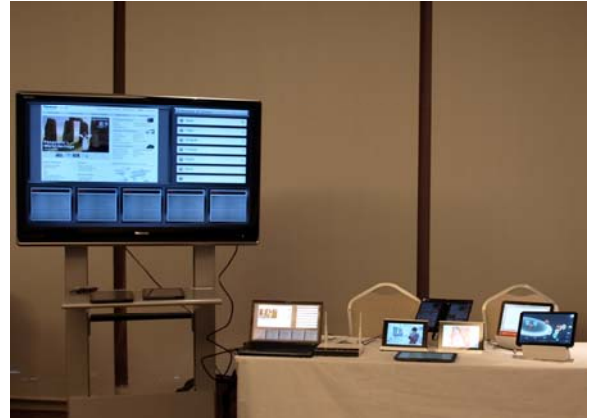
NTT



Panasonic



Hitachi



KDDI



Sharp



Softbank BB





Technical Tour



