

# Joint ITU-R SG 6 – EBU Workshop “Broadcasting in times of crisis - 2023”

9 March 2023

## Opening Speech

Presented by Yukihiro Nishida, NHK & Chairman of ITU-R Study Group 6

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Good afternoon, everyone, and good day to those in different parts of the world.

First of all, I would like to thank the ITU Radiocommunication Bureau, and the EBU for having jointly organized this workshop. I would also like to thank the programme committee of the workshop led by Dr. Walid Sami for having planned the workshop sessions.

The theme of the workshop, “broadcasting in times of crisis”, is timely and highly relevant to the current situation around the world, where we are frequently encountering natural disasters, catastrophic events, infectious diseases, conflicts, and so on.

As you may know, I am from Japan, which is prone to earthquakes and natural disasters. I often see flash news reports of earthquakes while watching television. Also, in preparation for emergency, we have a monthly broadcast trial of the emergency warning signal transmission. I think people in Japan may be more familiar with emergency broadcasting.

According to the definition of broadcasting service by the ITU Constitution, the most important element is that the transmissions are intended for direct reception by the general public. This is rephrased in an ITU-R Resolution that broadcasting makes use of point-to-everywhere information delivery to widely available consumer receivers. While these are the technical definitions, broadcasting also plays a fundamental role in the delivery of information including emergency information and public safety advice, as well as education, culture, and entertainment, to large audiences in the most effective and trusted way.

When daily life is running smoothly, it is important that people be educated about what to do in times of emergency. We can achieve this fairly easily by broadcasting educational content.

However, we may fall into unexpected circumstances in emergency situations. Therefore, it is of paramount importance that accurate, necessary, and comprehensive information is promptly delivered to all people in real-time during emergency situations.

In delivering such critically important information, we also need to recognize the variety of audiences. For example, some people may have disabilities related to vision or hearing, while others may not be native speakers of the language used in the region. We thus need universal and accessible broadcasting services. Portable reception of broadcasting is also highly desirable when people have to evacuate from an emergency zone or when an electric power supply is unavailable.

I am proud that ITU-R Study Group 6 has developed a number of Recommendations, Reports, and Handbooks addressing various technologies for broadcasting services that can be effectively used in times of crisis. Thanks to these ITU-R texts, we can make the best use of a wide variety of broadcasting services including radio, television, and multimedia services to deliver relevant information in a timely manner and in the most appropriate forms with accessible solutions to support different types of reception.

Finally, I believe that this workshop will be a valuable opportunity for us to explore future avenues for broadcasting and experiences in times of emergency, as well as technical solutions for emergency warning—and ultimately, to reacknowledge the pivotal role of broadcasting in these times.

With that, I wish you a successful workshop. Thank you.