



INTERNATIONAL
TELECOMMUNICATION UNION
AND
EUROPEAN BROADCASTING
UNION



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Selected Experts

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Subject: **Invitation to the High-Level Experts Meeting on Competitive Platforms for Digital Content, to be held on 21-22 June 2007, at EBU Headquarters¹, Geneva, Switzerland**

Dear Madam/Sir,

Under the aegis of the Shaping Tomorrow's Networks Initiative, we are pleased to invite you to a High-Level Experts Meeting entitled "**Competitive Platforms for Digital Content**", to be held in Geneva (Switzerland) on 21-22 June 2007.

The digital landscape has been transformed over the past decade. New communication technologies, modern media, the Internet and devices with new functionalities are expected to meet consumers' demand for seamless, converged and user-friendly digital tools providing access to a broad range of services and content.

In order to respond to the challenges of convergence, media players and standardization bodies need to understand better trends in the creation and delivery of content. Soon, there will be a wide range of alternatives for delivering content, which are rapidly converging and it is not yet clear which systems and services will succeed.

In line with the stated objectives of the WSIS Geneva Declaration of Principles (December 2003), which affirms "*...the common desire and commitment to build a people-centred, inclusive and development-oriented Information Society, where everyone can create, access, utilize and share information and knowledge, enabling individuals, communities and peoples to achieve their full potential in promoting their sustainable development and improving their quality of life...*" the International Telecommunication Union (ITU) and the European Broadcasting Union (EBU) will jointly organize a High-Level Experts Meeting to identify global trends and to address the new technological and policy challenges in the digital content delivery environment.

Thematic papers will be commissioned in advance of the meeting, as the basis for discussion. Written contributions are welcome and may be sent to digitalcontent@itu.int

The draft agenda, the meeting concept document as well as regularly updated information concerning the meeting may be found on the ITU website at <http://www.itu.int/digitalcontent>.

You are invited to register at <http://www.itu.int/osg/spu/stn/digitalcontent/registration.html> or by fax (No. +41 22 7474 736). The registration form is enclosed (one form to be completed for each participant) and should be sent as soon as possible but not later than 1st June 2007.

¹ EBU Headquarters are located at L'Ancienne Route 17A, CH-1218 Grand-Saconnex, Geneva, Switzerland.

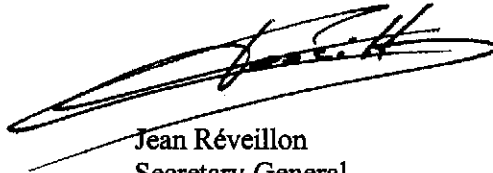
We hope you are able to accept our invitation to participate in this meeting and can join us in June. If you have any questions or require further information, please do not hesitate to contact Ms Cristina Bueti (ITU) or Ms Lina Vanberghem (EBU) at digitalcontent@itu.int

We look forward to welcoming you at this important event.

Yours faithfully,



Hamadoun I. Touré
Secretary-General



Jean Réveillon
Secretary-General

Enclosed:

Annex 1: Draft Agenda

Annex 2: Meeting Concept Document

Annex 3: Registration Form