

World Television Day 2023

Statement by Mario Maniewicz, Director, ITU Radiocommunication Bureau

On the 21st of November, we celebrate World Television Day.

This year, ITU-R proudly received its third Emmy award for the development of high-dynamic range television, a result of many years of extensive work in ITU-R Study Group 6.

We take pride in ITU's 75 years of efforts in developing new broadcasting standards and systems aligned with the latest cutting-edge technologies. This has made high-quality television available and affordable worldwide, particularly in remote areas.

Since it released its first technical standards for television in 1949, ITU has consistently developed globally harmonized standards that have progressively enhanced television viewing experience, addressing both visual and audio quality. From early colour TV standards to developing parameters for 4:3 and widescreen 16:9 aspect ratio television, ITU has championed the switch to digital TV broadcasting and High Definition and Ultra-High-Definition Television. These transitions enabled more services, and improved picture and sound quality.

ITU has been crucial in developing services that improve the accessibility of audio-visual content, leading to a massive increase in the availability of subtitles, audio description, and multiple languages.

Today, the convergence of traditional broadcasting and Internet services is merging media content, data, and applications using broadband networks delivered via terrestrial, satellite and Internet platforms. Streaming on multiple portable devices has made TV an integral part of life, accounting for 80 per cent of all consumer Internet traffic.

Exciting recent developments include DVB-I, integrating broadband applications into broadcast services, and 5G Broadcast, leveraging technologies from mobile networks to maximise reach on handheld devices. You can explore these developments in the Exhibition Area near this Plenary room.

Please join me in celebrating World TV Day and applauding the achievements in broadcast technologies that have connected our world to information and knowledge, transforming it into a global village.

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