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|  | INTERNATIONAL TELECOMMUNICATION UNION**TELECOMMUNICATIONSTANDARDIZATION SECTOR**STUDY PERIOD 2025-2028 | TSAG-TD140R2 |
| TSAG |
| Original: English |
|  |  | Geneva, 26-30 May 2025 |
| **TD** |
| **Source:** | TSAG |
| **Title:** | LS/o on the development of ITU-T Standards Success Stories [to all ITU-T SGs] |
| **LIAISON STATEMENT** |
| **For action to:** | All ITU-T Study Groups |
| **For information to:** |  |
| **Approval:** | TSAG meeting (Geneva, 30 May 2025) |
| **Deadline:** | 8 September 2025 |
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| **Abstract:** | This liaison requests input and support from all Study Groups to identify potential metrics and a suitable framework for the development of ITU-T standards success stories as well the identification of relevant standards that may be appropriate to highlight the successes of each study group. |

Following discussions on the ToR for RG-IES, [TD-114](https://www.itu.int/md/T25-TSAG-250526-TD-GEN-0114/en) and contribution [C10](https://www.itu.int/md/T25-TSAG-C-0010/en) at the TSAG meeting from 26th May to 30th May 2025, the Rapporteur Group on Industry Engagement and Strategic and Operational Planning (RG-IES) agreed to progress work on articulating a clear value proposition of the ITU-T by developing standards success stories for each study group.

A standards success story can be described as a case study, which clearly showcases how an ITU-T standard has impacted the global ICT ecosystem. This should include details on the standard's journey from new work item initiation to market adoption, providing comprehensive insights into its global uptake. Specifically, it should reference relevant products, services, or regulatory policies that have benefited from the standard and demonstrate its adoption across multiple countries and/or regions worldwide

In this regard each study group is requested to:

1. Propose common framework/ structure that may be used for the development of ITU-T Standards Success Stories taking into account the unique value proposition offered by each study group
2. Identify key metrics that should be included in an ITU-T standards success story (e.g. references to ICT products, Government regulations/ policies, testimonials etc)
3. Identify any relevant standards, published by the study group (preferably within the last two study periods) that may be appropriate for inclusion into an ITU-T standards success story

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