**ITU Role in Digital Broadcasting**

National Seminar on Thailand Digital Terrestrial TV Broadcasting Roll Out
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1) ITU Overview & Activities
Specialized Agencies of the United Nations

- UNESCO
- WHO
- ILO
- UPU
- ICAO
- WMO
- IMO
- IAEA
- WB
- UNWTO
- FAO
- IFAD
- UNIDO
- WIPO
- WFP
- IMF

ITU

A specialized agency of the UN with focus on Telecommunication / ICTs

Founded in 1865
ITU: A brief overview

193 Member States
567 Sector Members
159 Associates
60 Academia

ITU-D: ITU's Development Sector fosters international cooperation and solidarity in the delivery of technical assistance and in the creation, development and improvement of telecommunication/ICT equipment and networks in developing countries.

ITU-R: ITU's Radio-communication Sector globally manages radio-frequency spectrum and satellite orbits that ensure safety of life on land, at sea and in the skies.

ITU-T: ITU's Telecommunication Standardization Sector enables global communications by ensuring that countries' ICT networks and devices are speaking the same language.

Headquartered in Geneva,
4 Regional Offices
7 Area Offices.
ITU: Reaching out to the World

ITU Headquarter: Geneva, Switzerland

Europe Regional Office
Geneva, Switzerland

Americas
Regional Office
Brasilia, Brazil

Area Offices
Tegucigalpa, Honduras.
Santiago, Chile.
Bridgetown, Barbados

Africa
Regional Office
Addis Ababa, Ethiopia

Area Offices
Yaoundé, Cameroon
Harare, Zimbabwe
Dakar, Senegal

Asia-Pacific
Regional Office
Bangkok, Thailand

Acting Regional Director
Mr. Sameer Sharma

Area Office
Jakarta, Indonesia
Head: Ms. Aurora Rubio

CIS Area Office
Moscow, Russia

Arab
Regional Office
Cairo, Egypt
**ITU: Regional Office for Asia and the Pacific**

**38 Member States**

**134 Sector Members, Associates**

**17 Academia**

### Least Developed Countries (12)
- Afghanistan
- Bangladesh
- Bhutan
- Cambodia
- Lao, PDR
- Nepal
- Myanmar
- Timor Leste
- Kiribati
- Solomon Is.
- Tuvalu
- Vanuatu

### Low-Income States (10)
- D.P.R. Korea
- India
- Indonesia
- Mongolia
- Pakistan
- Philippines
- Sri Lanka
- Vietnam
- Nepal
- Tuvalu

### Small Islands Developing States (12)
- Fiji
- Maldives
- Marshall Islands
- Micronesia
- Nauru
- Tonga

### The Rest (10)
- Australia
- Brunei
- China/Hong Kong
- Iran
- Japan
- Malaysia
- New Zealand
- R.O. Korea
- Singapore
- Thailand
ITU: Newly Elected Officials

Mr. Houlin Zhao
ITU Secretary-General

Mr. Malcolm Johnson
ITU Deputy Secretary-General

Mr. Chaesub Lee
Director,
Telecom Standardization Bureau (ITU-T)

Mr. Francois Rancy
Director,
Radiocommunications Bureau (ITU-R)

Mr. Brahim Sanou
Director,
Telecommunications Development Bureau (ITU-D)
2) ITU and the Digital Broadcasting
Activities in Spectrum Management

- Spectrum Management Tool for Developing Countries
- Assistance in Cross Border Frequency Coordination
- Spectrum Management Assessment
- Spectrum Management Training Programme (SMTP)

Activities in Broadcasting

- The Guidelines for Transition to Digital Broadcasting
- Assistance for the preparation of national roadmap
- Build capacity on “Digital Dividend” and “Trends in Broadcasting”
The Guidelines for Transition to Digital Broadcasting

- Intended to provide information and recommendation
  - On policy, technologies, network planning, customer awareness and business planning
  - For the smooth transition to Digital Terrestrial Television Broadcasting (DTTB) and introduction of Mobile Television Broadcasting

- Prepared in 2010 for Africa
  - 1st Revision (2012) for ASP adding a section on archives migration
  - 2nd revision (2014) for global including Satellite TV, Cable TV, IPTV
National Roadmaps for Digital Broadcasting

- Assisted a number of Member countries in developing roadmap for transition from analogue to digital broadcasting
- ITU has helped 30 countries since 2009 for establishing national goals, strategies, key activities and so forth
  - Africa Region (4): Angola, Ethiopia, Mali, Gabon,
  - On-going projects in Africa and ASP (7): DRC, Mozambique, Afghanistan, Kiribati, Nauru, Samoa, Solomon Islands
  - with the projects funded by Republic of Korea, another project sponsored by Japan and BDT’s direct assistance program
ITU Broadcasting Projects - OUTCOMES

- Guidelines for The Transition from Analogue to Digital Broadcasting
- Case Study on DTTB Implementation in Thailand (editorial stage)
- Interactive Multimedia Services in Asia Pacific: Trends & Insights (editorial stage)

National Roadmaps for Transition from Analogue to Digital Terrestrial Television Broadcasting (24 countries in the region)

- Cambodia
- Fiji
- Indonesia
- Lao PDR
- Mongolia
- Myanmar
- Nepal
- PNG
- Philippines
- Samoa
- Sri Lanka
- Thailand
- Tonga
- Vanuatu
- Afghanistan
- Bangladesh
- Bhutan
- Kiribati
- Maldives
- Nauru
- Micronesia
- Solomon Islands
- Timor Leste
- Viet Nam

- Human Capacity Building: Over 700 participants from 30 countries
Other Activities

- **Spectrum Management Area**
  - ITU-D Study Group 1 Resolution 9
  - Offering information through publications
    - “Guidelines for radio-frequency usage fees”, etc.
  - Presentation at training seminars and workshops / assisting development of training program for spectrum management (SMTP)
  - EMF related cooperation and activities (Question 7/2)

- **Broadcasting Area**
  - ITU-D Study Group 2 Question 8/1
  - Offering information to Member countries
  - Presentation at training seminars and workshops
  - Cooperation with broadcasting organizations (WBU, EBU, ABU/AIBD etc.)
3) NBTC/ITU Partnership Projects
Transition from Analogue to Digital TV Broadcasting in Thailand

ITU/NBTC Partnership Projects

Outcomes

- Roadmap for transition from analogue to digital terrestrial TV broadcasting in Thailand
- Regulatory impact assessment
- DTTB licensing framework
  - DTTB frequency plan
  - Communication strategy
- Human capacity building for NBTC officers and network operators
ITU/NBTC Partnership Projects

DTTB Frequency Planning and Measurement

Expected Deliverables

- Updated DTTB Frequency Planning
- DTTB Frequency Monitoring Framework
- Field Measurement Report
- Human Capacity Building
ITU/NBTC Partnership Projects

Roadmap for Development for Digital Terrestrial Radio Broadcasting Roll-out in Thailand

Roadmap and regulatory impact assessment
Frequency planning
Licensing framework
International Conference (ASP)
Trial project
Human capacity building
ITU/NBTC Partnership Projects

Mobile TV Roadmap Development

- Feasibility study on Mobile TV in Thailand
- Mobile TV Roadmap Report
- Mobile TV Infrastructure Sharing Options
- International Meeting (benefiting ASP)
- Human Capacity Building