ITU Regional Seminar for Europe on   
Transition to Digital Terrestrial Television Broadcasting and Digital Dividend

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Brahima Sanou

Director   
Telecommunication Development Bureau

International Telecommunication Union

Delivered on behalf of the BDT Director by   
Jaroslaw Ponder, Europe Coordinator, ITU

Distinguished guests,   
Ladies and gentlemen,

* On behalf of Mr Brahima Sanou, Director of the ITU Telecommunication Development Bureau, we would like to welcome all participants of this important Regional Seminar for Europe on Transition to Digital Terrestrial Television Broadcasting and Digital Dividend, organized by ITU in collaboration with National Media and Infocommunications Authority of Hungary.
* The ITU deeply appreciates the commitment of Madame Annamaria Szalai, President of Hungary’s National Media and Infocommunications Authority, and through her the Government of Hungary, to the European Regional Initiative on Digital Broadcasting, under whose auspices this meeting has been organised.
* The process of transition from analogue to digital broadcasting offers advantages in terms of spectrum efficiency, higher video and audio quality and new business opportunities:
  + higher number of programmes, a better quality;
  + much more efficient spectrum use than in analogue;
  + spectrum made available by the transition of terrestrial television broadcasting from analogue to digital.
* It also offers the opportunity to allocate part of the broadcasting band to International Mobile Telecommunication (IMT) services and other applications.
* In May 2010, the ITU published a comprehensive set of guidelines for the transition from analogue to digital broadcasting. These guidelines were developed for the Africa region but 80 % of it had a general nature. An updated version containing additional information related to Asia-Pacific region is expected to be published shortly.
* ITU is in the process of assisting countries in the smooth transition from analogue to digital broadcasting through the development of several projects in all ITU Regions and this updated version of the Guidelines will help continue to support the work on defining country specific roadmaps for the transition that will benefit consumers, and both the public and private sectors. While thanking to Korea and Japan for providing funds and expertise for the assistance, let me use this opportunity to encourage all countries to join this endeavour.
* Transition from analogue to digital terrestrial broadcasting systems is an integral part of all ITU Regional Initiatives, requested and defined by administrations at the World Telecommunication Development Conference in 2010.
* For achieving a successful transition to digital terrestrial television and to successfully implement the digital dividend following are required:
  + legal and regulatory measures for the migration to digital networks;
  + harmonised allocation of the digital dividend spectrum;
  + integration of all the relevant stakeholders into the process;
  + regional harmonization and cross-border coordination negotiations
* This European Regional Initiative – and its four pillars, including workshops, seminars, twinning programme and web portal – is tangible proof of a real joint effort by European administrations to ensure that successful practices in digital migration are effectively shared, and the digital dividend maximised.
* Moreover ITU recognizes the need to provide a detailed insight into what the digital dividend process entails and to help national and internal spectrum decision makers to allocate and manage the digital dividend process recently released a publication on the [Digital Dividend: ‘Insights for Spectrum Decisions’](http://www.itu.int/ITU-D/tech/digital_broadcasting/Reports/DigitalDividend.pdf) and conducted information sessions on understanding the transition process from analogue to digital broadcasting. The Report explores the human capacity development implications of this transition and addresses how organizations and nations can prepare human capital for a digital economy.
* ITU also launched the ITU Academy, an integrated approach to delivery of training through an e-Learning platform that will run interdisciplinary courses catering for a wide range of ICT educational needs.
* In closing, I would like to encourage all stakeholders to continue their active engagement in the regional initiative and their partnership with ITU on concrete actions and programmes.
* I wish you a very successful meeting.
* Thank you.