

ITUWorkshop

# The future of television for Europe

7 November 2024  
Geneve, Switzerland

[itu.int/en/ITU-R/seminars/Future-of-TV-Europe](https://itu.int/en/ITU-R/seminars/Future-of-TV-Europe)



# ITU Workshop on “Future of television for Europe”

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**The vital role of TV broadcasting in saving lives**

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# BDT's work on emergency telecommunications

## SG Q3/1 The use of telecommunications/ICTs for disaster risk reduction and management

1. The importance of effective policies to leverage the use of technologies for DRR
2. The importance of inclusive early warning systems using all types of technologies
3. How countries are leveraging different technologies for alert dissemination

## Emergency Telecommunications Division

1. Support on the development of National Emergency Telecommunication Plans (NETP)
2. Leveraging the EW4All initiative. ITU is the lead of Pillar 3 on warning dissemination and communication
3. Using all types of technologies for Disaster Risk Management

## PHASES OF DISASTER MANAGEMENT

### 1 Mitigation

All actions aimed at minimizing the adverse impacts of hazardous events.

### 4 Recovery

All actions aimed at restoring or improving livelihoods and health, as well as economic, physical, social cultural and environmental assets, systems and activities of an affected population.

### 2 Preparedness

Aims to build the capacities needed to efficiently manage all types of emergencies and achieve to deliver prompt response to the affected population.

### 3 Response

All the activities needed to provide timely help to those affected. ICTs are key to ensure timely flow of vital information for fast decision making.



# Early Warnings for All Initiative

In March 2022, the UN set a new target to **ensure that everyone on Earth should be protected by early warning systems by 2027.**

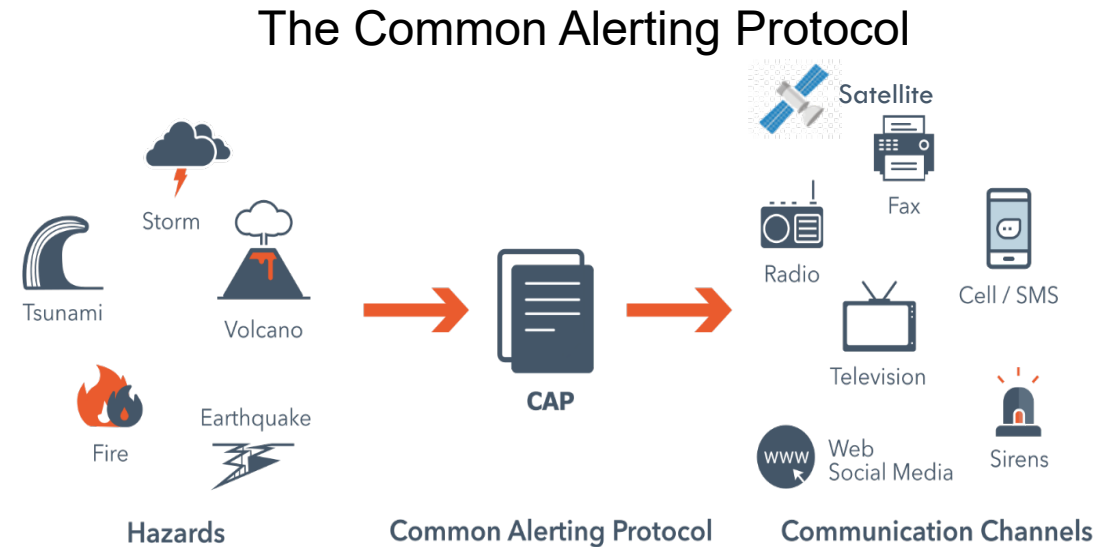
“A very ambitious target”

ITU is the lead of Pillar 3 *“Warning dissemination and communication”*



# Multi-channel Approach for Warning Dissemination and Communication

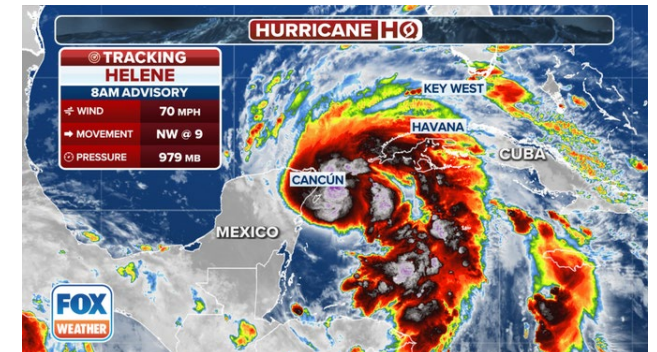
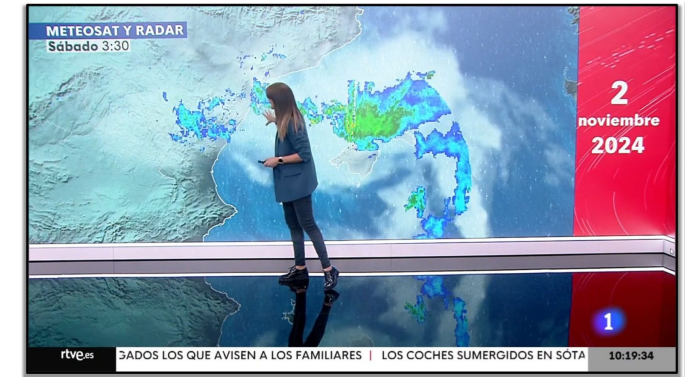
- In warning dissemination and communication, a **multi-channel approach** increases the effectiveness of an alert and help address the diversity of communities at risk.
- Digital transformation is bringing huge opportunities in strengthen this pillar and allows us to reach more people through information and communication technologies (ICTs) --such as sending alerts through TV broadcasting



Integrating Common Alerting Protocol (ITU-T X. 1303)

# Importance of TV broadcasting in life-saving information

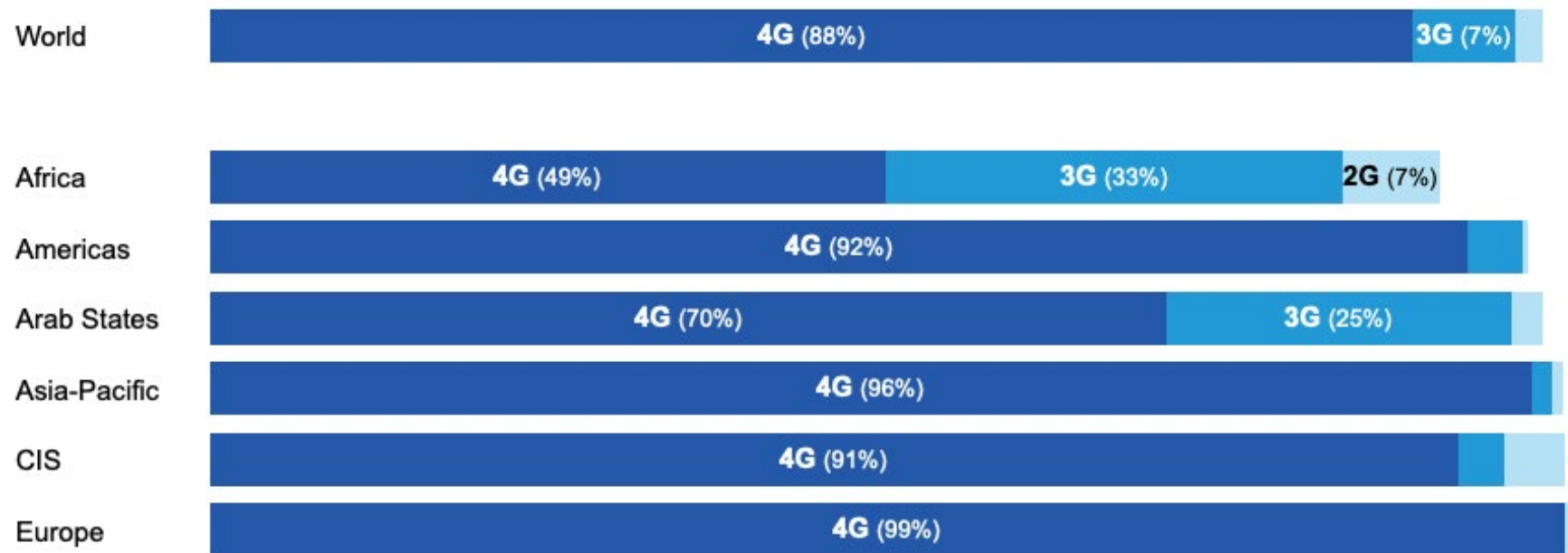
- Data shows that about 1.72 billion TV households worldwide have access to free-to-air TV, making TV broadcasting an especially reliable and trusted information source during emergencies
- TV provides critical information that needs to be disseminated to all people which are at high risk
- TV also supports uniquely informative visual assets, from maps, images, and on-scene videos that reinforce safety messages.
- Provide information to persons with disabilities and specific needs, through full-screen graphical displays, news “tickers” and lower-third screen text feeds, and audio description services.



95% of the world population is covered by a mobile network

...a great opportunity to use mobile networks for early warning systems!

## Population coverage by type of mobile network, 2021



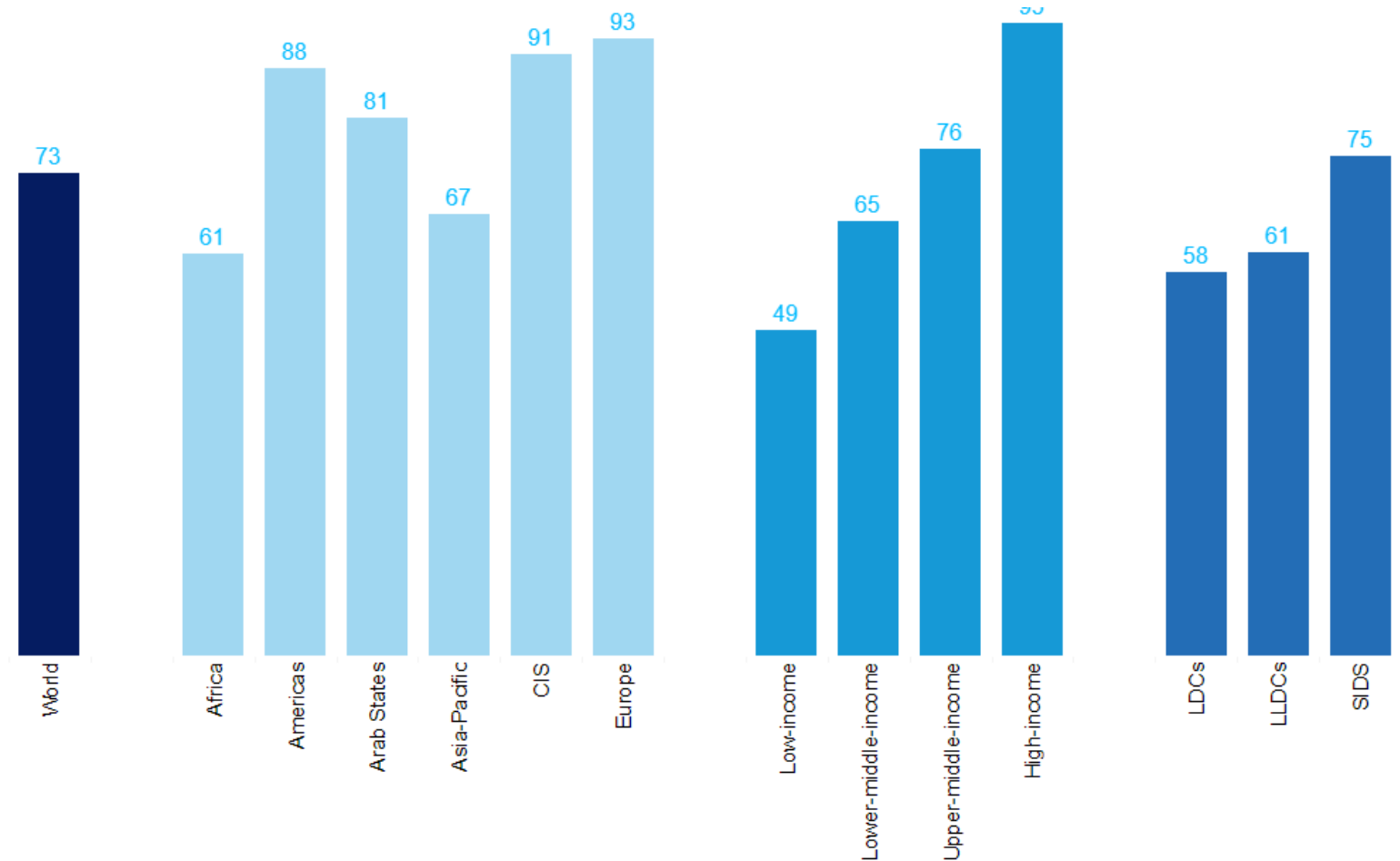
Source: ITU, Facts and Figures 2021

*With the evolution of digital TV broadcasting, broadcast reception capabilities are available via mobile devices. These digital broadcasting options enable viewers to stay connected to news and entertainment, even while on the move, showcasing the versatility of television in the digital age.*

# Three-quarters of the world's population own a mobile phone

Digital TV broadcasting on mobile phones has become increasingly popular, allowing users to access television content on the go....

Percentage of individuals owning a mobile phone, 2022





# Thank you!

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