

ITU-WHO CONSULTATION ON THE MAKING LISTENING SAFE INITIATIVE

1 JULY 2025

WELCOME REMARKS

BILEL JAMOSSI

**DEPUTY DIRECTOR, TELECOMMUNICATION STANDARDIZATION BUREAU
INTERNATIONAL TELECOMMUNICATION UNION**

Guy Fones
Colleagues and friends,

Good morning and thank you for joining us on this special occasion marking 10 years of WHO's Make Listening Safe Initiative.

You can count on ITU's continued support.

Our standardization work on the multimedia dimensions of digital health engages a wide variety of partners to ensure that we build on all necessary expertise.

Our longstanding partnership with WHO is fundamental.

Bringing together our expert communities, ITU and WHO create solid technical foundations for digital health innovation.

Our work on safe listening has grown in scope from music players to entertainment venues and – with a new standard published earlier this year – video gameplay and esports.

We have always focused on practical solutions able to achieve global impact.

And we have always been guided by thorough consultation.

I thank everyone here today, and everyone involved over the past 10 years, for leading the change we want to see.

Today is another key opportunity to assess where we stand with policy, standards and global awareness.

We will discuss opportunities to refine our strategies for integrating safe listening in industry practices.

And we will look to strengthen the partnerships so important to this work.

I wish you every success.

I also look forward to seeing many of you next week at our AI for Good Global Summit.

Together with WHO and WIPO, we support a comprehensive programme of work to ensure that AI solutions in health are safe, effective, and ethical.

Whether it's safe listening, telehealth, or AI, digital technologies hold so much promise to support better health for everyone, everywhere.

And that's exactly why ITU and WHO bring all stakeholders together – to help clarify their respective roles, and the support required from ITU, WHO and our many partners.

Speaking for ITU, our private-sector members make us a unique UN agency, and our Member States make us a unique technology standards body.

We have 160 years of experience in building consensus on the technical standards needed to bring key innovations to global scale.

I look forward to many more years of bringing this value to all stakeholders in safe listening.

Thank you.

[351 words ~ 3h30s]