ITU Workshop on "Quality of Service and Quality of Experience of Multimedia Services in Emerging Networks"

***Istanbul, Turkey, 9-11 February 2015***

***Opening Address***

Hiroshi Ota

On behalf of the TSB Director
International Telecommunication Union

Ladies and gentlemen,

On behalf of Chaesub Lee, Director of the ITU Telecommunication Standardization Bureau, it is with pleasure that I extend you all a warm welcome to this workshop on “Quality of Service and Quality of Experience of Multimedia Services in Emerging Networks”.

I would like to begin by expressing our great appreciation to Türk Telekom for generously hosting this event in the wonderful, historic city of Istanbul. The facilities provided are excellent and will no doubt contribute to making this event successful and our stay enjoyable.

The number of ICT users and the volume of traffic they generate increases every day. This growth in data traffic is driven by 3G or 4G smartphones, tablet computers, along with other cheap mobile data tariffs and other new media services. The innovation of the ICT industry has given us many new ways to communicate and, not surprisingly, this has created new challenges when it comes to achieving good network performance and a satisfactory user experience. And this is exactly where ITU and its Quality of Service Development Group (QSDG) come into play.

The QSDG is a group within ITU-T Study Group 12, our standardization expert group responsible for performance, Quality of Service (QoS) and Quality of Experience (QoE). The primary aim of the QSDG is to improve the quality of international services, to the benefit of both subscribers and administrations.

QoS is an area where ITU has a long history of success. Thanks to ITU-standardized performance criteria and measurement methods, people can enjoy good quality telecommunication services all over the world. Now, with customers expecting the QoS of traditional telephony in new IP-based services, it has become crucial to be able to measure new parameters such as packet loss and jitter, and to know their user impact.

As you can see from the programme, this workshop will discuss a wide variety of topical issues, including QoS/QoE for multimedia, evaluation and measurement methodologies, as well as QoS and QoE issues in cloud computing.

I am sure that the presentations and discussions during the workshop will trigger new ideas to progress the work of Study Group 12, work which is highly relevant to operators.

The standards developed by Study Group 12 are essential in ensuring that operators’ networks deliver services of a quality that meets customers’ expectations. Put another way, these standards are indispensable in attracting and retaining customers in today’s competitive ICT market.

It is also important to note that standards are just a part of our larger product offering. Participating in ITU-T standardization work is a unique opportunity for peer-learning – standards should be thought of as tools to benefit your business, policy or regulation, and participation in ITU-T work is an opportunity to learn from other experts how these tools are deployed most effectively.

On the topic of Study Group activities, I would also like to bring your attention to the Regional Groups that ITU-T has established in recent years.

Regional Groups are established within a parent Study Group to facilitate discussions in a specific region. They assist regions in ensuring that their unique needs are taken into account by ITU-T standards, and they strengthen a region’s contribution to our work by hosting meetings closer to home to enable more experts to attend.

Currently, SG3 and SG5 have Regional Groups for the region of Asia and the Pacific, and I would be happy to discuss the merits of Regional Groups with any of you that may be interested in learning more.

QoS is certainly one of the most important ICT topics in Asia and the Pacific. This region will see great returns on its investments in the work of Study Group 12 and the QSDG. As such, I hope to welcome many experts from this region to the next meeting of Study Group 12, which will take place in Geneva from 5 to 14 May. I would also like to mention that the next meeting of the SG12 Regional Group for Africa will take place in Dakar, Senegal.

And now, ladies and gentlemen, without any further delay, I invite you all to profit from this opportunity by working towards outcomes that can help further develop the ICT sector in Asia and the Pacific.

I wish you all a very productive workshop and QSDG meeting.

Thank you.