ITU WORKSHOP ON "QUALITY OF SERVICE AND QUALITY OF EXPERIENCE OF MULTIMEDIA SERVICES IN EMERGING NETWORKS"  
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OPENİNG SPEECH

Distinguished participants,

Ladies and Gentlemen;

It gives me a great pleasure to welcome all of you in the opening ceremony this morning to the “ITU workshop on Quality of Service and Quality of Experience of Multimedia Services in Emerging Networks” organized by Turkish Telecom.

As we all experience, the technological developments in the world have re-shaped structures of production and consumption as well as they have revealed the importance of standardizations as a consequences of the fierce competition. The efforts of standardization at first form the market before the regulations do. In addition, standardization promotes competition and development of new products and services.

The manufacturers and operators in the electronic communications sector provide more and more products and services as a result of the fast pace developments and increasing competition. Therefore; the quality of services provided by operators should be checked and the fulfilment of contracted items should be monitored. Consequently, it has become necessary to protect the consumers and provide qualified services or products. For qualified services and products, it needs to be defined their standards that are the benefits of consumers, manufacturers, operators as well as regulation authorities.

On the other hand, the number of subscribers has increased and the value of sales has continued to rise day by day. Thus, in order to provide fair competition, operators should be regulated and audited. In addition, it has become a duty to protect the end users, to measure the quality of service, to check the reasonability of prices charged by operators and to provide public about the results of regulations as well as audits. At this point national regulator authorities should play an active role to increase the benefits of end users from internet and phone services as well as to maintain the competition in the market.

The motives to enhance the quality of electronic communications services has become more and more enforcing. According to ITU World Telecommunications Regulator Bodies Database, 84 percent of regulators have duties and responsilities to monitor the service qualities and 76 percent of regulators have some studies on standardization of service qualities.

In general, the value of service qualities has been appreciated by regulator bodies, public and operators. The emphasis on monitoring service qualities has created an environment, which would help global telecommunications sector to more develop and to balance the tradeoff between service qualities and prices charged by operators.

International standardization efforts, such as ITU and ETSI, has proposed some standards for service qualities of electronic communications services. Also, many countries have prepared necessary regulations by depending on the results of standardization studies.

In our country, Turkey, Information and Communications Regulatory Authority has been established in 2000 for the sake of to regulate and audit Turkish electronic communication sector as well as to enhance and maintain fair competition in the market. Our regulator authority has issued “Bylaw on Service Qualities for Electronic Communications Sector” in 2010. The bylaw regulates fixed and mobil internet services, fixed and mobil phone services, as well as services of call centers.

The aims of the bylaw are to provide guidance for understandable, applicable and comparable service quality measurements by considering technological and economical developments. On the other hand, the bylaw determines the legal frameworks for application of national and international standards of service qualities. In addition, to enhance customer satisfaction, to decrease cutomer complaints and to prevent discremination againts customers are the other targets of the bylaw. Moreover, the bylaw focuses on provision of communicatios for emergency cases and provide special treatments to disability customers.

Within the context of the bylaw,

* Universal phone services operators,
* GSM mobile phone service operators,
* Fixed internet service operators,
* Call centers operators,
* IMT-2000/UMTS mobil service operators,

Are regulated to measure service quality and required to sustain some certain service quality targets.

To make bylaw more concrete and applicable, Turkish regulatory authority issued communiques for fixed phone services, GSM mobile services, fixed internet services, call centers service and IMT-2000/UMTS mobile services. These communiques provide guidance how to measure the service qualities and how to report them to authority.

For the obliged operators according to bylaws and communiques, authority has following duities;

* Evaluation of quarterly prepared the report about quality of services
* Audit of quality of services
* Responsing to request for information and solving cusotmer complaints as well as the problems between operators
* Preparation of enhancement of the current regulations if necessary

Besides the regulative efforts, in order to effectively and efficiently follow the international works and studies, such as ITU and ETSI, as well as to contribute them, Turkish Regulatory Authority formed a study group consisting of manufacturers, importers and operators in the first half of 2014. The group is named as “Standardization Roof Group (SRG)”. SRG focuses on four specific fields:

* Quality of services
* Security
* Cloud computing
* Machine to machine communications (M2M)

Four specific subjects are held by four study groups. The study groups has been formed and become active in July, 2014.

The short-run and medium-run targets of the facilities;

* Accumulation of experience and information about four subjects mentioned as above and creation of a great resources for the sector
* Promoting to share the gathered experience and information, especially international and national standardization, and to contribute them
* Determination the needs for standardization and regulations

The long-run targets are to promote the regular participitation into ITU and ETSI studies and meetings as well as adaptation to the procedure of international activities. In addition, we would like to open our experience and knowledge as well as contribute standardization works.

Our regulatory authority has put great emphasis on and supports the studies of standardization and service quality. This organization held in our country has a great value for us. I sincerely believe that the results of this meeting would contribute to the standardization works and enhance our lives.

I wish you all the best, and would like to thank you for your attention.

Thank you.