Workshop on “Monitoring and Benchmarking of Quality of Service (QoS) and Quality of Experience (QoE) of Multimedia services in Mobile Networks”

***Buenos Aires, Argentina, 24-25 July 2014***

***Opening Address***

Hiroshi Ota

On behalf of the TSB Director  
International Telecommunication Union

Buenos dias a todos y todas,

Ladies and gentlemen,

On behalf of Mr Malcolm Johnson, Director of the Telecommunication Standardization Bureau of ITU, it is with pleasure that I extend to you all, a warm welcome to this workshop on “Monitoring and Benchmarking of Quality of Service (QoS) and Quality of Experience (QoE) of Multimedia Services in Mobile Networks”.

To begin, I would like to express our great appreciation to Mr Norberto Berner, Secretary of Communications of Argentina for welcoming us to the Paris of South America, as many people say of the beautiful Buenos Aires and for being such a considerate host. The facilities provided are excellent and will no doubt contribute to making this event successful and our stay enjoyable.

This workshop is part of the activities carried out within the Action Plan for Latin America launched by Mr Johnson in June 2013. The action plan is based on three pillars: Bridging the standardization gap (BSG); improving the communication and collaboration with key players in the region; and involving universities in ITU-T’s works.

Regarding this latter point, I would like to commend the efforts made by Mr Berner and SECOM to encourage Argentinian universities to become ITU-T members and contribute to shape international standards and best practices worldwide.

Argentina has been the first country worldwide that through a national initiative has ensured that over 20 universities become ITU academia members recognizing the important role that research can have in standardization.

The number of ICT users and the volume of traffic generated by them keep increasing every year in the forms of 3G or 4G smartphones, tablet computers, along with other cheap mobile data tariffs and other new media services. Not surprisingly, they have created a host of new challenges when it comes to achieving good network performance, creating a satisfactory user experience, as well as among other Quality of Services (QoS) related concerns. And this is where ITU and its Quality of Service Development Group (QSDG) could come into play.

The QSDG is one of the groups of ITU-T SG12. The primary aim of the QSDG is to improve the quality of international mobile network services for 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 hot issues related to QoS including QoS for 2G, 3G and LTE mobile networks as well as regulatory aspects and experiences from the region. I am sure that the presentations and discussions during the workshop will trigger new ideas to progress the work in Study Group 12 and I very much hope that these technologies will accelerate the deployment of high quality services in the Latin American region. In addition, I would like to encourage all of you to participate more actively in ITU-T SG12 meetings.

Therefore, I would like to take this opportunity to invite all of you, particularly university representatives, to join ITU-T and in particular to join the work of The Quality of Service Development Group (QSDG) of ITU-T Study Group 12 which focuses on performance, quality of service (QoS) and quality of experience (QoE). In relation with the Study Group activities, I would also like to mention to all of you the Regional Groups that ITU-T have established in recent years. They are essentially a new global portal for everyone who would like to participate in ITU-T’s works in a regional specific and accessible manner. Regional Groups are established under a parent Study Group to facilitate discussions in a specific region. They assist their corresponding region to participate in and contribute to their parent Study Group meetings and other activities. Currently, SG2, SG3 and SG5 have Regional Groups for Americas region and we have created a dedicated webpage within ITU-T website which provides updated information on ITU-T activities carried in this region. The web page is written both in Spanish and English. TSB appointed Ms Cristina Bueti, who speaks Spanish fluently, as the focal point of the Regional Groups for Americas.

Although SG12 does not have a Regional Group for Americas now, I hope that a new regional group for SG12 will be created soon to give voices to this region where Quality of Service is certainly one of the most important topics in the ICT arena.

I am also delighted to acknowledge the increasing participation of representatives of Latin America following the launch of the action plan and a successful forum on QoS jointly organized with CITEL and the government of Colombia in Cartagena de Indias, in Colombia last September. After almost a year, I am very pleased that ITU-T is holding another event on this important topic. I am sure that a SG12 Regional Group for Americas would further enhance the activities related to QoS in Latin American region and I hope that a proposal to create a regional group for SG12 in the Americas will be soon submitted to ITU-T.

Before I conclude, I would like to invite you to attend our next Study Group 12 meeting that will take place in Geneva from 2 to11 September 2014.

I hope I can welcome many delegates from the Latin American region.

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

I wish you all a very enjoyable and rewarding workshop.

Muchas gracias.