



INTERNATIONAL TELECOMMUNICATION UNION TELECOMMUNICATION DEVELOPMENT BUREAU

**WORLD TELECOMMUNICATION DEVELOPMENT
CONFERENCE (WTDC-98)**

**Document 207-E
28 March 1998
Original: English**

Valletta, Malta, 23 March - 1 April 1998

COMMITTEE B

Malaysia, Malawi, Mali (Republic of), Kyrgyz Republic, UNESCO

DRAFT RESOLUTION

PUBLIC SERVICE BROADCASTING

The World Telecommunication Development Conference (Valletta, 1998),

considering

- a) the impact of the evolving environment on public service broadcasting;
- b) the results of the study undertaken by ITU-D Study Group 2 concerning public service broadcasting and reported to this Conference;
- c) the need to ensure the continued viability of the function of the public service broadcaster in developing countries,

resolves

- 1 that ITU/BDT should seek the cooperation of UNESCO, the regional broadcasting unions and other relevant organizations to develop a model role and mandate definition of public service broadcasting (PSB) that will serve to guide future developments of policy and the laws governing the PSB in the developing countries;
- 2 that ITU/BDT should cooperate with UNESCO, the regional broadcasting unions and other relevant organizations to investigate ways in which the introduction of digital technology into the PSB can be expedited, in order to bring to them the attendant operating efficiencies and performance enhancements;
- 3 that ITU/BDT should investigate ways to allow the public service broadcasters in developing countries equitable access to the Global Information Infrastructure (GII) and other digital communication networks to enable efficient sharing of productions, resources and material, as well as access to programme libraries and archives worldwide;
- 4 that ITU, in all its Sectors, take the necessary steps to ensure efficient coordination of strategies and programmes for the development of both telecommunication and broadcasting services in developing countries, which in turn will bring benefits to both of them;

5 that ITU/BDT should work in cooperation with UNESCO, UNDP, the regional broadcasting unions and other relevant organizations to establish:

- the current and future requirements of public service broadcasters in developing countries for human resource development;
- the potential resources, both conventional and electronic, required to meet those requirements, taking note of the linguistic and cultural differences between countries; and
- the financial resources needed to carry out the required training programmes;

6 that ITU, in all its Sectors, should undertake proactive programmes to ensure an adequate representation of the public service broadcasters in developing countries in activities at the international and regional levels that develop technology, equipment and standards relevant to them, to ensure that their specific needs are considered and included.
