

PCC.II REC. 1 (IX-02)¹

CAPABILITY BUILDING ON LONG-TERM DECISION-MAKING PROCESS FOR THE IMPLEMENTATION OF DIGITAL TERRESTRIAL TELEVISION BROADCASTING BY CITEL ADMINISTRATIONS

The IX Meeting of the Permanent Consultative Committee II: Broadcasting,

RECALLING:

- a) The Resolution CITEL PCC.II/RES. 18 (II-98), which establishes the PCC.II, whose objective is to act as a technical advisory body within the Inter-American Telecommunication Commission with respect to standards co-ordination, planning, operation, and technical assistance for the broadcasting service in its different forms;
- b) The mandate of the PCC.II set forth in Resolution PCC.II/RES. 18 (II-98), which determines that, among other responsibilities, the work of the Committee to be carried out in order to stimulate and foster the development of the broadcasting service in the region, as well as to promote and stimulate the use of modern technologies and to evaluate their impact;
- c) The Resolution PCC.I/RES. 30 (V-99), which establishes the Working Group to study the Implementation of the Digital Terrestrial Television Service, and
- d) The Terms of Reference of the aforesaid Working Group, which indicates the areas of activities to be performed by the Group, particularly concerning the identification of the current status of DTV at the regional level, as well as implementation projects for these systems; the preparation of guidelines according to the particular conditions in each country, for a more orderly implementation of services in Region 2; the promotion of an adequate information exchange with sectors developing specific work on these issues; and, the follow up of standards in order to determine those that would be most suitable for meeting the needs of Region 2,

CONSIDERING:

- a) That the introduction of Digital Terrestrial Television Broadcasting (DTTB) represents a substantial challenge in the presence of the economic and technological legacy left behind by the analogue television, illustrated by the considerable amount of transmitters and receivers that will be phased out by digital technology;
- b) That the introduction of digital technology will certainly bring about new market and business risks and opportunities in the broadcasting industry, posing further challenges for government policy-makers and regulators;
- c) That the introduction of the digital technology improves the quality of services provided to end-users and holds an important social role by allowing greater access to new broadcasting and telecommunication services and interactive multimedia applications to a broader range of households, both geographically and social economically distributed in the society, and

¹ Document PCC.II/doc.474/02 rev.1.

- d) That the most suitable DTTB standard and its respective implementation model to country-specific social and economic conditions vary and are also subject to domestic interests of equipment manufacturers, service providers, and end-users, thus making it necessary the achievement of a feasible level of harmonised expectations in order to reach the best solution for all of these constituencies,

NOTING:

- a) That the scale of the digital television market world- and region-wide implies that it is necessary to establish a deeper understanding regarding the extent to which risks and opportunities associated with the implementation of DTTB technology can be properly addressed in the areas of trade and intellectual property rights, and
- b) That constraints in the availability of financial resources, particularly aggravated by the prospects of world economic slow-down in the short run, may hinder the steady migration from analogue to digital technology both in developed and developing countries over the next few years,

RECOGNIZING:

- a) The utmost importance of cultural, social and economic aspects while defining an appropriate strategy toward the implementation of DTTB technology;
- b) That the existing needs, expectations, and social and economic conditions of the Countries of the Americas are evidently heterogeneous, and
- c) That the degree of success of any implementation model introduced into a country of the region depends clearly upon its adherence to the domestic techno-economic conditions and social and market expectations,

RECOMMENDS:

The Administrations of CITEL Member Countries:

1. To share relevant information on their decision-making process carried out in accordance with their national interest for the selection of the most appropriate DTTB technology, including regulatory policies concerning the migration to digital technology, in order to assist those CITEL's Member Countries yet to make their decision on the adoption of a specific DTTB standard;
2. To follow up the evolution of DTTB technologies that have been or will be adopted in the region, mainly by assessing the pace of implementation of these technologies in the broadcasting industry, and
3. To evaluate and disseminate information on cultural, social and economic benefits that the introduction of DTTB technology may have brought to their societies,

INSTRUCTS THE EXECUTIVE SECRETARY:

To establish immediately a DTTB discussion group in the CITELElectronic Forum to promote an open dialog among CITELE Administrations, which should also support the storage and dissemination of relevant information on DTTB standards, including countries' experience and regulatory policies, as well as the results of technical, social and economic evaluations. Mr. Jaime Guerrero Ruíz from the Administration of Ecuador will act as the coordinator of the aforesaid discussion group.

INVITES:

The Administrations of the Member States of the Organization of American States (OAS) to send their contributions electronically to the CITELE Secretariat (citel@oas.org) so as to be made available to the DTTB discussion group or to post them directly in the CITELElectronic Forum.