

## Information Note to the Press

For Immediate Release

Information Note to the Press (Press Release No. 87)

Telecom Regulatory Authority of India

New Delhi, 9<sup>th</sup> October, 2019

**Subject: Inauguration of International Training Programme on “Emerging Trends in Broadcasting”, 9<sup>th</sup>-11<sup>th</sup> October 2019 in New Delhi, India, jointly organized by Telecom Regulatory Authority of India (TRAI) and International Telecommunication Union (ITU).**

The International Telecommunication Union (ITU) and the Telecom Regulatory Authority of India (TRAI) are jointly organizing an International Training Program during 9<sup>th</sup> -11<sup>th</sup> October 2019 in New Delhi on “**Emerging Trends in Broadcasting**”.

This training program was inaugurated today by the Chairman TDSAT, Hon'ble Mr. Justice Shiva Kirti Singh, in a well attended opening session. Delivering the inaugural address, he emphasised the importance & benefits of converged networks and emerging technologies in broadcasting sector. Dr. R.S. Sharma, Chairman TRAI while delivering his keynote address, presented an overview of the existing broadcasting sector, new trends & technologies and the challenges arising out of convergence. The inaugural function was graced by Shri Amit Khare, Secretary, Ministry of Information & Broadcasting (MIB) besides Authority and senior officers of TRAI. Shri Amit Khare, Secretary, MIB gave his perspective on the main theme of the event. Shri Sunil Kumar Gupta, Secretary, TRAI delivered the welcome address. He spoke about the training programme and on joint initiative between ITU & TRAI in organizing such events. Shri Sameer Sharma, Regional Director of Asia Pacific Region, ITU spoke about the mandate of ITU in conducting these training programmes and he also thanked TRAI for hosting this in New Delhi, India.

This training programme is being attended by delegates from 17 countries, mainly from Asia-Pacific region. Besides, there will be a large number of domestic participants at this programme, representing various stakeholders such as government departments, broadcasters, distributors of DTH & cable industry, various OTT players, academia etc

With advent of new technologies and imminent convergence of devices & service provisioning, the broadcasting sector in India is in a high growth phase. The broadband penetration is also on the rise in the country. With more private players rolling out their OFC networks, the availability of Triple Play and Quadruple play services is becoming a reality. Stakeholders such as

Broadcasters, TSPs, ISPs, Multi system Operators, DTH operators etc. are adopting innovative business models to enhance their service offerings. The emerging convergence and new services are presenting new regulatory and policy challenges for regulators of telecom and broadcasting sectors. In this context, this ITU-TRAI International Training Program 2019 aims to address the policy and regulatory issues which are emerging.

This training program will have several sessions spread over 3 days dealing with technology related topics such as 'Business Models for OTT', 'Broadband over Cable TV network', 'Broadcast off-load technologies', 'AI, ML and Cyber Security' etc.


The training programme will address several pertinent issues related to present status, trends, new technologies in broadcasting sector, ITU assistance in the APAC region on digital broadcasting transition. Also, how broadcasters and telcos could embrace OTT while carrying out their traditional broadcasting over the air and IPTV delivery on their networks respectively while deploying or offering CDN services and their business model.

The program will also cover the emerging trends and developments happening in the area of media consumption devices, how it is effecting the delivery and pattern of consumption of media and also how to introduce the latest developments in the field of rating and measurements of viewership delivered through different means and platforms.

This training programme will assist in building institutional capacity by sharing experiences and successful case studies for potential collaboration in all these emerging areas. The Program will highlight the building blocks required to ensure that regulatory measures remains relevant and appropriate for the new environment. It will bring together international experiences with a focus on Indian's experience and the lessons learnt.

TRAI has collaborated with ITU in conducting many such international training programmes in the past on various telecom subjects. However, this is the first of its kind of event on emerging trends in broadcasting by ITU and TRAI with the focus on the subject of OTT.

For more information about this programme, kindly contact Mr. Joseph Manoharan, Deputy Advisor (International Relations), TRAI, at +91-11-23664211(Office), email: [irdivision@traigov.in](mailto:irdivision@traigov.in)

  
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