



DIGITAL BROADCASTING AND DIGITAL TV
“A NEW ERA OF HIGH QUALITY ENTERTAINMENT,
INFORMATION AND LEARNING”
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THE SHERATON GRANDE SUKHUMVIT HOTEL, BANGKOK
THURSDAY, 15 MAY 2013

Colonel Dr. Natee Sukonrat, Vice-Chairman of the National Broadcasting and Telecommunications Commission and the Chairman of the Broadcasting Commission, Executives and members of the European-ASEAN Business Centre, Executives and members of the Foreign Chambers of Commerce in Thailand, Distinguished guests and speakers,

- On behalf of the European Union Delegation to Thailand, I am delighted to be here to welcome you all to the today's conference on **“Digital Broadcasting and Digital TV, a new era of high quality entertainment, information and learning”**.
- Today's event is very timely. Let me take this opportunity to commend NBTC for the country's successful first spectrum auction of 24 commercial digital terrestrial TV licenses late last year as well as to congratulate Thailand and its content providers for entering into a new era in converged digital media. Since last month, many of us have been able to experience new digital channels with superior picture quality and additional contents. We



all realise that the digital broadcasting not only offers greater picture definition, but allows much better use of spectrum, a scarce national resource. Digital broadcasting also offers a wider range of value-adding features and functional supports than the traditional analogue system.

- Information and Communication sectors can be important engines for growth. Enhancement of skills, productivity gains and more knowledge-intensive work can give opportunities for further national and economic development.
- Europe has realised the benefits to be gained from this potential! Our process of switchover from the analogue to digital terrestrial TV started in 2007 using the 800 MHz band for the deployment of the coverage layer of 4G (LTE) public mobile networks. This transition has released a significant amount of high quality radio spectrum which can be made available for new services and technologies benefiting both the broadcasting sector and wireless communication industry. The availability of radio spectrum is a clear enabler for economic growth, enhancing competitiveness and a wide range of social and cultural benefits.
- We want companies and consumers to better seize the benefits of convergence and digitalisation in order to boost both audio-visual and telecoms sector in a win-win situation. Therefore, we strongly believe that internationally accepted "open standards" are key tools to create a fair and competitive market, ensure lower service



price, maximise consumer benefits and support wider operation across borders.

- We are very pleased to learn that Thailand has adopted the Digital Video Broadcasting (DVB) T-2 standard, which is the standard in Europe as laid out by the European Telecommunications Standardisation Institute (ETSI) and adopted many leading countries, including a large number of ASEAN countries, for the digital broadcasting.
- It is no secret that EU is one of the world's leading providers of innovative platforms and applications. A number of EU providers offer a wide range of services and technologies for the digital broadcasting as well as content.
- We live in a connected world. Technology knows few geographical boundaries. Economic forces, primarily on the demand side, are driving the adoption of new technologies.
- I am convinced that through participation by technology transfer and creating world class content through collaborative engagement, Thailand will surely see Thai-made content reach more of the world.
- This conference offers an excellent platform for operators and broadcasters to exchange views with the Regulator, discuss some policy aspects, obtain a better understanding of the industry as well as to learn how European and other foreign and local



operators can participate in this newly expanded sector, either through technology platforms or content.

- Talking about services, I would like to mention the bilateral FTA negotiations between the EU and Thailand which were launched in March last year. Liberalisation of the service sector is one of the key areas for the negotiation. This is because we realise that the liberalisation brings a lot of business opportunities and investments between the parties and contributes positively to the competitiveness and developments of the countries, both economically and socially.
- Going back to content, I would like to invite you all to the European Union film festival, which will be a real cultural opportunity to check out digital content from different EU Member States. Admission is free and there will be 20 films from 14 EU Member States – it will take place 23 May -5 June at Central World Bangkok, later in Chiang Mai and Khon Kaen.

Ladies and gentlemen,

- Let me finally express my sincere appreciation for an outstanding cooperation in organising this event jointly to the European-ASEAN Business Centre and the Joint Foreign Chambers of Commerce in Thailand (JFCCT), in particular to Mr Bob Fox, Vice-Chairman of the EABC ICT working group and chairman for the JFCCT ICT working group.



- I know that the EABC and the JFCCT are also very grateful to the sponsors, CNX Creative, and supporters of the event, the Media Agency Association of Thailand, the Creative Chiang Mai initiative and the Association of Thai ICT Industry, so let me convey a warm thank you to those organisations.
- I wish all the speakers and participants a very useful seminar and most fruitful day.

Thank you very much.