



**Director of Radiocommunication
Bureau (BR)**

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Subject: **Invitation to participate in the ITU Seminar on 'Virtual Reality and 360 in Broadcasting' and Workshop on 'Assistance for DTTB Implementation' co-organized by ITU/EBU/BNE/DVB**

Dear Sir/Madam,

It is my pleasure to invite you to participate in an 'ITU Seminar on Virtual Reality and 360 in Broadcasting' to be held on 17 October 2016 and in an 'ITU/EBU/BNE/DVB Workshop on Assistance for DTTB Implementation' to be held on 27 October 2016. Both events are being organized at the ITU headquarters in Geneva during the forthcoming meetings of [ITU-R Study Group 6](#) and its Working Parties.

The Seminar is an introduction to the current state of the industry on Virtual Reality (VR) and 360 technologies which are spreading rapidly throughout both the broadcast and consumer electronics industries. Standards and recommended practices are subsequently being developed. The seminar will be followed by a demonstration of current VR technologies.

The Workshop on Assistance for Digital Terrestrial Television Broadcasting (DTTB), is being jointly organized by ITU, the European Broadcasting Union (EBU), Broadcasting Network Europe (BNE) and Digital Video Broadcasting (DVB), to discuss and share practical experiences related to DTTB implementation, in particular: licensing and business models, network specifications and quality of service, receiving equipment specifications and communication strategies.

The draft agendas for the two events are annexed to this letter. For further details and useful information for participants, please visit their webpages at <http://itu.int/go/ITU-R/2016-VR> and <http://itu.int/go/ITU-R/2016-DTTB> respectively.

Participants are required to register online at <http://www.itu.int/en/ITU-R/information/events/Pages/online-info.aspx> through their respective Designated Focal Points (DFP). Participants requiring an entry visa to Switzerland are required to contact well in advance their local Swiss Embassy for the necessary information.

I look forward to your active participation and contribution to the success of these events.

Yours faithfully,

A handwritten signature in black ink, appearing to be 'FRANCIS RANCY', written in a cursive style.

François Rancy

Annex 1

Seminar on Virtual Reality and 360 in Broadcasting

Monday, 17 October 2016

ITU Tower, Popov Room

10:45 – 18:00

Draft program:

- 10:45 – 11:00 Welcome and Opening Remarks
- 11:00 – 11:20 What is VR?
- 11:20 – 11:40 Who is involved?
- 11:40 – 12:00 ITU and VR - Why ITU?
- 12:00 – 12:20 VR and motion – panel discussions
- 12:20 – 12:30 Actions and call for contributions

- 12:30 – 14:00 Break

- 14:00 – 18:00 Demonstrations

Annex 2

Joint ITU/EBU/BNE/DVB Workshop on Assistance for DTTB Implementation
Thursday, 27 October 2016
ITU Tower, Popov Room
12:00 – 18:15

Draft program:

- 12:00 – 13:30 Networking lunch sponsored by EBU/BNE/DVB
 - 13:30 – 13:40 Welcome and Opening Remarks
 - 13:40 – 14:00 ITU activities and database
 - 14:00 – 15:00 Licensing and Business models for DTTB
 - 15:00 – 15:30 DTTB Handbook: the implementation guidelines
 - 15:30 – 16:00 Break
 - 16:00 – 16:30 Defining DTTB network specifications and ensuring Quality of Service
 - 16:30 – 17:00 Preparing your DTTB receiving equipment specifications (STBs, TV sets and antennas): definition and enforcement
 - 17:00 – 17:30 Communication strategy for your DTTB services
 - 17:30 – 18:00 DTTB, a catalyzer for local content production
 - 18:00 – 18:15 Closure of the workshop and takeaways
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