Greetings, from here at ITU headquarters in Geneva, Switzerland and welcome to this experiment showcasing ITU’s suite of IPTV standards.

This is the second year we have used ITU-compliant IPTV equipment to live-stream scenes from the Sapporo Snow Festival, demonstrating in particular ITU-T’s “LIME” standard – Recommendation ITU-T H.762 for interactive IPTV services.

This multi-county IPTV experiment is possible thanks to the IPv6 test bed provided by NICT, as well as the many other companies participating in this experiment.

The IPTV market is showing considerable growth. In 2012, IPTV subscriptions represented over 15 per cent of worldwide broadband subscriptions, equivalent to nearly 70 million subscribers, or 9 per cent of the world’s 800 million Pay-TV subscribers.

The major growth is in the Asia-Pacific region. It is roughly two-thirds of the global subscriber growth from 2012 to 2017.

This experiment demonstrates the maturity of ITU’s IPv6-ready IPTV standards. ITU’s international standards ensure that anyone anywhere can develop products and services to our standards and enter a global market. This increases competition, opens up opportunities for startup companies, and reduces costs to consumers.

ITU’s Standards also enable communications technologies produced by different countries and companies to interoperate with one another, and I encourage vendors to participate in ITU’s Interop events to determine the interoperability of their products from a global perspective.

You can find out more about ITU’s IPTV standardization work and our conformity and Interoperability programme on our website.

Thank you and I wish you a very successful event