



Press Release

The ABU/NHK President Underlines The Importance of Moving to Digital Broadcasting

October 8, 2003 - At the 40th General Assembly of the ABU (Asia-Pacific Broadcasting Union) which is being held in Istanbul, Turkey, Katsuji EBISAWA, the President of ABU/NHK, and Mr. David ASTLEY, the Secretary-General of ABU, held a press conference today, prior to the official session which will start tomorrow.

The Istanbul meeting commenced on October 4th with program committee, engineering committee and sports committee. The results of each committee were summed up at the press conference.

In the opening statement, President Katsuji EBISAWA referred to the move to digital broadcasting which is now a worldwide trend, and expressed his expectation towards the official session saying,

“Broadcasting is entering a new age with the advances in digital technology and the spread of Internet. We confirmed at last year’s Tokyo meeting that the duties of the broadcasters around the world have become increasingly important - promoting intercultural dialogue and becoming a bridge between peoples. With the switch to digital broadcasting happening worldwide, we will discuss how we are going to promote digital terrestrial broadcasting in an effective way.”



He also mentioned the issue of the digital divide which has been gradually surfacing alongside the technology innovation. “ABU has a duty to bridge the digital divide. We will work on this issue from all aspects, including the technological one.”

ABU consists of 101 broadcasting organizations from 52 countries and regions. Representatives from member organizations have gathered to discuss various developments in the broadcasting industry. Since its establishment in 1964, ABU delegates have been promoting cooperation in exchanging news and footage, negotiating broadcasting rights for sport games, holding ABU Prize Contest, and providing technological information and advice to the developing countries. These activities will also be discussed at the plenary session beginning on October 9th.