

PCC.II/RES.3 (II-96)

**THE ESTABLISHMENT OF A WORKING GROUP ON THE REVIEW
OF THE MANDATE AND WORKING METHODS TO DEVELOP
A FUTURE VISION FOR PCC.II**

The Second Meeting of the Permanent Consultative Committee II: Broadcasting,

WHEREAS,

1. The importance of broadcasting and other telecommunication services in the economic and social development of nations;
2. The technological and economic changes have created a new scenario which the PCC.II, as a forum for the technical and regulatory issues, must respond to by promptly establishing new strategic objectives and work programmes that will place it at the forefront of this complex process;
3. Looking towards the future means wisely supporting and combining the main pillars of this ongoing process: technology or supply, market or demand, and strategies and regulations;
4. The success of this outlook requires the vigorous and systematic implementation of programmes aimed at: furthering technological and regulatory progress, and fostering the participation of regulatory and economic factors that support the creative and beneficial use of this technological revolution under conditions of fairness and mutual advantage for all the region's countries;
5. A strong commitment by all Administrations in the Region is required to strengthen the common objectives of these services, in view of the growing convergence of technologies resulting from the digitization of all the components of broadcasting and telecommunications that is moving beyond the present regulatory concepts and is erasing boundaries between services, and the significant advances in the provision of new broadcasting modalities;
6. The PCC.II must play a considerably wider key role as a technical and strategic forum to encourage and shape the discussion and promotion of new broadcast technologies and services in this area; and
7. The active participation of the organizations representing the producers and operators of these technologies and services within the PCC.II is essential;

RESOLVES:

1.- To set up a Working Group, to be chaired by Mr. José Gregorio González of Venezuela, with the following terms of reference:

a.- To investigate ways for PCC.II to encourage, through forums of the mass media and broadcasting authorities, the adoption of a region-wide commitment to the promotion, expansion and eventual operation of these services and technologies in the Americas.

b.- To present proposals for the reformulation of the mandate of the PCC.II and its working methods to make it more responsive to current and foreseeable technological changes:

c.- To put before the Committee initiatives to encourage increasing involvement at all levels and stages of the work of the Committee. The Working Group will, among other things, develop new work methods for:

c.1.- Improving the process for preparing the Agenda, including the prior involvement of the Administrations and changes in the format of the Meeting (seminars, exhibitions and the use of audiovisual and computer aides, among others).

c.2.- Promoting the membership of suppliers of broadcasting and mass media services, among others, such as cable TV operators, by means of initiatives such as advertising and the presence of personalities from government and business.

d.- To recommend the adoption of short- and medium-term work programs covering service or technology issues as they relate to broadcasting, as described in Annex 1. These services or technology aspects can be analyzed from the strategic, regulatory, technological and economic points of view to facilitate decision-making by the Committee and Administrations of the Region.

2. To invite all Administrations and Associate Members of the Region to take an active part in the work of this Group. Initially, Argentina, Ecuador, United States, Trinidad and Tobago, Suriname and Venezuela expressed their intention of taking part in the Group's activities.

ANNEX-1

The following list of services or technology aspects represents the state of the art in our sector. However, this is a dynamic situation and the list should, therefore, be considered open and subject to continuous updates to reflect the strategic, regulatory, technological and economic developments and approaches of the countries of our Region.

- i)** Interactive multimedia services via satellite
- ii)** New cable TV systems
- iii)** Video on demand
- iv)** Coordination standards for new technologies, such as Direct to Home (DTH), Digital Audio Broadcast (DAB), Standards for Digital Video, such as the Motion Pictures Experts Group-2 (MPEG-2)
- v)** News gathering services
- vi)** Convergence of technologies
- vii)** Wireless cable television and cable-assisted techniques
- viii)** Internet as a conduit for multimedia
- ix)** Regulatory issues
- x)** Marketing
- xi)** Security
- xii)** Intellectual property
- xiii)** New equipment requirements
- xiv)** Digital sound broadcasting
- xv)** Frequency allocations for Direct Satellite Broadcast (DSB) and other future direct satellite communications services (DSCS)
- xvi)** Business TV
- xvii)** Transport of video images over Asynchronous Transfer Mode (ATM) networks
- xviii)** Ways for content development promotion

