

## GLOBAL ITV Council Press release

### The GLOBAL ITV Council defines its debating priorities

MADRID, [A-CING](#) – On October, 14<sup>th</sup>, the GLOBAL ITV Council has held its plenary meeting via electronic means. More than 25 well-reputed advanced TV experts attended the meeting, from countries like Colombia, Hong Kong, Japan, Brazil, United Kingdom, Germany, France and Spain.

GLOBAL ITV Council is a group of independent experts with the objective of promoting interoperable solutions for advanced interactive digital television services, as well as fostering future research on common technology priorities between European and Brazilian researcher groups. The Council will set itself also as an important platform to share experiences of European and Brazilian deployments, roadmaps the implementation of interactive digital television services.

It is conceived as an institution created inside of the GLOBAL ITV project and supported by the GLOBAL ITV project until the end of 2015, but also independent of GLOBAL ITV project and looking for a longer life, with the aim of continuing its activities after the end of the GLOBAL ITV project.

The Council motivation, structure, organization, and membership were in detail explained by GLOBAL ITV Council Secretariat. The Secretariat also presented four main areas for discussion, after having consulted with the experts opinions,

- Standards,
- Software interoperability and tools,
- Pre-commercial development and
- Policy development,

The experts were invited to prioritize these topics based on their own criteria, so the Council collectively will choose the most relevant topics to focus on.

The Council proclaimed Mr. Alex Mestre, Business Development Director at Abertis Telecom, as the Council Chairman.

Operational details for facilitating online shared working were also presented by the Secretariat.

Some suggestions and questions were made by the experts, and some debate even started about the proper representation of stakeholders in the Council. Although the Council counts today with 32 experts from entities represented in GLOBAL ITV and 37 experts from other entities, those experts interested on the interoperability solutions for digital interactive television between European and Brazilian technologies are welcome. If you wish to take part in the discussions of the Global ITV forum, please contact [council@globalityv.org](mailto:council@globalityv.org).

More information regarding the Council activities can be found on GLOBAL ITV [Twitter](#), [LinkedIn](#) and [Facebook](#). The Council includes experts from Europe, Brazil, Argentina, Chile, Colombia, Japan, México, Perú, China, USA.

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