= A Serial Introduction Part 3 =
Winners of ITU-AJ Encouragement Awards 2018

In May every year, The ITU Association of Japan (ITU-AJ) proudly presents ITU-AJ Encouragement Awards to people who have made outstanding contributions in the field of international standardization and have helped in the ongoing development of ICT.
These Awards are also an embodiment of our sincere desire to encourage further contributions from these individuals in the future.
If you happen to run into these winners at another meeting in the future, please say hello to them.
But first, as part of the introductory series of Award Winners, allow us to introduce some of those remarkable winners.

Tomoyuki Shimizu

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Fields of activity: Cable broadband and broadcasting, ITU-T SG9

Future of Cable TV – 4K/8K, Gigabit Broadband, and Integrated Services

I am greatly honored to receive the ITU-AJ Encouragement Award. I would like to thank all those who have supported me in our activities in ITU-T Study Group 9.

I have been involved in ITU-T SG9 standardization activities as a rapporteur since 2017. ITU-T SG9 has assumed a key role in international standardization of cable broadband and broadcast services for the past several decades. Most recently ITU-T SG9 has focused its efforts on 4K/8K, gigabit broadband, and integration of OTT (Over the Top) services.

4K/8K is a key feature of next-generation cable broadcasting and has generated enormous interest from Japan and other countries. Over the past ten years, we have promoted ITU-T Recommendations derived from 4K/8K-related domestic standards in Japan, including Rec. ITU-T J.183 (revision) and J.383.

Regarding gigabit broadband, the U.S. has submitted a draft of 5th-generation DOCSIS specifications, cutting-edge cable broadband technology. One of my roles is to coordinate consent to this proposal, a critically important task since because upgrading to gigabit broadband is a significant issue in cable industry of many countries.

OTT services have emerged as a hot topic in ITU-T. ITU-T SG9 is keenly interested in defining how OTT will be integrated with cable services. As an initial step, we have launched a new work item called J.cable-ott, which illustrates a viable integration path between cable and OTT services in terms of subscriber authentication and billing.

Cable broadband and broadcasting are becoming increasingly important in this new era of gigabit Internet and cloud-based integrated services. I hope to contribute to next-generation cable services and applications through SG9 activities.

Maho Nakagawa

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Fields of activity: Human Resource Development / Education

ICT Human Resource Development and the Deployment of the Inter-university Pilot Cloud System in Myanmar

I am truly honored to receive the ITU-AJ Encouragement Award, and gratefully acknowledge the advice and contributions from all members involved in this work.

Over the past four years I pursued two objectives in Myanmar: first from the end of 2014 I was involved in an ICT human resource development project, then beginning in 2016 I participated in an APT program to build an inter-university pilot cloud project.

There are growing expectations for ICT in Myanmar as the country achieves rapid socio-economic development. But most ICT-related courses taught at universities were theory studies, so providing students with practical trainings was a critical challenge. To meet this need, Fujitsu established Fujitsu ICT Laboratory to deliver lectures highlighting practical training at a leading university in Yangon, and provided Training of Trainers (TOT) programs. We also contributed to ICT higher education throughout Myanmar by supporting construction of an inter-university pilot cloud platform that can be accessed by universities in remote rural areas.

Professors at the university integrated Fujitsu's practical training content into their standard curriculum, and are now considering how to make the best use of the cloud platform. These are voluntary and additional effort but essential activities to integrate these new educational resources into real situations. I have learned a great deal that we certainly did not envisage at the start of the project.

In tackling new projects in the future, we should carefully consider local conditions that are in a constant state of flux and map out an appropriate approach for seamless integration into the local educational system. I am committed to sharing and discussing ideas with stakeholders in Myanmar toward the goal of organizing additional projects in the years ahead.

Akira Negishi

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Fields of activity: World distribution of international channel

Experience Gained through ITU-R

It is a great honor to receive the ITU-AJ Encouragement Award, and I sincerely thank the ITU-AJ and all those who supported my candidacy.

My first involvement with the ITU-R was in July 2015, when I participated in the SG6 (Broadcasting Service) block meeting in Geneva. I helped draft a report regarding sharing studies between DTTB and mobile services, as well as a recommendation regarding the Emergency Warning Broadcasting System.

After that, I have attended the 5th APG meeting for WRC-15 (World Radiocommunication Conference). My assigned task was to safeguard broadcasting services from additional spectrum allocations to mobile service, and spectrum extension to Earth exploration-satellite service. Representing broadcasters and being a member of Japan's delegation was a novel experience.

In November 2015, I participated in WRC-15 with only a few months of ITU-R experience under my belt. But this 4-week conference provided an invaluable opportunity to grasp the difficulties of achieving global harmonization of the spectrum allocation due to the different objectives and expectations of countries and industries.

In 2016, I joined Study Group 4 (Satellite Service) to finalize a recommendation regarding UHDTV satellite transmission. The purpose was to produce an international transmission system standard for 4K/8K satellite broadcasting in Japan, so-called ISDB-S3. With the DVB delegation's cooperation, the recommendation was approved and issued in December 2016. At the same time, I was also involved in the process of drafting a handbook dealing with the introduction of terrestrial digital broadcasting. Much useful information from the deployment in Japan was included in the document.

In 2017, I was transferred to another department in the company, and my job assignment shifted from ITU-R to world-wide distribution of our international channel. The experience from ITU-R was very profitable and helped immensely in my current work. Although I was involved in ITU-R activities for only a brief period of time, I am honored to have contributed to its mission. I am committed to pursuing this work from different angles to maintain Japan's leading role in broadcasting technology, and contribute to further development of the broadcasting industry as a whole.

Kei Harada

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Fields of activity: IoT, service platform

High Interoperability with oneM2M

I am honored to receive the ITU-AJ Encouragement Award. From mid-2016, I've been engaged in standardization at oneM2M, which is a partnership project established in 2012 with the goal of developing an horizontal IoT service platform for connecting data from many different industrial domains. It was my task to specify the interworking rules between OMA GotAPI and oneM2M specifications to facilitate interoperability of oneM2M.

Interoperability is crucial to maximize the value of data and create new services. Open innovation and collaboration are far more pervasive which requires technology capable of interconnecting data easily and consistently—in other words, high interoperability systems are essential.

oneM2M creates specifications with high interoperability and many liaison relationships with other organizations such as ITU-T, 3GPP, and OMA. In order to promote the concept and direction of oneM2M, I proposed a number of contributions to enhance the interoperability of oneM2M.

For telcos and service providers, standardization is just a means, not the end goal. It is more important that we implement one effective specification of oneM2M rather than propose multiple contributions to it. While standardization specialists may have different opinions, it is vitally important that we understand each other's duties and forge smooth relations among specialists to achieve our respective goals. There are many types of people involved in oneM2M, but we found a common goal: the spread of oneM2M. Penetration of oneM2M has been achieved through hackathons, seminars, white papers, pilot projects, exhibitions, and so on. In the future, I would like to further contribute to these activities while attending standardization meetings and proposing contributions.