

**Prof. Pradipta Biswas, CPDM has been elected as Vice-Chair of the International Telecommunication Union (ITU), United Nations, for Study Group 9 (SG9)**



Prof. Pradipta Biswas has been elected as Vice-Chair of the International Telecommunication Union (ITU) for Study Group 9 (SG9). The study group leadership is elected by member states, and Prof Biswas was nominated by India and was elected during the World Telecommunication Standardization Assembly (WTSA20) held at Geneva in March 2022.

The ITU is a globally managed agency of the United Nations that is responsible for the development, management and standardization of information and communication technology (ICT). The ITU sets and publishes regulations and standards relevant to electronic communication and broadcasting technologies of all kinds including radio, television, satellite, telephone and the Internet. The organization conducts study groups, focus groups, and meetings to address current and future issues.

The Study Groups (SGs) of ITU brings together experts from all around the world to develop international standards (recommendations) which act as defining elements in the global infrastructure of ICTs. Each study group has a specific focus and participants work together to define the frameworks that will ensure optimum functioning of all services, both existing and future. Participation in ITU standardization is an opportunity to influence the development of the standards that will shape the digital future. Although the recommendations of the ITU are non-binding, most countries adhere to them in the interest of maintaining an effective international electronic communication environment.

Study Group 9 (SG9) SG9 carries out studies on the use of telecommunication systems in the distribution of television and sound programmes supporting advanced capabilities such as ultra-high definition and 3D TVs.

Prof. Pradipta is also the Co-Chair of the IRG AVA and Focus Group on Smart TV at the ITU. He is the lead editor on a work item to set up a common user profile format for audio-visual content distribution in collaboration with 3GICT & Microsoft which is based on his research on User Modelling at I3D Lab at CPDM-IISc, that helps to reflect problems faced by people with different ranges of abilities using artificial intelligence and machine learning models (<https://cambum.net/PB/>)

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