Digital Broadcasting Switchover

**ITU-AIBD-ABU REGIONAL WORKSHOP
STRENGTHENING DIGITAL BROADCASTING EXPERIENCE**
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Background

➢ **RRC - 04**

- **ITU consultations on Digital broadcasting for regions 1 and part of region 3 of ITU member administrations**
- **Draft digital plan was produced for the whole planning region**

➢ **RRC - 06**

- **ITU coordinated Conference on Digital Migration that focused on adoption of the digital plan**
- **Adoption of Digital Migration Strategies and Principles**
- **Set a deadline for analogue television switch off i.e. June 2015 in UHF band and 2020 for VHF band**

Background

➢ **Benefits of Digital switchover**

- **A large portion of the lower UHF band can be freed up**

- **All current channels can be transmitted in a much narrower band with a better quality : - More efficient use of the spectrum**

- **Improved reception quality, a variety of enhanced services and applications, enhanced competition and Wide consumer choice**

- **Increased transmission possibilities**

Background

➤ **Key issue of related to digital switchover**

- **Policy and Regulatory :**

  – **Licensing, Network Operators**

  – **Number of Multiplexes, Program editors**

  – **Public TV services, Commercial TVs**

  – **Analogue Switch off (ASO), etc.**

- **Economical :**

  – **Introduction of new business model**

  – **Transition costs, subsidizing vulnerable people**

Background

➢ **Key issue of related to digital switchover**

- **Technical :**

    – **Standards (DVB, ISDB, ATSC)**

    – **Compression technique (MPEC2/MPEG4)**

    – **Spectrum availability**

    – **Coverage areas**

    – **End users equipment (Set-Top Box/ D-TV), etc**.

ITU Activities

➢ **To support the smooth process of the digital switchover, ITU prepared**

- **Software Packages for spectrum management**

- **Recommendations, Reports and Handbooks on digital broadcasting technologies**

- **Guidelines and Roadmaps for the transition to digital broadcasting**

- **Provide direct support in customization of the guideline and developing roadmaps**

ITU Activities

➢ **Project Activities in Africa - Roadmap to DTTB and MTV Funded by ITU and Korea**

- **Feasibility Study**

  Questionnaires has been sent to all African countries, 23 countries responded, 3 Beneficiary countries (Ethiopia, Angola and Mali) has been selected for developing roadmap

- **Developed Guideline for the transition to digital broadcasting**

- **Development of roadmap for the selected beneficiary countries**

ITU Activities

➢ **Project Activities in ASP - Roadmap to DTTB and MTV Funded by ITU and KCC, Korea**

- **Survey conducted to assess the current situation on digital broadcasting**

  – Questionnaires has been sent to 38 countries, 22 responded
  – Among the 22 countries, 5 beneficiary countries (Cambodia, Mongolia, Nepal, Sri Lanka, and Tonga) has been selected

- **Adaptation of the guidelines**

- **Development of roadmap for the selected beneficiary countries**
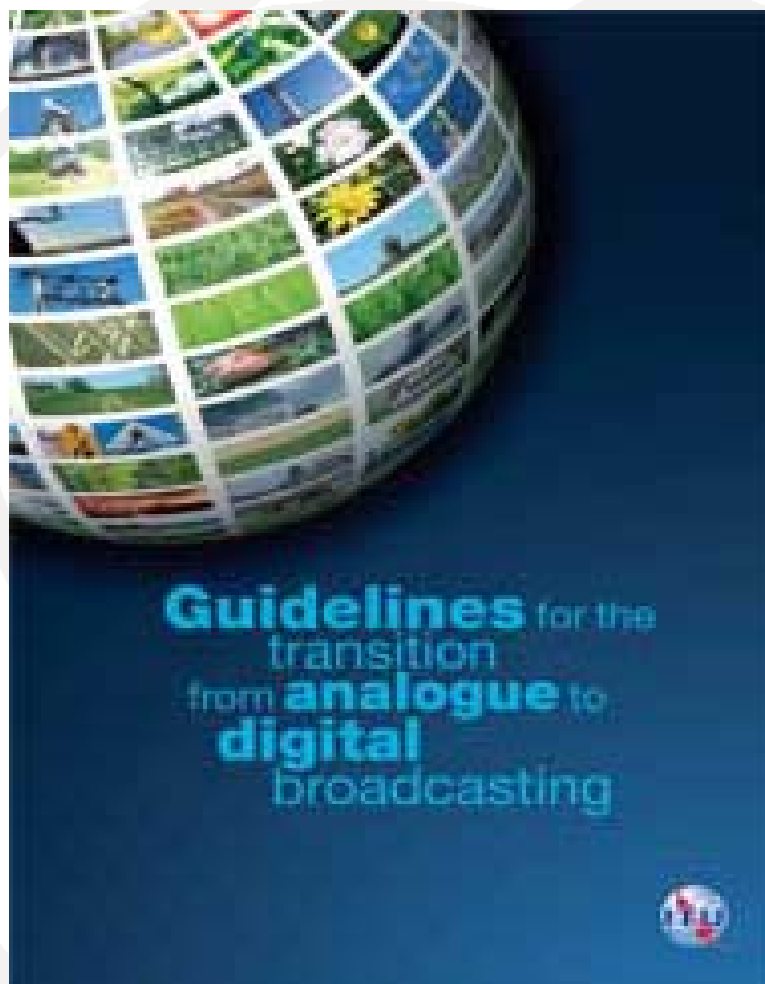
ITU Activities

➢ **Project Activities in Asia pacific**

- **Capacity building on digital broadcasting technologies**

  – **DTTB online training by CoE: Oct 2010**

  – **Joint-event with ABU/AIBD workshop, March 7-8, 2011, Kuala Lumpur, Malaysia.**

  – **Regional Workshop, joint-event with AIBD/ABU, May 22-23, 2011, Hanoi, Vietnam**

Guideline

Guidelines designed to provide Information and recommendations on policy, regulation, technologies, network planning, customer awareness and business planning

For free download at http://www.itu.int/publ/D-HDBGUIDELINES.01-2010/en

Guideline

➢ **Functional layer of the Guideline**

    A. **Policy and regulation**

    B. **Analogue switch-off (ASO)**

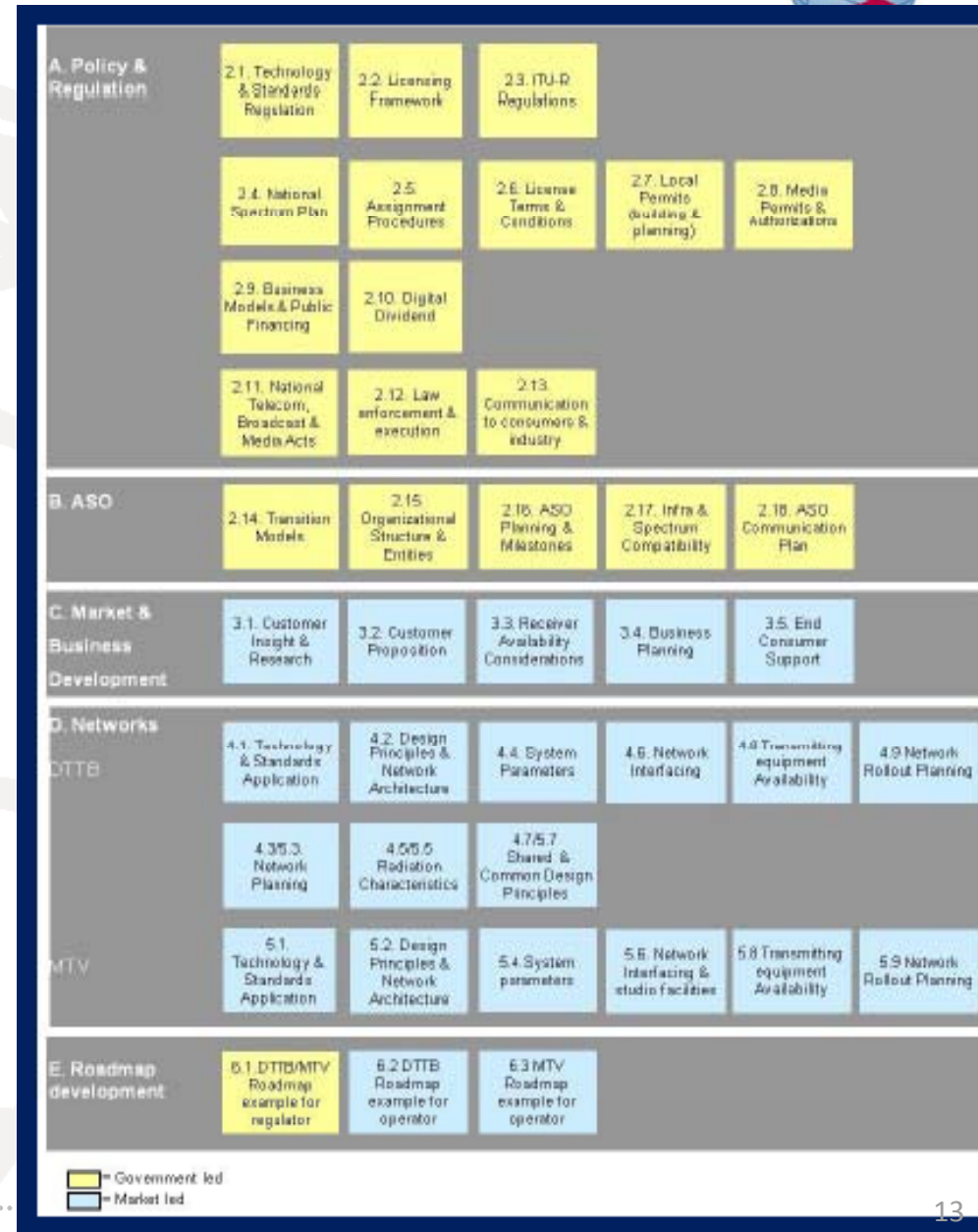   C. **Market and business development**

    D. **DTTB & MTV networks**

    E. **Roadmap development**

    ⇒ **Each layer has 3 to 13 functional building blocks.**

Guideline

➤ **Functional Building Blocks under each layer**

Guideline

A. Policy and regulation

- **Key issues and choices faced by the Regulator when formulating DTTB, MTV or ASO policy objectives**

- **Implementation of policies**

  By issuing information, funds, rights, licenses
  and permits to (qualified) market parties
  in compliance with the relevant legislation

Guideline

B. Analogue switch-off (ASO)

- **Process of turning off the analogue terrestrial television signal and replacing it with a digital signal**

- **Government initiated policy, aiming at**

  – More channels and services

  – New revenue streams and business models

- **The key objective in the ASO process is reducing the risk of service interruption**

Guideline

C. Market and business development

- **Key business issues and choices faced by Service Providers/Network operators when planning the commercial launch of DTTB and MTV services**

- **A set of business activities and tools**
  - For defining the DTTB/MTV service proposition and associated business case and plan
  - Demand drivers, service barriers, financial feasibility, receiver availability and customer support issues
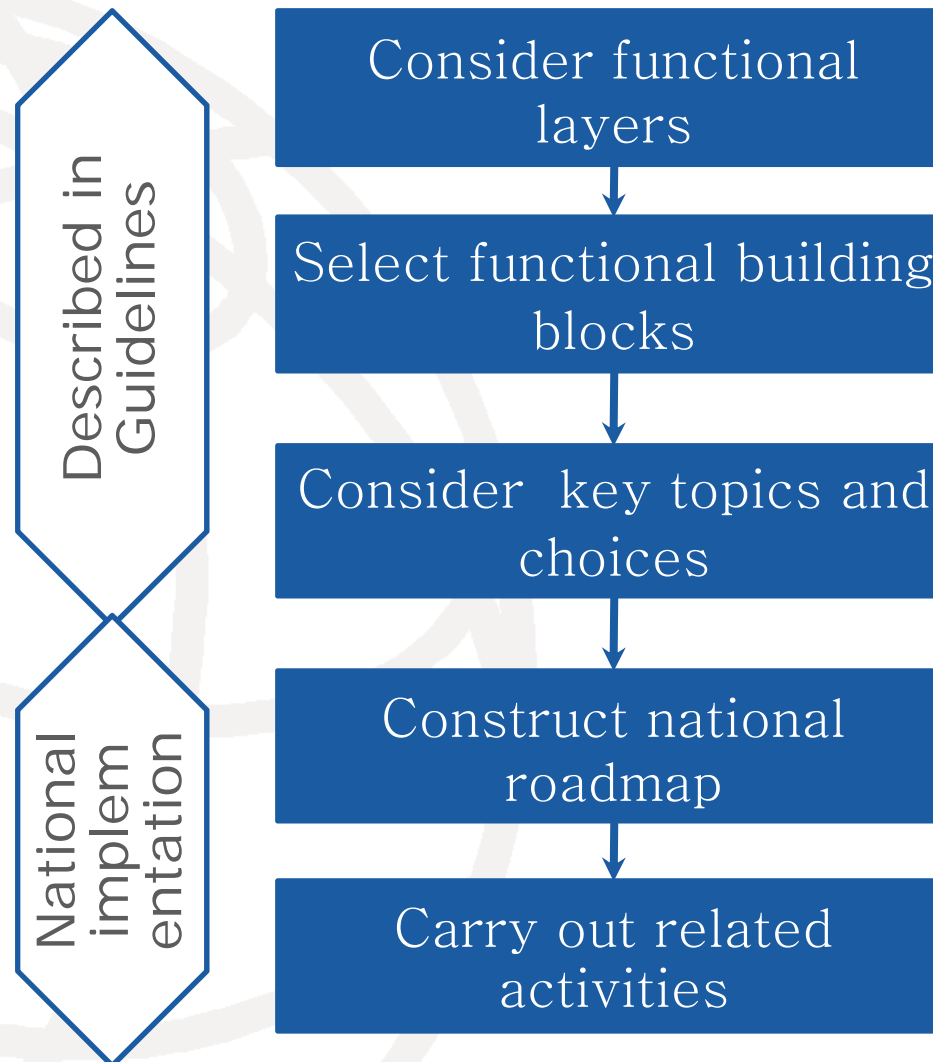
Guideline

D. DTTB & MTV networks

- Choices should be made within framework of

  – License conditions (including GE06 provisions)
  – Business objectives

E. Roadmap development

- Development of generic roadmaps regarding the whole process of transition to DTTB

  – Matching short term and long term goals
  – Indicating the main activities to meet goals

Guideline

➢ **Steps associated in the switchover**

Described in Guidelines

National implementation

Consider functional layers

↓

Select functional building blocks

↓

Consider key topics and choices

↓

Construct national roadmap

↓

Carry out related activities

Roadmap Construction

➢ **Construction of two roadmaps, one for the Regulator, one for the Operator**

➢ **A roadmap consists of three or four phases**

➢ **In each phase, functional building blocks should be placed in a logical order**

- **One or more functional layers may have to be addressed**

- **Several functional building blocks are carried out in parallel**

- **A number of functional building blocks are interrelated**

Roadmap Construction
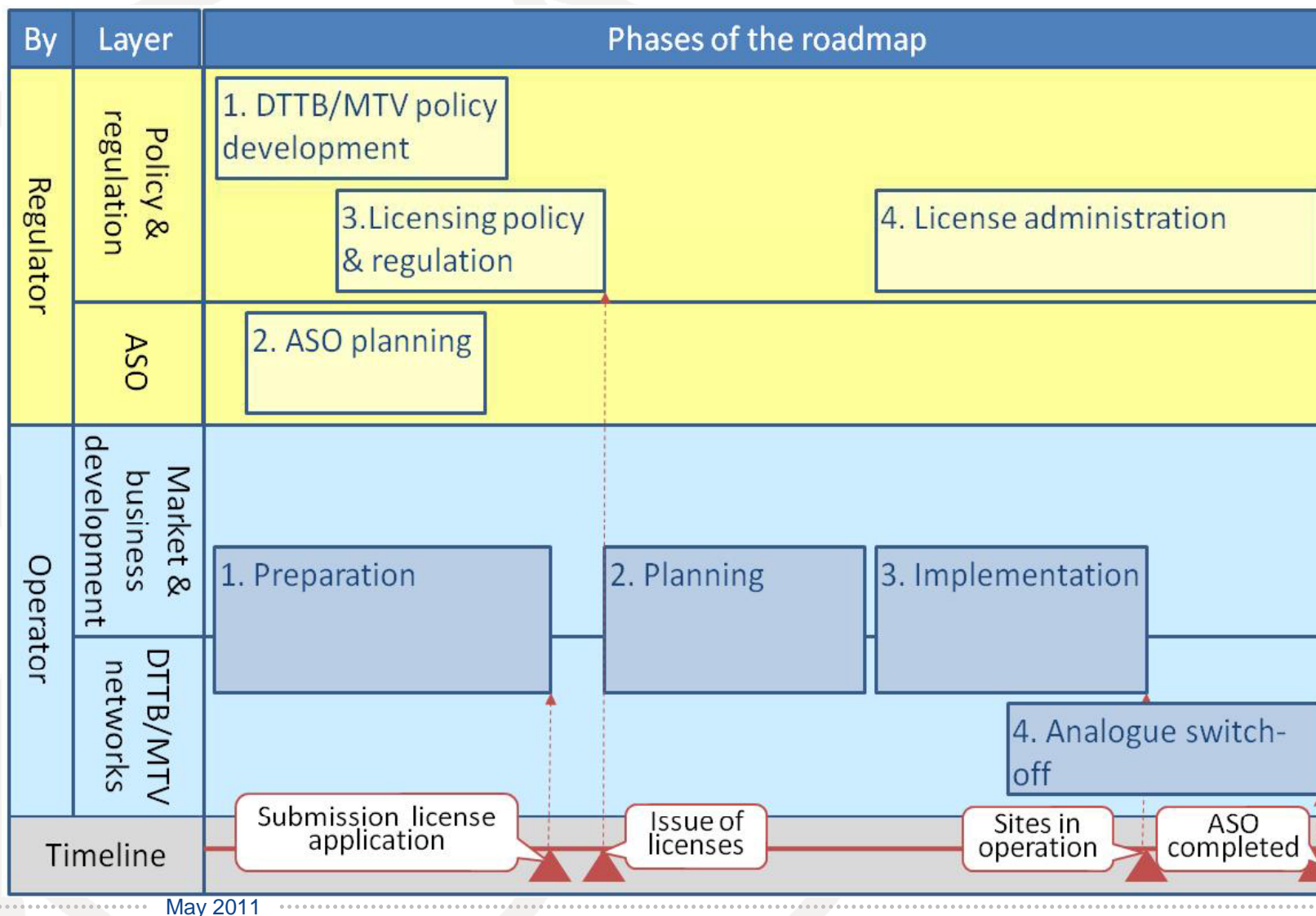
Conclusion

➢ **Digital Switchover is a complex process**

- **Every country should be ready to handle the complicity**

➢ **Successful switchover requires**

- **Strong leadership of government**

- **Firm decision of analogue TV switch-off date**

- **Close cooperation of Regulator and market parties**

- **Clear and timely regulatory framework**

- **Adequate information and assistance to viewers**

➢ **Explore the potential of the Digital Dividend**

THANK YOU FOR YOUR ATTENTION!

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