



***Strategy, Policy, Regulatory Considerations
and the Decision-Making Process of going to
Digital TV in Brazil***

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Introduction

This presentation provides an overview of the decision-making process undertaken by the Brazilian administration toward the adoption of a digital television (DTV) standard for the country.



Description of the Main Resolutions and Public Consultations

Public Consultation n° 65, from 27/7/98

Procedures to be followed during the Digital TV tests

Resolution n° 69, from 23/11/98

Approval of the Procedures to be followed during the Digital TV tests

Public Consultation n° 216, from 17/2/ 2000

1st Part of the final SET/ABERT Report on tests carried out with the ATSC, DVB and ISDB digital television standards

This report concludes, considering only the technical aspects, which is the best modulation scheme.



Description of the Main Resolutions and Public Consultations

Public Consultation n° 229, from 7/4/2000

- 3rd Intermediary SET/ABERT Report

Public Consultation n° 237, from 2/7/2000

- 2nd Part of the final SET/ABERT Report on tests carried out with the ATSC, DVB and ISDB digital television standards;

- This report concludes, considering only the technical aspects, which is the best digital television standard.



Key Aspects Related to the Evolution of the Television Broadcasting Service

- ▣ Screen Format
- ▣ Interactivity
- ▣ Mobility
- ▣ Television and Personal Computer Convergence
- ▣ Telecommunication and Television Convergence



Factors to be taken into Consideration: Technical

■ Technical factors:

- The digital television service must be, at least, equivalent to the currently distributed analogue television service
- Digital and analogue systems must have an adequate coexistence during the transition period
- Power consumption must be economical
- Flexibility for introduction of new applications must be taken into account in the long-run

■ Digital Broadcasting x Pay TV

- The digital television service offered these different networks must be compatible
- The integration of programs and functionality between these different networks must be considered
- Must carry rules should be duly applied



Factors to be taken into Consideration: Strategic

- ☐ Universal access to information for all social classes
- ☐ National integration and the preservation of the regional identity
- ☐ Latin American integration
- ☐ Technological co-operation
- ☐ Rapid economic development
- ☐ Rebirth of the parts and components industry



Factors to be taken into Consideration: Economic

- ▣ Impact on the Broadcasting Industry Value Chain
- ▣ Determinant factors for the promotion of the digital television
- ▣ Cost to the Broadcasters
- ▣ Cost to the Consumers
- ▣ Potential market of each digital television system



Factors to be taken into Consideration: Social and Cultural

- The role played by the television in the life of the citizens
- The convergence from the cultural point of view
- Expectations of the users on the digital television
- Others cultural and social factors



Scenarios under Analysis by Anatel

- Scenario I - HDTV programming only
- Scenario II - SDTV programming only
 - Scenario IIa - Multiples programs
 - Scenario IIb - SDTV interactive
 - Scenario IIc - SDTV with free and paid services
- Scenario III - Hybrid model



Conclusion

The Brazilian regulatory agency has a clear motivation towards the adoption of a DTV standard whose services to be rendered to the consumers can best serve the interest of the Brazilian broadcasting industry and meet the requirements and expectations of the Brazilian society



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