

ITU-MIC REGIONAL WORKSHOP ON
TRANSITION TO DIGITAL BROADCASTING AND DIGITAL
DIVIDEND
26 - 27 MAY 2011, HANOI, VIETNAM

Why Digital Migration matters?

Radiocommunication Bureau



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Agenda

- Viewers
- Broadcast equipments
- Broadcasters
- Government
- Technology
- Frequency Spectrum
- Conclusions



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Viewers

More programs

Interactive



Better quality

Anywhere



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Broadcast Equipments



Contents

New players Better access

Small players Competition

Diverse program



Government

Innovation



Competition

Revenue

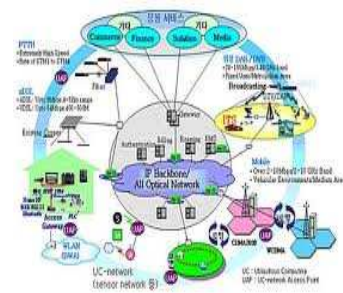
Market



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Convergence



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Spectrum Efficiency



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Digital Dividend

- The digital dividend is the amount of spectrum made available by the transition of analogue television to digital.
- Given the very important gains in spectrum efficiency resulting from the transition to digital, the digital dividend may represent very significant amounts of spectrum.



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Use of Digital Dividend

- Broadcasting services (e.g. provision of more programs, high definition, 3D or mobile television)
- Other services, such as the mobile service, in a frequency band which could be shared with broadcasting (e.g. short range devices) or in a distinct, harmonized allocation (e.g. IMT).



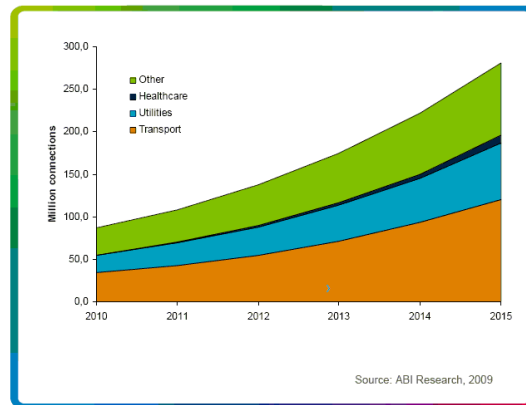
Information big bang!

- Today, **every year** there is more information put on the web than everything that have been said and written in the history of mankind
 - Dr Ian Goldin, Director of the James Martin 21st century school, Oxford, UK
- **2 days** in 2012
- **4 minutes** in 2016!



M2M

Global M2M market
revenue to grow from
USD 5 billion in 2008 to
USD 250 billion in 2012
Beecham Research

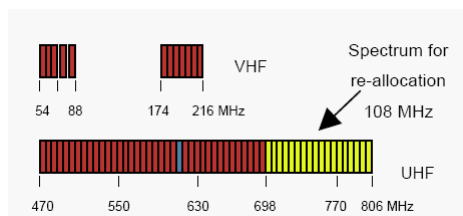


Broadband wireless

- Needs spectrum
- Will bring
 - E-Government
 - E-school
 - E-medicine
 - E-commerce



The USA



- Early identification
- Sold even before ASO – June 2009
- 18 X 6 MHz = 108 MHz



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700 MHz Auction – Mar 2008

(Source: GSMA)

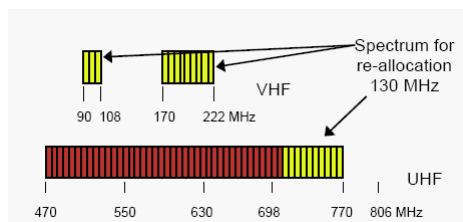
Verizon A, B & C	\$9.4 Billion
AT&T Mobility B	\$6.6 Billion
Frontier Wireless	\$711 million
Qualcomm B&E	\$558 million



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JAPAN



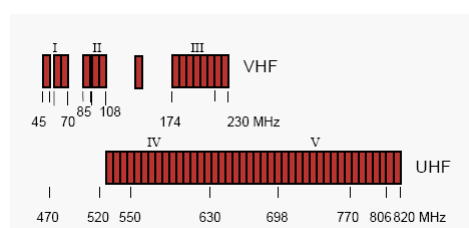
- 10 UHF channels = 60 MHz
- VHF = 70 MHz
- A total of 130 MHz



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Australia



- **126 MHz** from **694-820 MHz**
- Consultation on the digital dividend band configuration, licence design and the method of allocating the spectrum. The closing date for submissions was 6 Dec 2010.



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Digital television migration is NOT just about Television!



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The Digital Revolution

touches all aspects of
radiocommunication and
telecommunication services



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Start NOW!



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Thank you for your attention!



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