

Digital Migration implementation aspect

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Don't get cut by the knifewitch

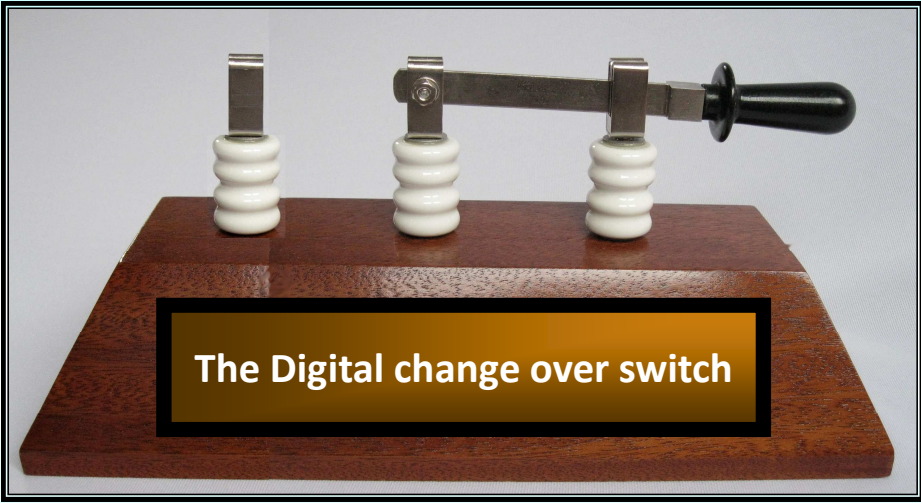
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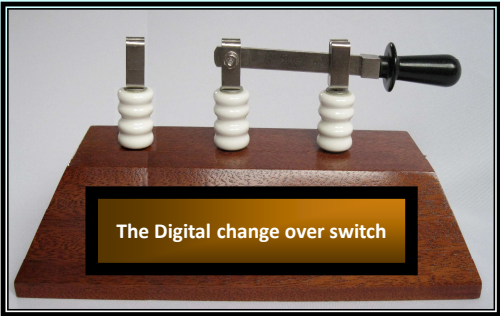
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How do we get there?

When are we going to get there?



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DTT is an infrastructure project

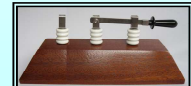
National network providing a media / communication gateway into the home



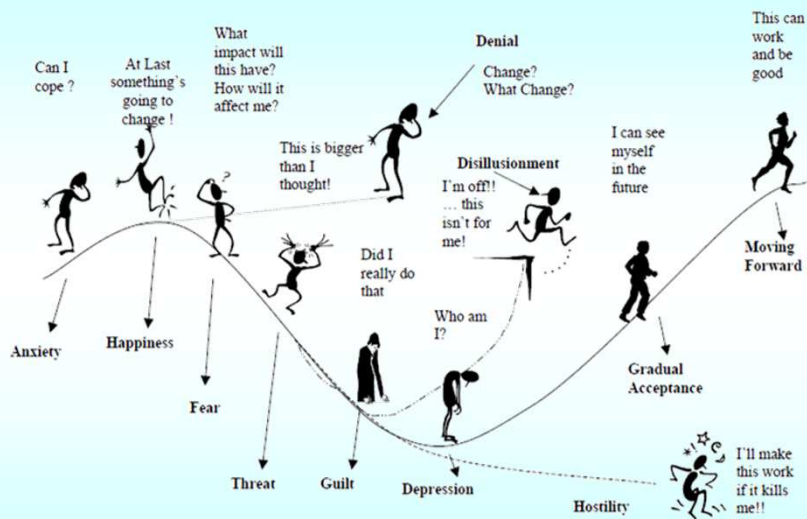
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The Process of Transition



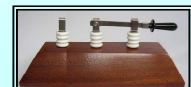
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TNA

Triple Helix



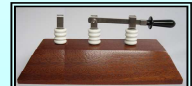
Transmission Not Analogue



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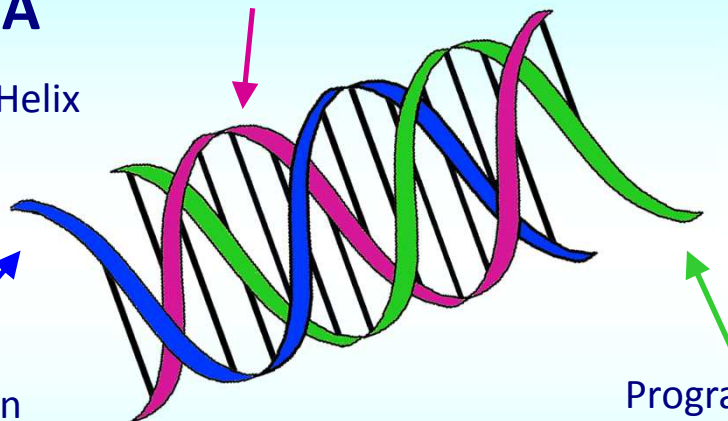
TNA

Triple Helix

Reception

Transmission

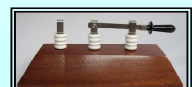
Programming

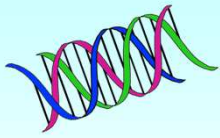


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Presumptions

Regulation (nearly) sorted

Finance (almost) in place

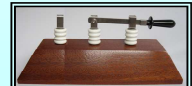
PR policy (more or less) ready



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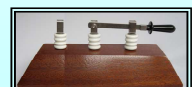
Transmission

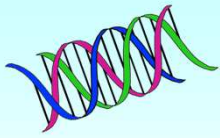


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Define or Re-define the Tx outcomes

What do you want to achieve?

What do you want to offer your audience?

%service area
% population to be covered
field strength

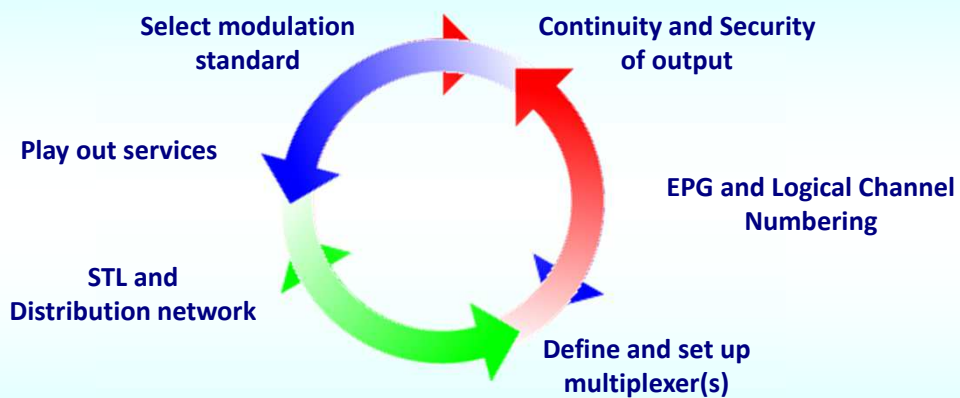
Now -- Now +5 years -- Now +10 years



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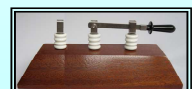
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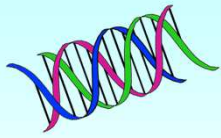


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Timetable

First switch on > Last switch on

Dual Illumination

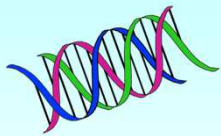
First switch off > Last switch off



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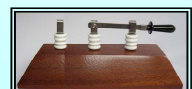
Invite manufacturers to offer
“wholistic” solution

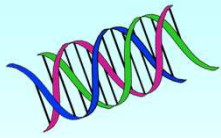


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Reception



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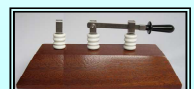
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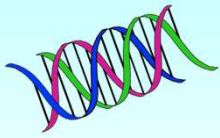


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Service Area

Field Strength

Rx antenna bandwidth & gain

Internal, External, rabbit ears

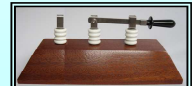
Download, Head amp



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Existing installed base of receivers

Aspect ratio

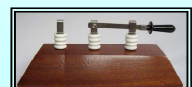
Set top boxes



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Vanilla STB - cheap and cheerful

Strawberry STB – a bit better

Chocolate STB – a whole lot better

Whisky STB – top of the tree

At least one tuner unit with CAM for pay-tv 12volt battery / Mains

UHF / SCART / HDMI outputs Hard disk recording

USB port for memory stick / Mobile phone dongle



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Vanilla Strawberry Chocolate Whisky

“DTT is just a government tax”

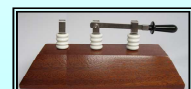
Subsidise

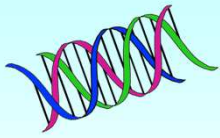


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Communication is the key!

(Source: OFCOM, UK)

Consumer awareness plan in UK Announcement Timing						
	3-Years	2-Years	1-Year	<12 months	1 month	Switchover
National Launch of <i>SwitchCo</i>	"Get ready!"	"How to get ready!"	"Are you ready?"	Countdown: 'Switchover is happening!'	Countdown: 'Switchover is here!'	Switchover to 100% digital



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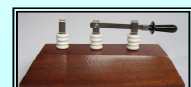
Programmes

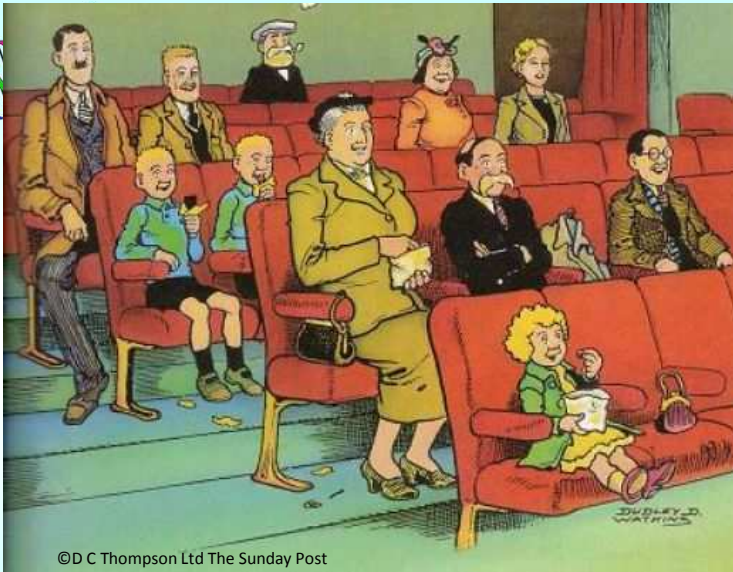


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The Digital Family

The Broons

Grampa

Hen, Joe, Daphne, Maggie

Ay twin, Ither twin

Maw, Paw , Horace

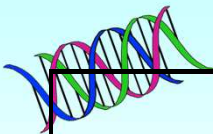
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Lots of Programmes

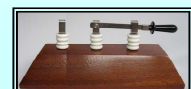
BBC 1,2,3,4,Alba	CBBC, Cbeebies,	Red Button	News ++++
ITV 1,2 C4 E4 Five	Sky	HD variants	Parliament
Shopping ++++	Sports ++++	+1H channels +++	Community
Teachers	Nostalgia	Religious	Factual
"Adult"	Mobile phone chat	Music ++	Film
Comedy	Foreign	Pay / Subscription +++++	Radio ++++++
Multiplexes 4T+1T2	108 TV 35 Radio		T2 Lite

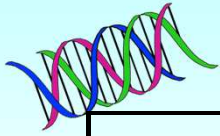


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Lots of Options

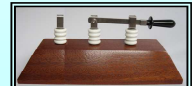
16:9	14:9	letterbox
pillarbox	Safe area	HD
SD	3D	Hi-vision
Red button	EPG	Mobile
Subtitles	Radio	Languages
Closed captions	Signed	Descriptive
Over The Top	Catchup	Streaming



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Cooperation is a must!

Get everyone involved in ALL process

Governments and regulators

Public Service Broadcasters

Private and commercial broadcasters

Cable and satellite platforms

Manufacturers of professional and consumer equipment

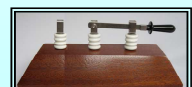
Retailers and aerial installers



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Support is vital!

Education
Technical
Financial
Policy/legal



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PRACTICAL LESSONS FROM THE FIELD

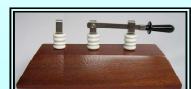
- NOT A BIG ISSUE – STILL A BIG TASK.
- You will be judged by **perception** as much as technical success. Therefore advance communication and engagement in the field is crucial.
- Make your communications engaging.
- Regard switchover as an opportunity to enhance the reputation of the broadcasting industry – not a threat that may damage it.



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Sally-Ann Wilson
CBA Secretary General



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DBSF Antigua

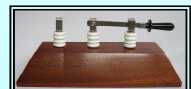
13 - 14 August
CTO CBA CTU CBU



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OBJECTIVES OF THE CBA

- To support freedom of expression and the ideals of public service broadcasting.
- To facilitate information and knowledge exchange between media organisations and their employees.
- To provide assistance to member organisations via training, bursaries, consultancies, networking opportunities and content sharing initiatives.



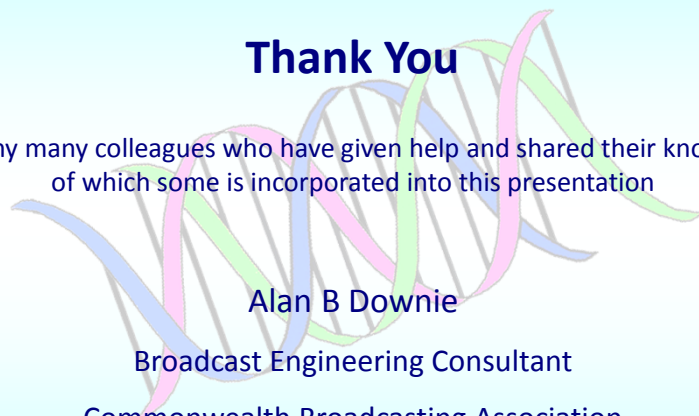
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Thank You

And thanks to my many colleagues who have given help and shared their knowledge with me of which some is incorporated into this presentation



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