


Digital Migration Studies in the Region

ITU Sub-regional workshop on Digital Television Migration and Digital Dividend
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Overview

- Primary elements of a transition
 - Planning
 - Policy
 - Spectrum
 - Specification selections
 - Infrastructure
 - Consumer receivers & antennas
 - Retailers
 - Consumer and retailer education & messaging programs
 - Progress Measurement
 - Shut off
- Case study points

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The Region

- Extremely diverse
- Multiple regulatory realities
- History dictates policy
- Transition must be customized

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Policy & Spectrum Management

- Spectrum
- Rules for switchover
- Rules for other DTV providers
- Case study points
 - September 11
 - Pre-shut off spectrum auctions

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Infrastructure

- Subsidies for build out?
- Rules for broadcasters
- Timelines
- Case study points
 - Single transmission point
 - Coverage


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Receiving Equipment

- Government involvement
- What do you want receivers to do?
- Interfacing with receiver makers
- Case study points
 - Antennas
 - IPR
 - Mix of transmission standards


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A Receiver for Everyone?

- Subsidy?
- How much?
- How will they be paid for?
- What kind of receiver?
- How do consumers receive subsidy or equipment?
- Case studies point
 - Type of subsidy may affect price of equipment
 - Complex program may not be necessary


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Retailers

- Retailer education plan
- Complicated message
- Case study points
 - Comprehensive messaging plan from beginning
 - Lots of incorrect information in stores


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Education & Messaging

- Of highest importance
- Involving all potential educators from the beginning
- Direct messaging to consumers
- Messaging to media
- Messaging to retailers
- Messaging to other stake holders
- Case studies point
 - Don't forget the antenna
 - Get volunteer groups involved


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Are We There Yet? Measuring Progress

- Milestones
- Testing transmissions
- Testing receivers
- Coverage goals
- Case study point
 - Poor coverage


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Analog Shut Off

- Pros & cons of universal shut off day vs. rolling shut off
- Prepare to assist consumers
- Necessary to have a post shut off plan


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Conclusions

- Can never begin planning too early
- Anticipate political issues
- Anticipate politics for the entire video entertainment system
- Technical decisions impact every part of the transition
- Include all stake holders in planning from very beginning

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Resources

- From Analog to Digital TV: The Essential Guide
- De TV Analógica a Digital: La Guía Esencial
- Outside the Box: The Digital TV Converter Box Coupon Program
- <http://dtcreports.com/dtvresources.aspx>
- http://www.dvb.org/news_events/news/dvb-t-milestone-in-the-ca/index.xml

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