

■ Roadmaps for Planning Digital

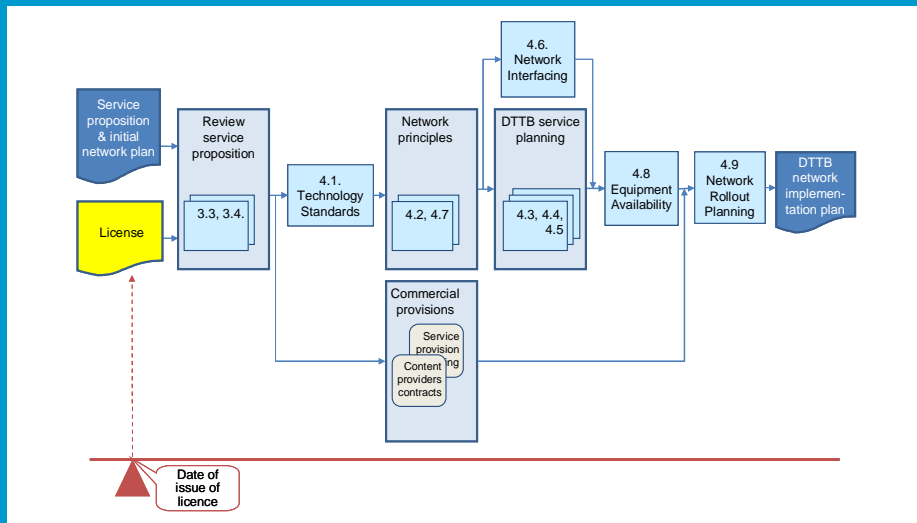
The provided roadmaps match short-term and long-term goals and help Regulators and Operators to plan their DTTB and MTV introductions.

An example roadmap for Operators is provided in the figure below.

It will help Regulators and Operators to:

- Reach consensus about the requirements and solutions
- Provide a mechanism to help forecast the key milestones
- Provide a framework to help planning and coordinating the required steps

Figure 2: Example Roadmap for Operators



■ Further Information

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INTERNATIONAL TELECOMMUNICATION UNION



GUIDELINES FOR THE INTRODUCTION OF DIGITAL TERRESTRIAL TELEVISION AND MOBILE TELEVISION BROADCASTING



■ Introduction of Guidelines

The guidelines on the introduction of Digital Terrestrial Television Broadcasting (DTTB) and Mobile Television Broadcasting (MTV) are being developed on the basis of the World Telecommunication Development Conference (WTDC-06) instructions and with the support of the ITU and Republic of Korea.

The guidelines are designed to provide information and recommendations on policy, regulation, technologies, network planning, customer awareness and business planning for the smooth introduction of DTTB and MTV.

Included in the guidelines are:

- Cost/benefit analysis
- Best practice guidance
- Key activities and generic roadmaps
- Documentation references

■ Framework of Guidelines

The guidelines follow a comprehensive functional framework indicating the decisions to be considered for the introduction of DTTB and MTV. It consists of five functional layers:

- Policy and Regulation
- Analogue Switch-Over (ASO)
- Market and Business development
- Networks (DTTB & MTV)
- Policy Implementation

The guidelines are drafted by a group of international experts under the supervision of the ITU:

- Jan Doeven: coordinator and DTTB networks
- Peter Walop: Policy & Regulation, ASO, Market & Business development
- Gu-Yeon Hwang: MTV networks

The guidelines will be finalized by the end of 2009 and freely available at the ITU's website.

Africa will be one of the first regions to benefit from the customization of the guidelines.

In each layer a number of functional building blocks have been identified (see figure 1). For each of the functional building blocks guidelines on key topics and choices are provided.

The yellow and blue functional blocks are respectively for the Regulator and Operator to be addressed. In some countries different roles and tasks can be assumed by the different actors.

Figure 1: Functional Framework of Guidelines

