
Transition from Analogue to Digital Terrestrial Broadcasting

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Why Digital TV Broadcasting

- More Programmes
- Interactive service
- High Quality A&V
- Portability and mobility
- Pay TV platform
- Efficient Use of spectrum
- Digital Dividend
- Convergence and Competition



The challenges of Switchover



- Legal and Political issues:
 - Program editors, Licensing, number and ownership of Multiplexes, Network Operators, Public TV services, commercial TVs, local TV Standards, Analogue Switch Off (ASO), etc.
- Technical issues:
 - Standards, compression system (MPEG2/MPEG4), Spectrum availability, network planning (MFN/SFN), coverage areas, end users equipment (Set-Top Box/D-TV), etc.
- Economical related issues:
 - Introduction of new business model, transition costs, subsidizing vulnerable people, etc.
- Allocation of Digital dividend



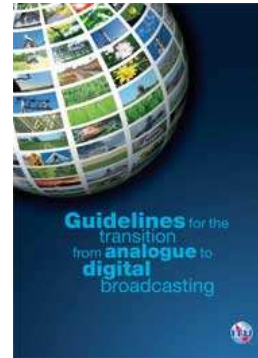
ITU Activities for Transition

- **Regional Radiocommunication Conference 2006 (RRC-06)**
 - Frequency plan for the digital terrestrial broadcasting
 - Deadline to switch over for region 1 countries: 17 June 2015 (some countries and bands 2020)
- **Software Packages for spectrum management**
 - Compatibility analysis in the GE 06 Frequency bands
 - Spectrum Management Systems for Developing Countries (SMS4DC)
- **Recommendations, Reports and Handbooks on digital broadcasting technologies**

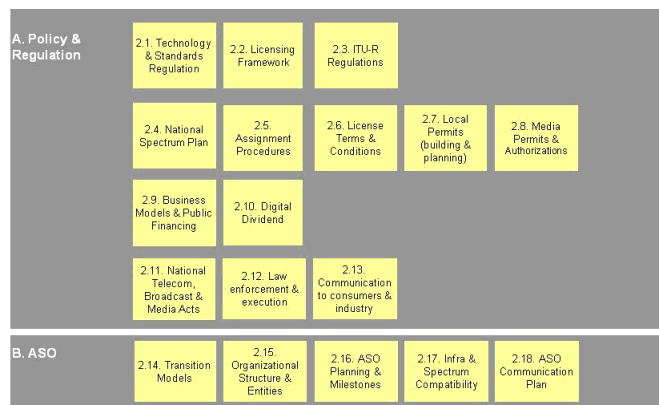


Guidelines and Roadmaps for the transition from analogue to digital broadcasting

- Guidelines designed to provide information and recommendations on policy, regulation, technologies, network planning, customer awareness and business planning
- Guidelines developed for African countries (involved in GE-06) and posted on ITU web for free download
<http://www.itu.int/publ/D-HDB-GUIDELINES.01-2010/en>
- ITU is currently providing assistance in developing roadmaps in Africa, Asia and Pacific regions through projects and expert assistance



Framework of guidelines(1)



Framework of guidelines(2)

C. Market & Business Development	3.1. Customer Insight & Research	3.2. Customer Proposition	3.3. Receiver Availability Considerations	3.4. Business Planning	3.5. End Consumer Support	
	D. Networks					
DTTB	4.1. Technology & Standards Application	4.2. Design Principles & Network Architecture	4.4. System Parameters	4.6. Network Interfacing	4.8. Transmitting equipment Availability	4.9. Network Rollout Planning
	4.3/5.3. Network Planning	4.5/5.5. Radiation Characteristics	4.7/5.7. Shared & Common Design Principles			
MTV	5.1. Technology & Standards Application	5.2. Design Principles & Network Architecture	5.4. System parameters	5.6. Network Interfacing & studio facilities	5.8. Transmitting equipment Availability	5.9. Network Rollout Planning
E. Roadmap development	6.1 DTTB/MTV Roadmap example for regulator					
	6.2 DTTB Roadmap example for operator		6.3 MTV Roadmap example for operator			

government led / market led



For a successful transition

- Strong leadership from government;
- Firm decision that sets the analogue TV switch-off date (ASO);
- Close cooperation between Regulator and market parties;
- Clear and timely regulatory framework (including decisions on the "Digital Dividend");
- Adequate information and assistance to viewers.



THANK YOU !

