



Office National
de la Télédiffusion

TUNISIAN APPROACH FOR DIGITAL TV SWITCHOVER SUCCESS

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Agenda



1. Introduction
2. Digital Television Broadcasting switchover process
2. Post digital Broadcasting switchover challenges
3. Concluding remarks

Introduction



- GE06 Digital switchover
 - UHF switch off :17 June 2015
 - VHF switch off :17 June 2020
- Digital broadcast benefits:
 - Signal quality
 - Spectrum efficiency
 - Interference resilience
 - Power reduction
 - SFN networks



Digital Television Broadcasting switchover process



**Legal
framework**

Transition plan

**Content
providers**

**Radio
spectrum and
licences**

**Digital TV
transition**

**Technical
aspects**

**Network
planning**

**Communication
plan**

**Digital Tv
receivers**

Technical steps for digital television broadcasting switchover



Trials / Pilot project

Radio spectrum and frequency planning

Technology and Standards

Network planning

TV receivers specifications

Technical digital Broadcasting characteristics	
	2015
Technology	DVB
Spectrum band	UHF (470-694 MHz)
Signal bandwidth	8 MHz
Modulation	64 QAM
Video coding	Mpeg-4 (Mpeg-2 for Pilot project)
Number of National multiplex	1
Number of programs/ mux	3 SDTV channels
Content	Public programs
Number of main sites	17
Population Coverage	Phase 1: 92% Phase 2: 95% Phase 3: 98%

Government initiatives for Digital TV transition



Digital TV transition plan

- Set a timeline for the digital switchover
- Plan a simulcast period with both analog and digital transmission
- Establish a communication plan

Legal Framework

- Reduce/remove taxes for digital tv receivers
- Prohibit the import of CRT TV
- Define digital TV receivers technical specifications

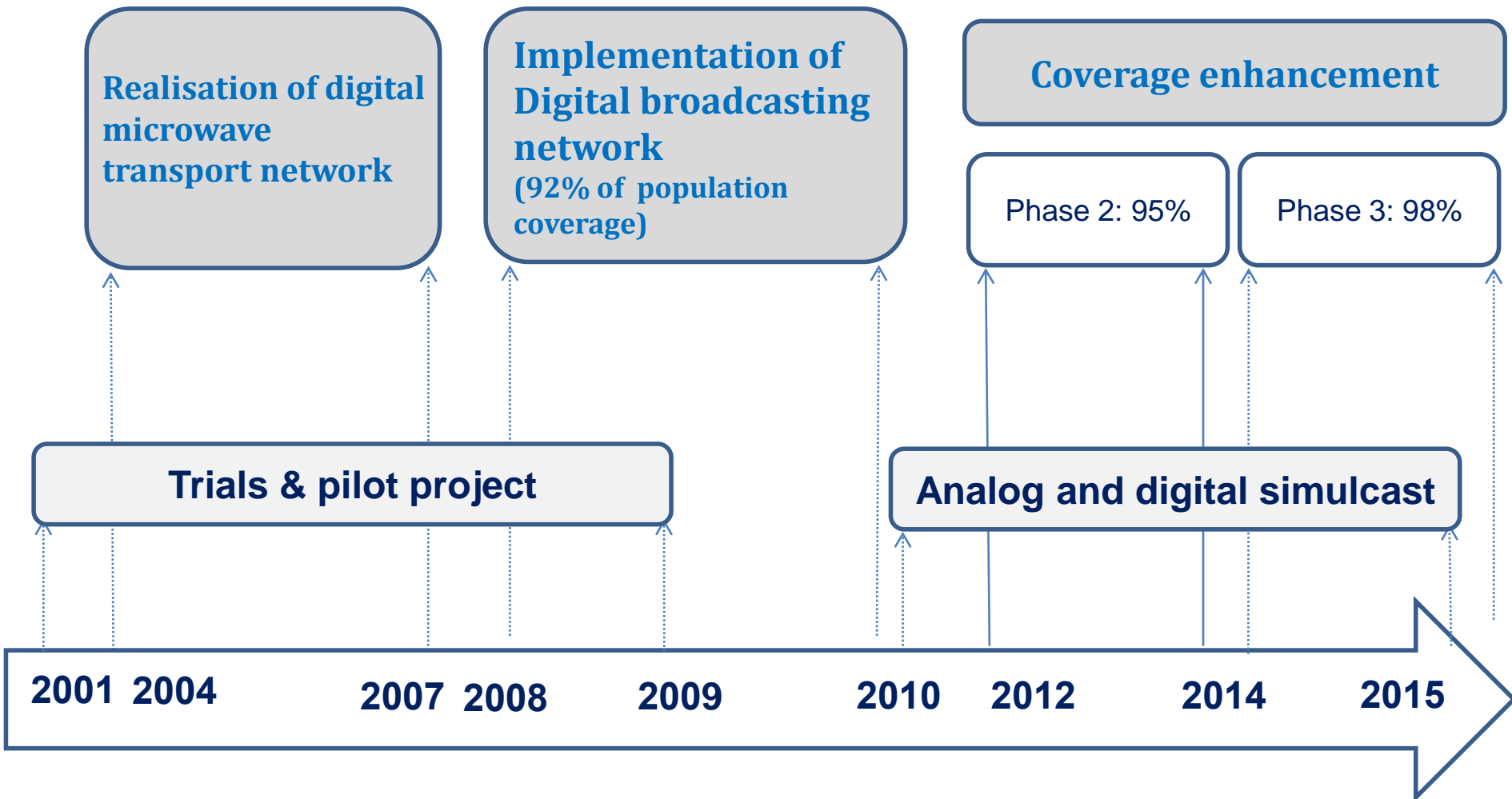
Funding plan

- Identify low-income households
- assist low-income households and distribute digital tv decoders

Multi-Stakeholders cooperation

- Broadcaster and regulators
- Ministry of Communication Technology
- Ministry of Trade and Export Development
- Ministry of social affairs

Digital TV transition plan



Public Communication Plan for Digital TV Transition



- Establishing a communication task force
- Setting a communication plan:
 - ✓ Initiating an awareness campaign to promote digital Broadcasting benefits
 - ✓ Establishing an advertisement campaign about the transition on radio and television media
 - ✓ Putting a call center and a green number 80101717
 - ✓ Launching a website informing about digital television migration
 - ✓ Informing citizens via SMS messages



Post digital TV switchover challenges



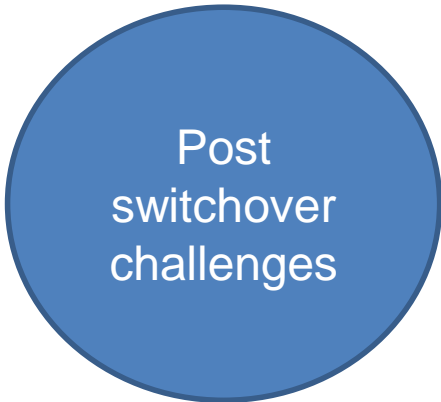
High quality

2015 Service 2021

	2015	2021
Number of National multiplex	1	1
Number of programs / mux	3 SDTV prog	13 SD TV prog + 4 HD TV prog + 4 audio radio prog
Content	Public programs	Public & Private CH Educational CH

Attractive Content

Good coverage



New Technologies and standards

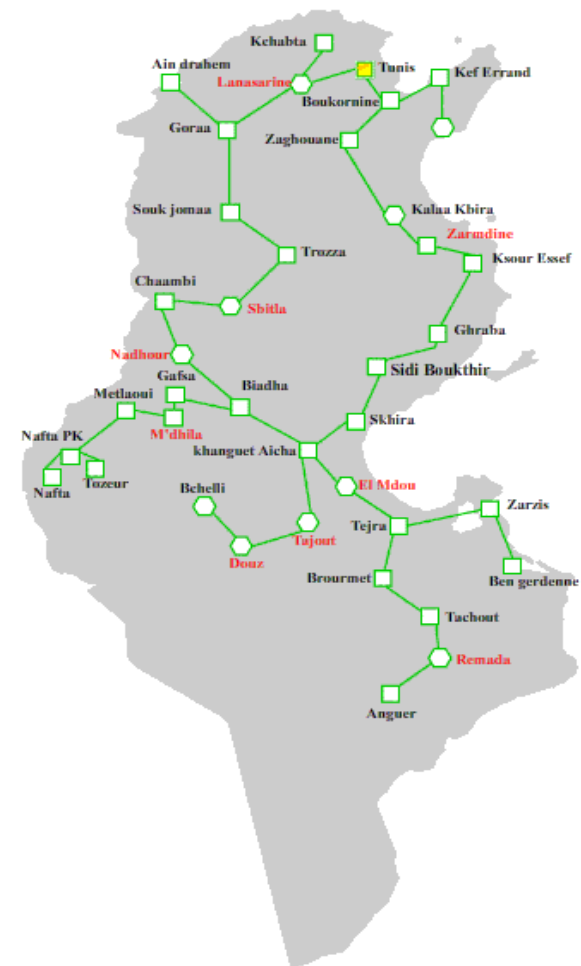
New services

Radio spectrum management

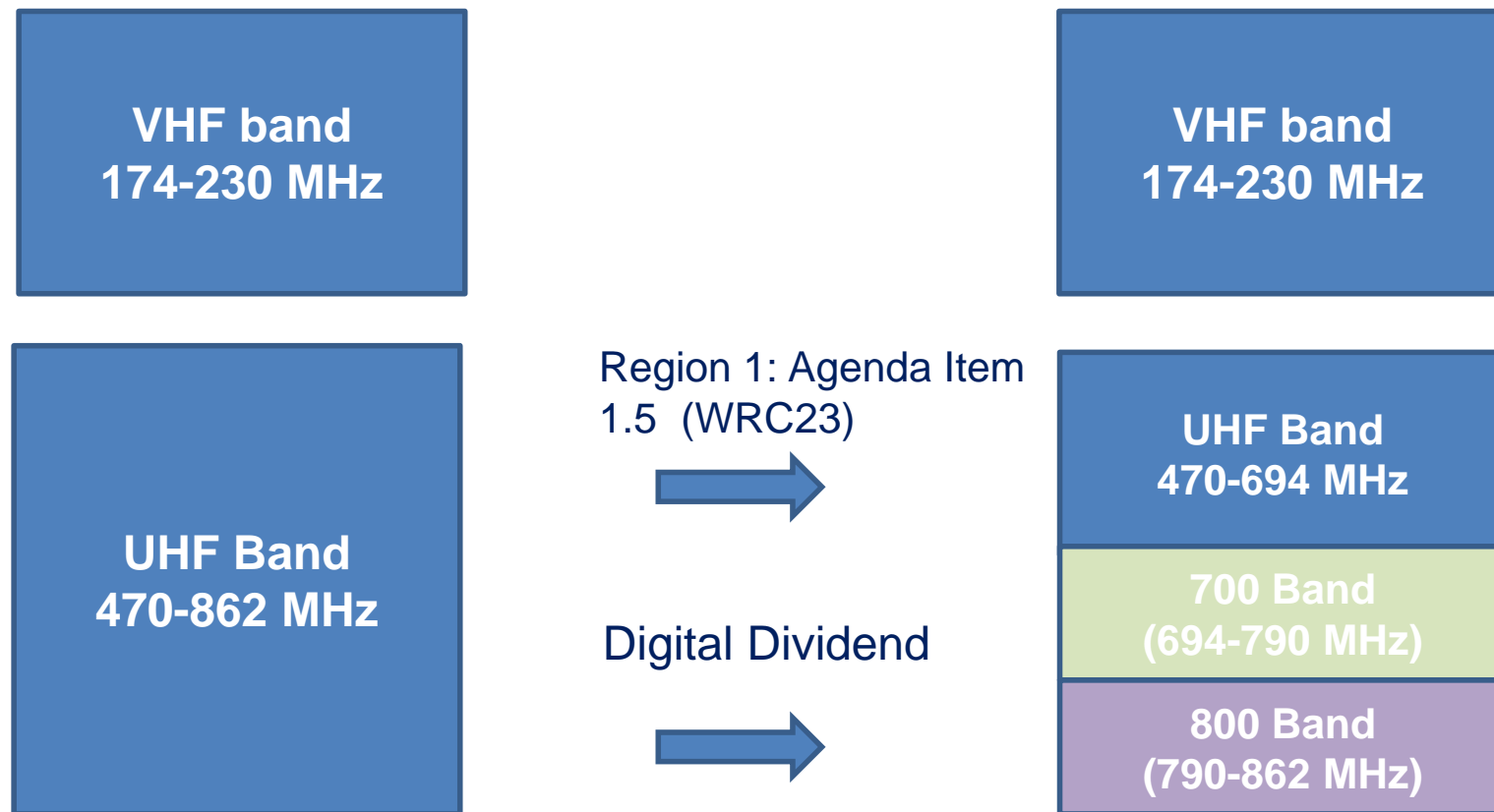


IP microwave network

- IP Microwave Radio network
- OTT platform
 - ✓ Live streaming or VoD
 - ✓ Streaming and Content delivery
 - ✓ Business model



Spectrum Challenges for Digital Television Broadcasting



Concluding remarks



- Best practices for Digital television switchover success based on Tunisian case:
 - ✓ Trials & Pilot project
 - ✓ Timeable digital switchover plan
 - ✓ Multi-stakeholders cooperation
 - ✓ Effective communication plan
 - ✓ Attractive content

- Upcoming projects:
 - ✓ Upgrade of digital broadcast networks: distribution, transport, etc,
 - ✓ new projects such as OTT platform,
 - ✓ Effective Spectrum management,



Thank you



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