DTT Status
Presentation to Portfolio Committee on Communications

17 June 2008


3. Other Issues
2. Phase One Launch
1. Background

Agenda
Background

- DTT process initiated in 2005 with establishment of Digital Migration Working Groups
- SABC has been an active participant in the process since the start
- SABC remains committed to Digital Migration and has put in place many of the necessary requirements to ensure our readiness
- SABC sees DTT as a key component of our strategy and a primary vehicle for continued and enhanced delivery of our public service mandate
- Experiences around the world show that the public broadcaster is critical to the success of the migration process – the SABC takes this role very seriously
Background

- SABC has always viewed the Digital Migration as a phased approach, and this is consistent with international best practice
  - **Phase One:** To begin first phase rollout of transmitter network
    To allow for feedback, refinement and evaluation
    To prepare and test services
  - **Phase Two:** To make DTT services available to the market
    To expand transmitter network to full coverage
  - **Phase Three:** To begin switch-off of the analogue network

- While there have been delays, we believe a November target date is achievable for a phase one launch

- SABC has initiated phase one and is committing resources accordingly

- We are working with key industry players to achieve this milestone by 1 November 2008
  - Sentech, eTV, MNet, Orbicom, local manufacturers, ICASA, DoC

- SABC also has plans for extensive education and awareness campaigns on all available platforms
  - SABC will work with Dzonga to drive a consistent and effective campaign
Phase One: Objectives

- To show DTT is on track and meet government objective for DTT activity in November 2008
- To demonstrate use of MHEG and services which could be offered
- To initiate STB manufacturing processes and ensure STB availability for phase two
- To put in place processes for phase two
  - Conformance testing
  - Customer registration and management
  - STB registration
- To test the TX network
- To allow broadcasters opportunity to trial technology and systems
  - Scheduling, EPG
- To test user experience and consumer reaction
- To identify and deal with installation issues

In co-operation with M-Net:
- To identify and deal with issues related to the relationship between the free-to-air and pay TV STBs and platforms