

Netherland Antilles DVB-T Seminar

Planning for the Analog to Digital Transition: Standards, Specs & Receivers

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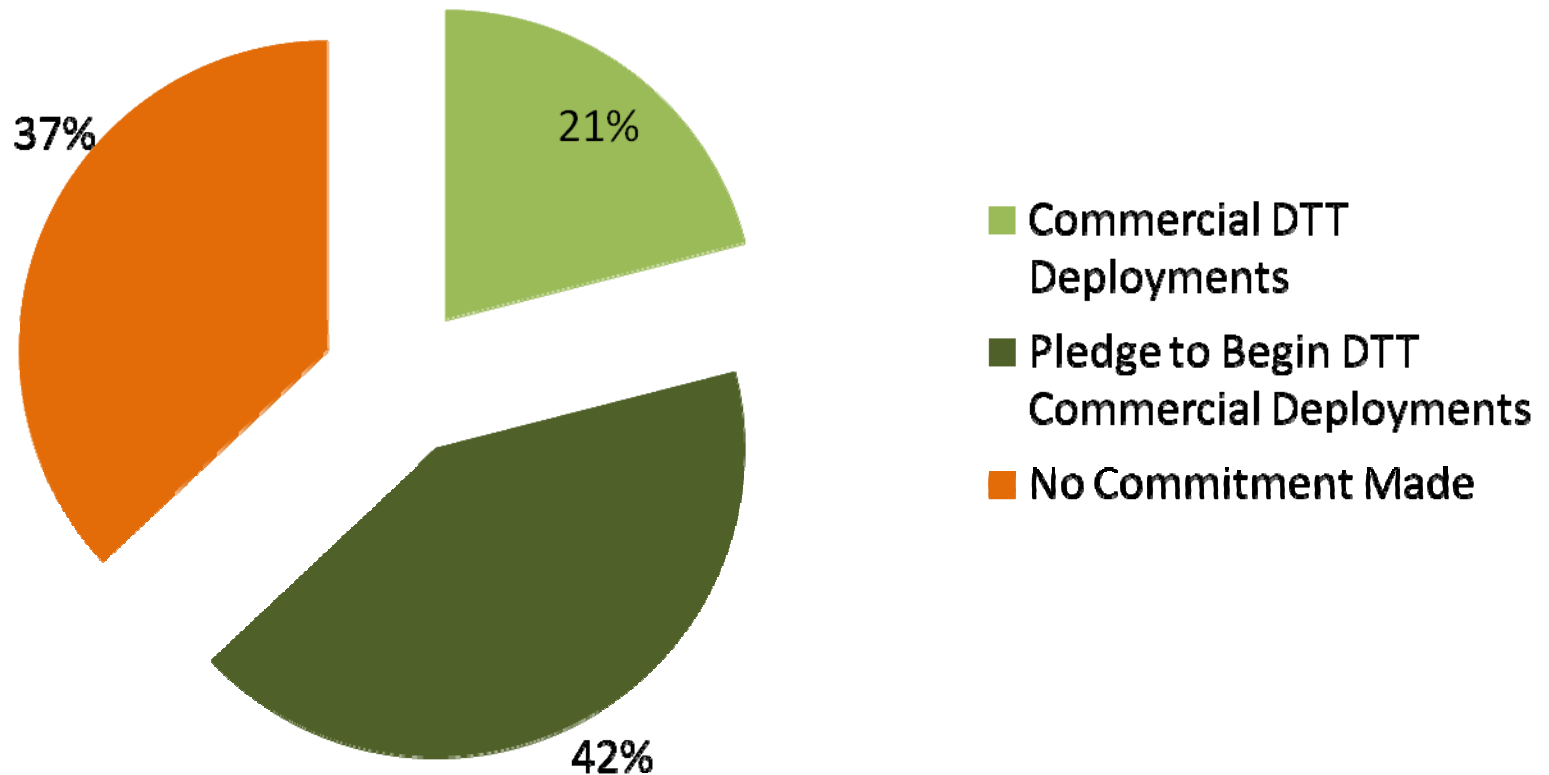
Overview

- The stakes are high: Pressure!
- How building an air-tight plan will relieve pressure
- Role of government
- Selecting standards & technical specifications
- Consumer Receivers
- Case study

The High Stakes of Delivering TV

- TV reception as a right
- Television spectrum as a valuable asset
- Beyond entertainment programming
- Politics
- How much will it cost?
- Analog shut off

DTT Around the World: Countries and Deployments



Source: Digital Tech Consulting

The Role of Government

- Government & broadcasters
- Financing infrastructure
- Decision process about possible subsidies for receivers
- Interface with receiver manufacturers
- Coordination of education to consumers

Planning the Shut off

- What are the main motivations for turning off analog?
- Timetable will impact decisions about standards & technical specs

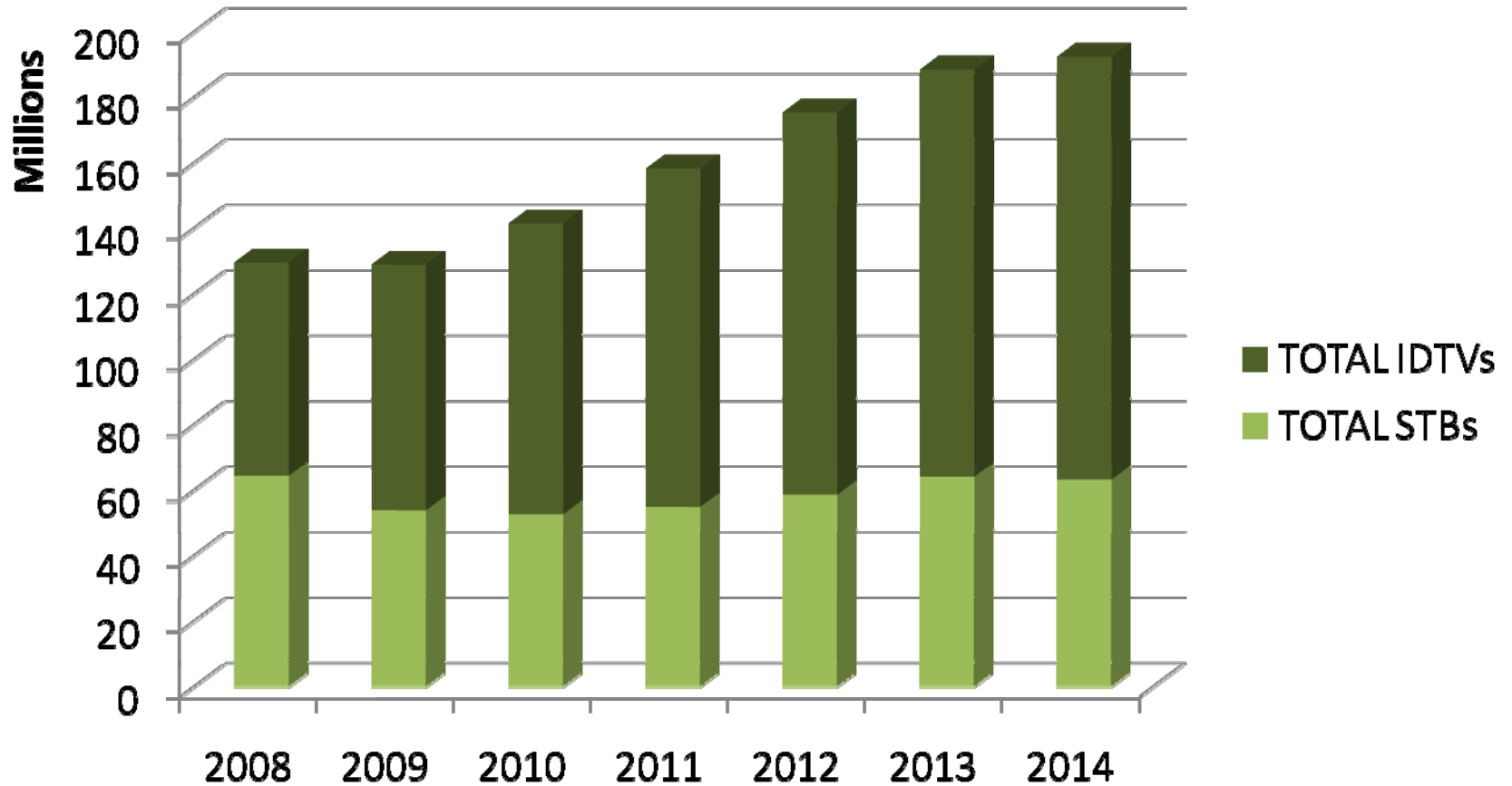
Selecting a Standard

- The big three
- Flux in Latin America
- Neighboring countries & territories
- Spectrum policies of neighboring territories
- Natural alliances
- Desire to integrate with other digital communications systems

Selecting Technical Specifications

- Programming
- Receiver types
- Extras: Pay TV? Interactive?
- Future proofing: Choose carefully

DTT Receiver (STBs & IDTVs) Estimates & Forecast



Source: Digital Tech Consulting

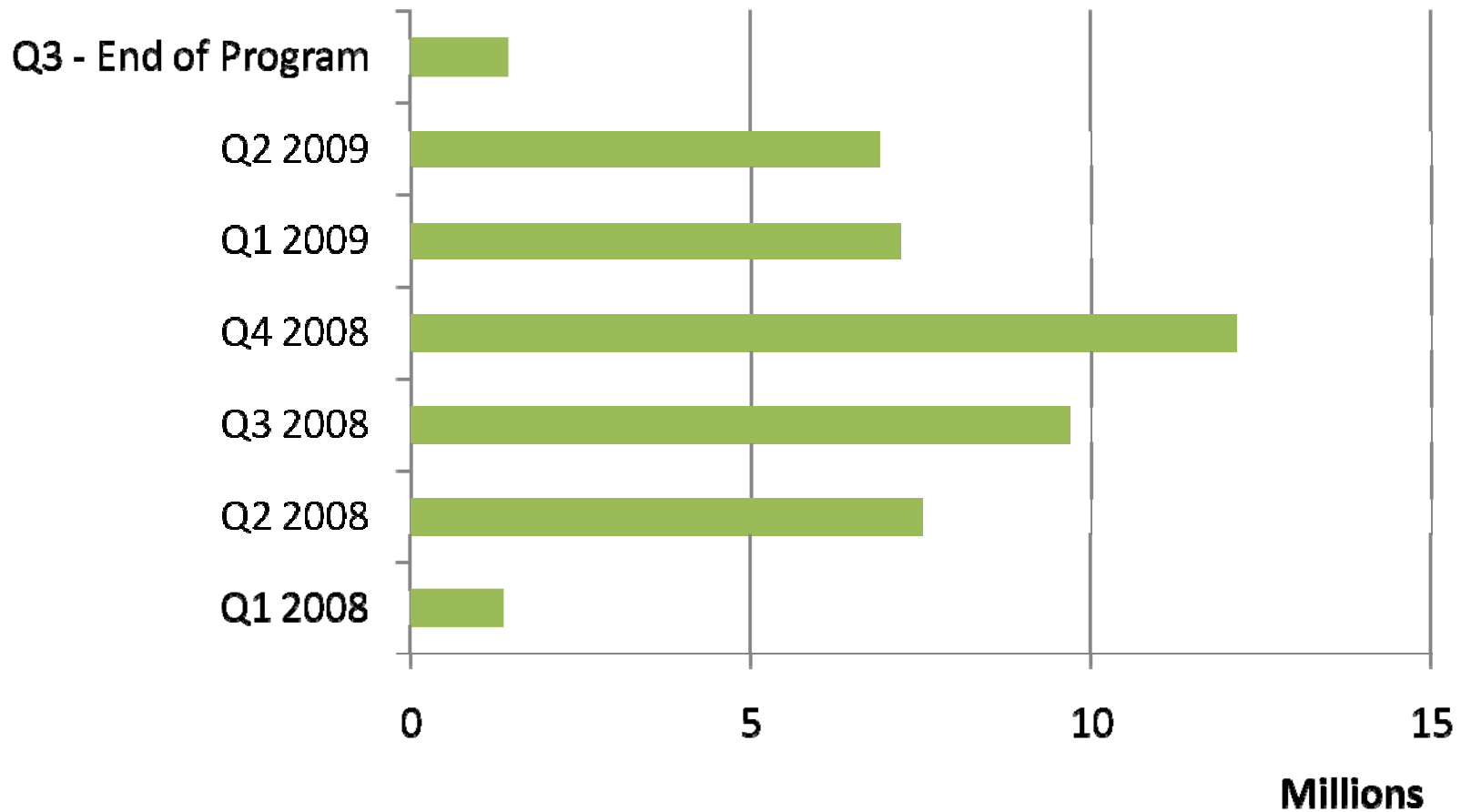
Set-top Boxes, TVs, Receivers

- What needs to go into specifications?
- Anything else with that receiver?
- Testing & certification
- How are retailers involved?
- Communication with receiver suppliers

Consumer Reaction

- Starting DTT transmissions & shutting off analog are VERY different
- Subsidies have big impact on consumer behavior
- Education

U.S. DtA Converter Box Shipments



Source: Digital Tech Consulting

Case Study

- Small Middle Eastern country with about with about 2 mil. TV HH
- DVB-T over 3 SFN (8MHz bandwidth) UHF
- Multiple broadcasters; single transmission point
- Short time between DVB-T turn on & analog shut off

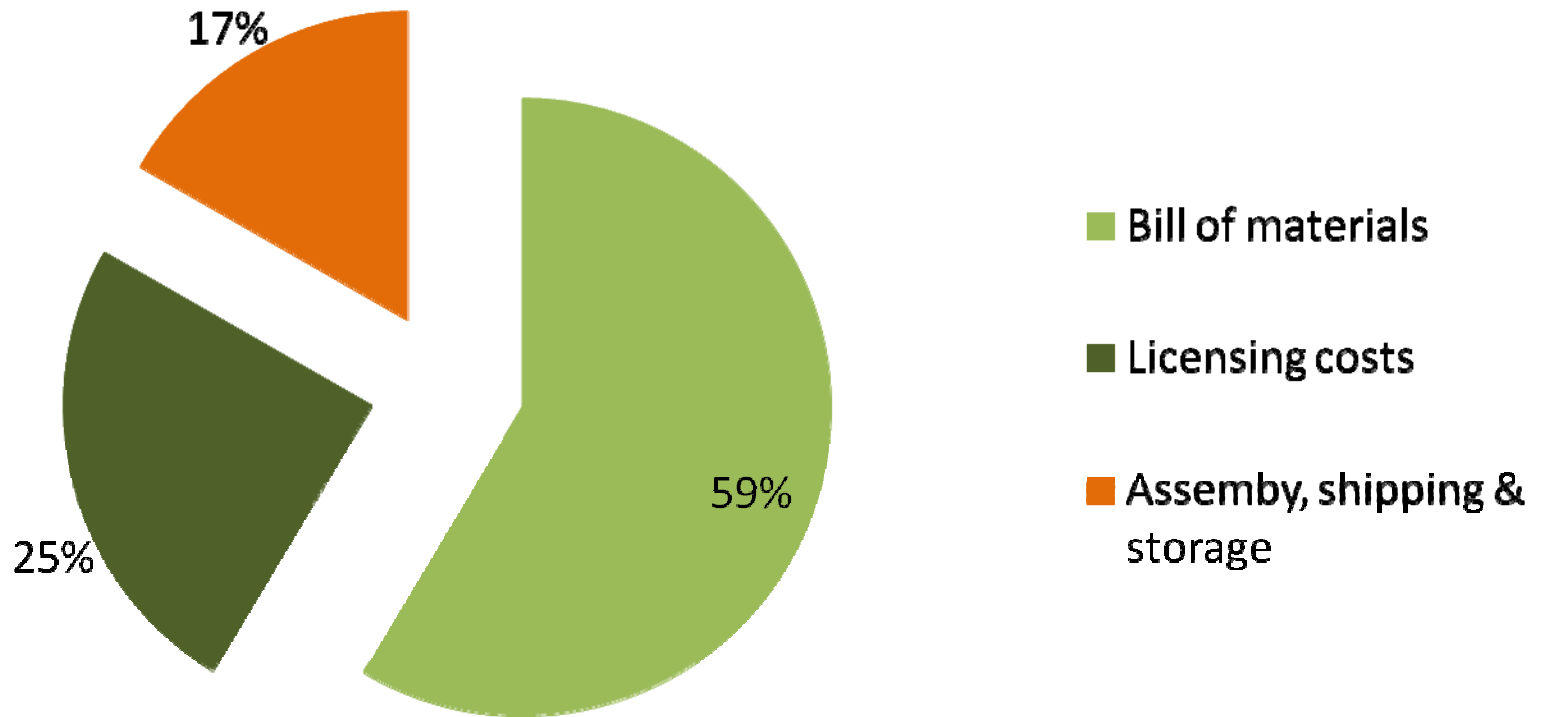
Potential Trouble Spots

- STB availability
- STB quality
- Reception

Receiver Specifications

- Digital (DVB-T) & analog reception
- Free to air
- HDMI
- MPEG-4 AVC video compression
- Dolby Pulse audio
- 7-day programming guide

How Much Will Receivers Cost?



Source: Digital Tech Consulting

Lessons Learned

- Testing & certification
- Cost analyses a must
- Antenna specs high in importance
- Integrate other knowledge holders to supplemental engineering knowledge

Conclusions

- Planning is crucial
- Every plan will be different
- Most important plan elements
 - Process for selecting standards & technical specifications
 - Determining roles of all stake holders
 - Infrastructure & receiver cost analyses
 - Plan for the surprises

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