Digital Dzonga

Rationale for Digital Dzonga

❑ The concept of a Digital Dzonga has its roots in the DMWG proposals

Recommendation by the DMWG, Nov 2006

"Government should establish a joint body with industry to develop an action plan for the switch-off of analogue television broadcasting, to monitor the switchover process and promote consumer awareness".

❑ Although the DMWG provides the origination for the Dzonga, the current thinking envisages a broader body – not simply a government / industry task force

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Rationale for Digital Dzonga

Digital Dzonga consistent with international best practice

DTG - Defining Digital standards specification

DMOL - Managing technical platform

Digital UK - Selling digital transition

Help Scheme - for vulnerable viewers

South African Digital Dzonga envisaged to provide a one-stop shop

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Agenda

❑ Introduction

❑ Rationale for Digital Dzonga

❑ Immediate activities

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Immediate activities

❑ Digital migration a lengthy and complex process

❑ This complexity has led to a number of delays in getting digital migration underway

    ❑ BDM Policy

    ❑ STB technical specs

    ❑ Clarity on subsidy scheme

❑ Dzonga Advisory Council unable to move forward on substantive issues in absence of policy

❑ But in order to meet the agreed timeframes it is important that the Dzonga Advisory Council take some immediate steps

❑ Have therefore developed 10 point plan to guide activity over the next 3 months

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Immediate activities - 10 point plan to enable digital switch-on

1. Finalise terms of reference

2. Agree staffing requirements and organisational structure

3. Begin recruitment of key staff

4. Sign-off budget

5. Oversee implementation of communications plan with DoC

6. Clarify BDM policy including subsidy scheme and regulatory framework

7. Establish progress on STB specifications

8. Hold consultation sessions with all key stakeholders

9. Identify key success factors for digital migration

10. Constitute working groups

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Immediate activities

❑ 10 point plan will culminate in development of implementation plan by August 2008 (provided there is final BDM policy)

❑ Implementation plan will lay out different phases for digital migration and act as a detailed roadmap

❑ We understand that plans for phase one commencing 1 November 2008 are well underway and we look forward to engagement with stakeholders on this

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Conclusion

❏ Digital Dzonga Advisory Council committed to working hard to make digital migration in South Africa a success

❏ We thank the Minister for the confidence shown in appointing us to this important task and we look forward to reporting on our activities regularly to this committee

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Thank you