

DTT Status

Presentation to Portfolio Committee on
Communications

17 June 2008

Agenda

1. Background
2. Phase One launch
3. Other issues

- 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

Agenda

1. Background
- 2. Phase One Launch**
3. Other issues

Phase One: Objectives

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