**Regulator's roadmap**
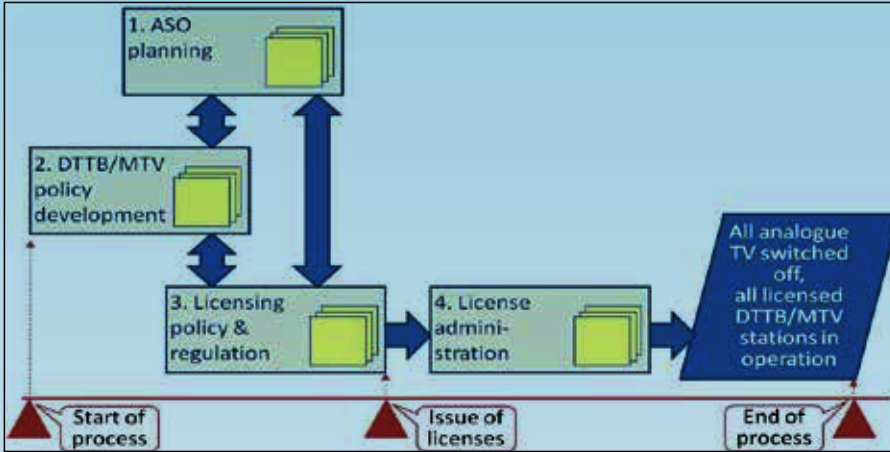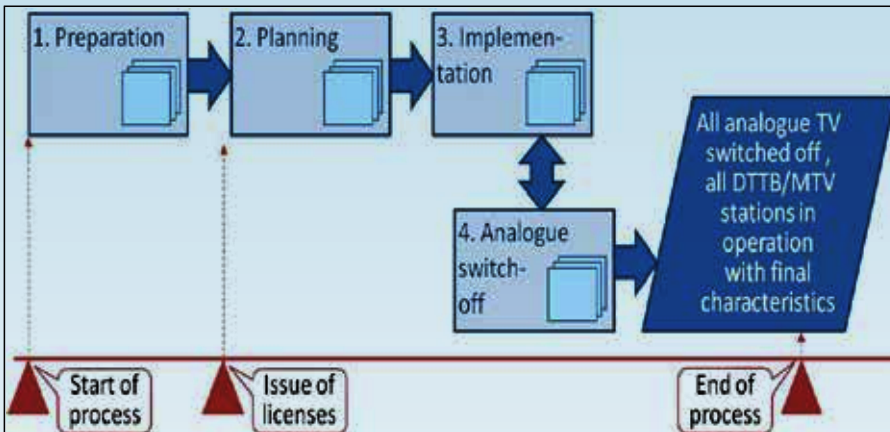


**Operator's roadmap**



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# Guidelines for the
## transition
## from analogue to
# digital
## broadcasting

http://www.itu.int/pub/D-HDB-GUIDELINES.01-2010

**ITU**

## Content of the Guidelines

- Guidelines on the introduction of Digital Terrestrial Television Broadcasting (DTTB) and Mobile Television Broadcasting (MTV) are being developed by ITU on the basis of the World Telecommunication Development Conference (WTDC-06) instructions and with the support of the Republic of Korea.
- The guidelines are designed to provide information and recommendations on policy, regulation, technologies, network planning, customer awareness and business planning for the smooth introduction of DTTB and MTV.

## Framework of the Guidelines

- The guidelines follow a comprehensive functional framework indicating the decisions to be considered for the introduction of DTTB and MTV. It consists of five functional layers:
  - Policy and Regulation
  - Analogue Switch-Over (ASO)
  - Market and Business Development
  - Networks (DTTB & MTV)
  - Policy Implementation

## Customization of the Guidelines

- ITU is providing assistance in developing roadmaps in Africa, Asia-Pacific, CIS and Americas regions through projects and expert assistance.

## Functional Framework of Guidelines

**A. Policy & Regulation**

| | | | | |
|---|---|---|---|---|
| 2.1. Technology & Standards Regulation | 2.2. Licencing Framework | 2.3. ITU-R Regulations | | |
| 2.4. National Spectrum Plan | 2.5. Assignment Procedures | 2.6. Licence Terms & Conditions | 2.7. Local Permits (building & planning) | 2.8. Media Permits & Authorizations |
| 2.9. Business Models & Public Financing | 2.10. Digital Dividend | | | |
| 2.11. National Telecom, Broadcast & Media Acts | 2.12. Law enforcement & execution | 2.13. Communication to consumers & industry | | |

**B. ASO**

| | | | | |
|---|---|---|---|---|
| 2.14. Transition Models | 2.15. Organizational Structure & Entities | 2.16. ASO Planning & Milestones | 2.17. Infra & Spectrum Compatibility | 2.18. ASO Communication Plan |

**C. Market & Business Development**

| | | | | |
|---|---|---|---|---|
| 3.1. Customer Insight & Research | 3.2. Customer Proposition | 3.3. Receiver Availability Considerations | 3.4. Business Planning | 3.5. End-Consumer Support |

**D. Networks**

**DTTB**

| | | | | | |
|---|---|---|---|---|---|
| 4.1. Technology & Standards Application | 4.2. Design Principles & Network Architecture | 4.4. System Parameters | 4.6. Network Interfacing | 4.8. Transmitting equipment Availability | 4.9. Network Rollout Planning |
| 4.3./5.3. Network Planning | 4.5./5.5. Radiation Characteristics | 4.7./5.7. Shared & Common Design Principles | | | |

**MTV**

| | | | | | |
|---|---|---|---|---|---|
| 5.1. Technology & Standards Application | 5.2. Design Principles & Network Architecture | 5.4. System Parameters | 5.6. Network Interfacing & Studio Facilities | 5.8. Transmitting Equipment Availiability | 5.9. Network Rollout Planning |

**E. Roadmap Development**

| | | |
|---|---|---|
| 6.1. OTTB/MTV Roadmap example for regulator | 6.2. DTTB Roadmap example for operator | 8.3. MTV Roadmap example for operator |