



Digital Television Migration: public communication aspects

Barbados, May 2012
Cristian Gomez
Radiocommunication Bureau



Well planned ASO

- Clear strategies
- Clear timetable – Avoid confusion
- Good timing - avoid
 - Summer holidays period
 - Winter (difficult access to sites)
 - Weekends or major events
- Field measurements to ensure adequate digital coverage

Big or small bang!

- “Overnight” analogue switch off
 - Nation-wide or region by region
 - High risk, good planning required
 - Andorra, Finland, Luxembourg, Netherlands, USA
- Phased approach
 - Are by area
 - Australia, New Zealand, Austria, Czech Republic, France, Germany, Italy, Sweden, Switzerland, United Kingdom



Committed to connecting the world 3

Communication is the key!

(Source: OFCOM, UK)

Consumer awareness plan in UK						
	3-Years	2-Years	1-Year	<12 months	1 month	Switchover
National Launch of SwitchCo	“Get ready!”	“How to get ready!”	“Are you ready?”	Countdown: ‘Switchover is happening!’	Countdown: ‘Switchover is here!’	Switchover to 100% digital



Committed to connecting the world 4

Support is vital!

- Education
- Technical
- Financial
- Policy/legal



Viewers are Kings/Queens!

- Coverage of digital services
- “Killer” programs
- Availability of digital receivers or set-top boxes
- Publicity campaigns
- Assistance services



Cooperation is a must!

- Get everyone involved in ALL process
 - Governments and regulators
 - Public Service Broadcasters
 - Private and commercial broadcasters
 - Cable and satellite platforms
 - Manufacturers of professional and consumer equipment
 - Retailers and antenna installers



Provide assistance

- Training Seminars
- Assist in coordination with neighbouring countries
- Develop and make available softwares
 - Planning software
 - Coordination software
 - Conformity software



Few concluding thoughts!

1. Digital migration not why but how!
Decide, get organised and communicate!
2. Your neighbours are in the same boat!
3. ITU is ready to assist



Thank you...

www.itu.int

