



Ministerstwo
Administracji
i Cyfryzacji

Department of Telecommunication

ITU cooperation platform for the analogue switch off process

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EUR1 - spectrum management and transition to digital broadcasting

The adopted Regional Initiatives by the WTDC-14 held in Dubai, UAE, for the period 2014-2018 for EUR region.

Assistance to the countries in need in the following:

- 1) Transition from analogue to digital terrestrial broadcasting and switch-off process
- 2) Capacity building in spectrum management, including in the digital dividend band
- 3) Elaboration of studies, benchmarks and guidelines on the economic and policy aspects of the assignment and use of the radio-frequency spectrum.



Initiative's objective

Transition from analogue to digital terrestrial broadcasting and switch-off process.

Objective: To foster regional cooperation, mainly supplemented by direct assistance to the administrations in the process of analogue TV switch-off, and management of the frequencies in the digital dividend bands, which are to be utilized bearing in mind the most effective use of radio spectrum.



Project

*Creating a platform for cooperation between:
ITU member states which have successfully completed
the process of digital switch-off and those which are
preparing to do so.*



Digital switch-off in Poland

- The switch-off process was carried out in 7 stages, from 7.11.2012 to 23.07.2013 – over 8 month period.
- In 2010 Poland launched the official governmental website (cyfryzacja.gov.pl) and a toll-free helpline.
- The website provided necessary information about the process, requirements, maps and the updated list of running transmitters.
- The information campaign launched in 2011 with the use of the most effective communication channels (tv programmes, announcements, press, radio, poster, leaflets).
- After the process, the Ministry conducted 3 nationwide studies about the transition to find out what the opinion of the Polish society is. 39% of responders thought it was great, 33% rather good. Only 2% of responders said the campaign wasn't informative enough.



1st stage - Kyrgystan

Ministry of Administration and Digitization of Republic of Poland has been cooperating with the Minister of Culture, Information and Tourism of the Kyrgyz Republic since September 2014.

This institution is responsible for the digital switchover process in Kyrgyzstan.

Both sides identify an urgent need to conduct this project, as the Kyrgyz Republic starts the switchover on **17 June 2015** and the whole process needs to be **concluded by 2017**.

The bilateral meetings gave an opportunity to discuss the elements of the information campaign, which has not been started yet in Kyrgyzstan and is still in the stage of planning.



Project description

The cooperation would be based on three components:

Information campaign

- Knowledge and know-how concerning information campaigns
- Reaching out to the society
- Ministry of Administration and Digitization

Technical support

- Broad technical knowledge and support concerning the switchover
- Technical aspects aimed at capacity building in spectrum management, including the digital dividend band
- Office of Electronic Communications

Digital roadmap

- Combining the two upper elements into a roadmap.
- The roadmap should consist of the campaign and technical aspects of cooperation
- The final roadmap should be made into a complex report, which describes the process.



Project goals

- 1) Linking member states which have successfully completed the process of digital switchover, with those which are about to go through this switchover;
- 2) Sharing of information and best practices in this field through the a platform of communication created by the ITU;
 - 1) Firstly the knowlegde concerning information campaign – reaching out to the socjety
 - 2) Secondly the know-how and experteese from a technical point of view.
- 3) Creating a roadmap published by ITU, which could meet the needs of other member states, which are yet to implement the switchover.



End result

Sharing good practices and developing partnership between ITU member states.



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Thank you for your attention

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