

# Digital broadcasting strategy in Czech Republic

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# Digital broadcasting strategy in Czech Republic

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# Historical background

- 1995 – Digital group in UK
- 1996 – Cooperation CT and CTU
- 1997 – Tender for two studies
- 1999 – Two licences for trials
- End of 1999 – Task of State Commission for media
- 12.5.2000 – First Digital terrestrial broadcasting

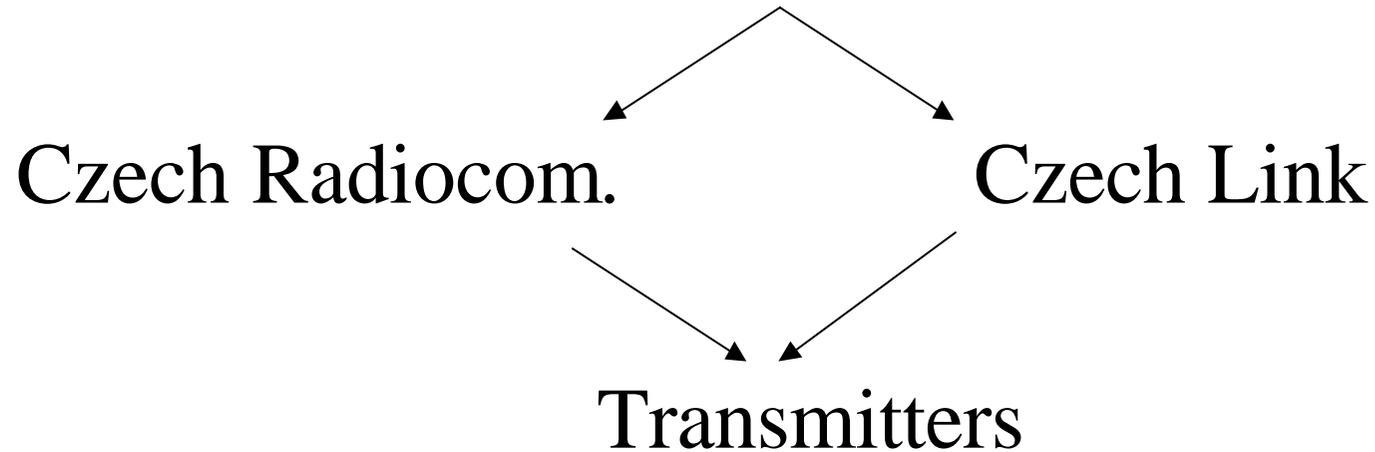
# State bodies, responsibilities

- Czech Council for broadcasting
- Permanent state commission for media
- Czech Telecommunication Office (CTO)
- Government
- Ministry of transport and communications
- Ministry of culture

# Current arrangements in Czech Republic

- CT1, CT2, NOVA, PRIMA – fullformat, fullarea terrestrial coverage
- Since 1997 DVB-S: CT1, CT2, PRIMA, TV3, HALLMARK, Czech Radio – 8000 users
- Since 2000 DVB-S - DTH– UPC Direct – number of users increases very rapidly
- Service terrestrial provider: Czech Radiocommunications, Czech Telecom
- Service satellite provider: Czech Link, Ltd.
- DVB-T trials: Czech Radiocommunications, Czech Digital Group

# Czech Television



- Since Dec.2000 – Control of Encryption
- Czech Radiocom. ↔ Czech Telecom
- Primary distribution: analog → digital

# Digital group – strategy document

Management committee, expert group

5 stages:

1. Trial (2000-2001)
  - Transition period:
    2. Pilot project (for viewers)
    3. Introduction DVB-T
    4. Analogue switch off period
5. Optimization of DVB-T network (5 - 6 MUX)
  - Terrestrial HDTV after analogue service?
  - Transition period: 2 – 3 MUX – international coordination
  - 2 MUXs - full coverage, 1 MUX – 70%

2 options in transition period:

- 1x Public MUX : CT1, CT2, CT3, ..., others MUX: private stations
- 1x MUX: CT1, CT2, NOVA, PRIMA, TV3, others MUX: CT3, CT4, .....

Regulatory framework:

- Organization of channels
- Organization of MUX – new
- Range of regulation:
  1. How many tv services in MUXs?
  2. Regulation of spaces for services: max. 25 % for non-tv services = TV MUX
- Stop to giving analogue tv licences and analogue tv frequencies

- Specification of the set – top – box
- State support of the introduction DVB-T
- Conditions for switch off analog service
- Two licences for full terrestrial coverage: 2005
- ITU Conference 2003, 2005: Revision of Stockholm plan from 1961

Permanent state commission (30. June 2000)

Next meeting of commission: 16 Nov. 2000

Strategy of DVB-T for Czech Government from  
Ministry of transport and communications: 31  
Dec. 2000

- Legal issues: provider of the MUX, CA, EPG etc.

## DVB - T group in Czech Television

- How shall look an offer of public services in digital environment?
- Proposals of content for transition period: not only a multiplication of current services but new services offered by the DVB.
- New services for physical handicap viewers (different position in comparison with commercial stations)
- Multichannel audio: fine arts, audio scene description
- 1 x public MUX for transition period with full coverage
- State shareholder: still 51 % in service providers
- Construction of digital terrestrial network by a state support

# Conclusion

- Introduction of reasonable regulations in field of media
- Concentration on the introduction of DVB-T by broadcasters which offer FTA channels
- Promote the adoption of the open standards to avoid the vertical oriented market
- Determination of „digital“ conditions for current licenced broadcasters in reference to prolongations of their licences
- Ways of a state support of the DVB – T introduction