



TABLE OF CONTENTS

RAPA

- I The Concept of Digital Transition
- II Korea's Current Status
- III Korea's Digital Transition Policy
- IV Public Communications Program
- V Securing Rights of Vulnerable Groups
- VI Addressing Poor Reception Problems
- VII Trial Service Areas
- VIII Conclusion

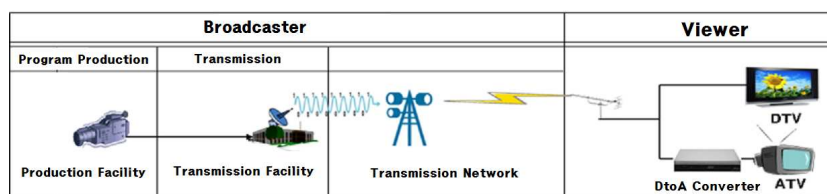
The slide features a stylized background with a city skyline, a satellite dish, a mobile phone, and a television set displaying the text '2012년 아날로그 방송종료' (Analog Broadcast Termination in 2012). A small green plant is growing out of the television set.

I. The Concept of Digital Transition



Digital Transition

- A process of analogue switch-off via digitization of the entire broadcasting process including production, transmission and reception (Digital Transition Special Act Clause 2)



I. The Concept of Digital Transition



Viewers

- 5~6 times better video quality than analogue TV and CD-like audio quality

Broadcasters

- Securing competitive power via digitization of production and transmission facilities

Broadcasting Industry

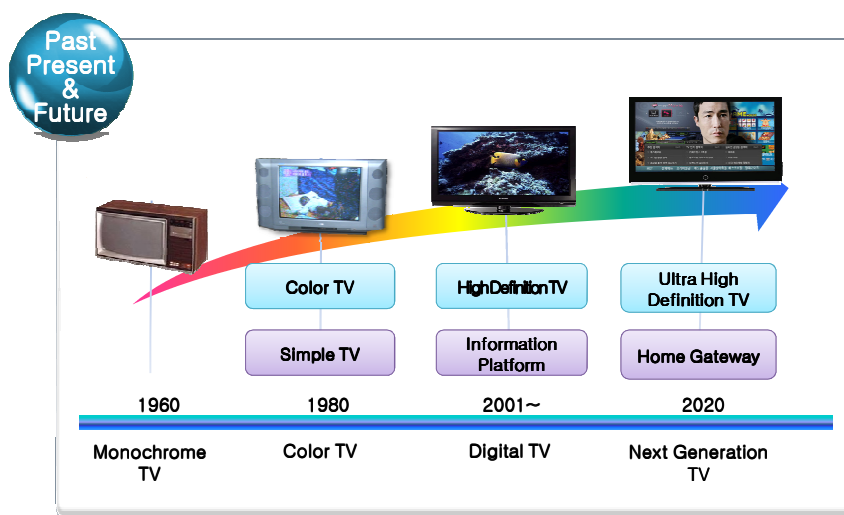
- Contribution to the national economic development by promoting digital broadcasting contents and equipment market

Energy efficiency

- Contribution to green growth via 60% reducing in the use of broadcasting infrastructure

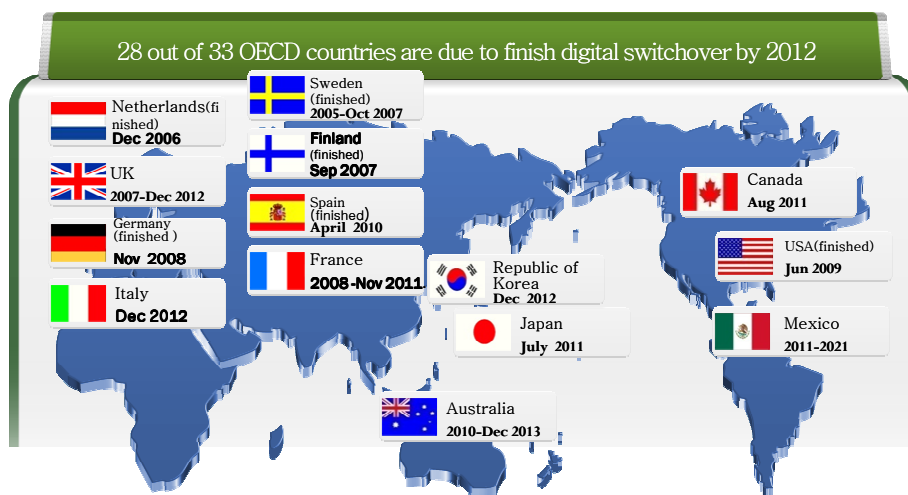


I. The Concept of Digital Transition

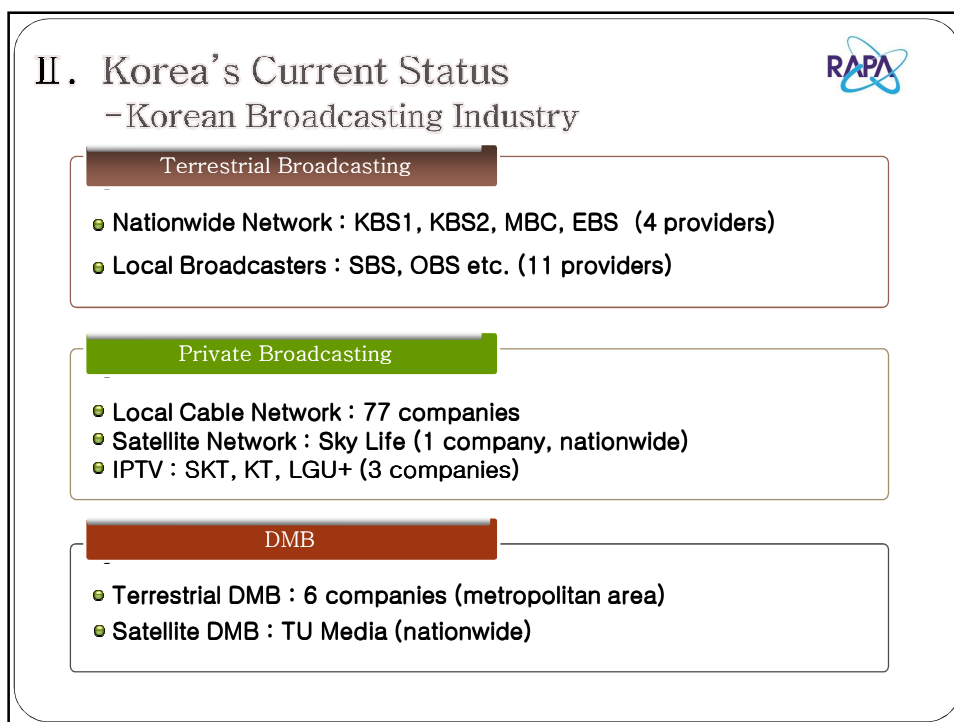
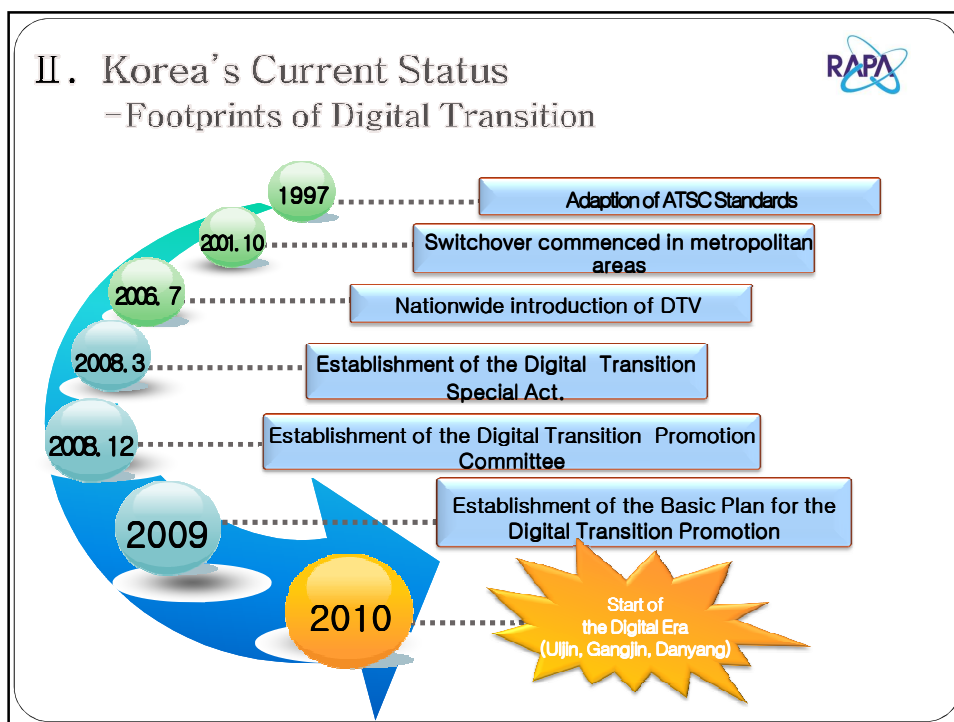


I. The Concept of Digital Transition

- Digital Transition Schedule



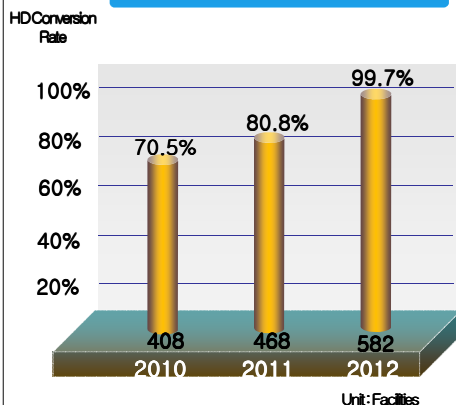
Dec 31, 2012, 4 am - Analogue Terrestrial Broadcasting Switch-off



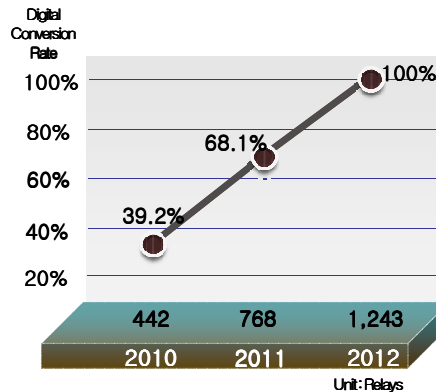
III. Korea's Digital Transition Policy - Status of Digital Transition



HD Production Facility



Digitization of Relays (Transmitter)



※ Key Stations (63) were digitized.

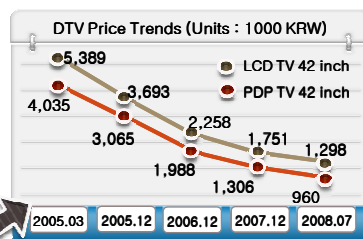
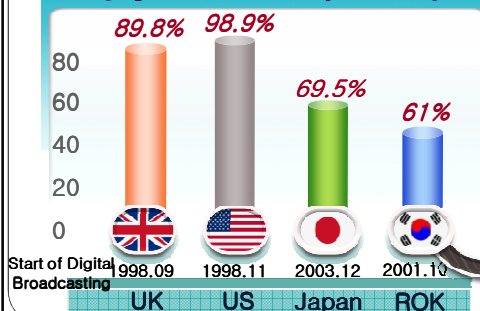
III. Korea's Digital Transition Policy - Status of Digital Transition



Diffusion Rate

- The diffusion rate of digital TV receivers is 61 percent
 - Lower than those of developed countries
 - Despite the continuous decline in price of DTVs (18% per year), consumers remain reluctant to make purchase

[Digital Diffusion Rate By Countries]



(Source : Display Bank)

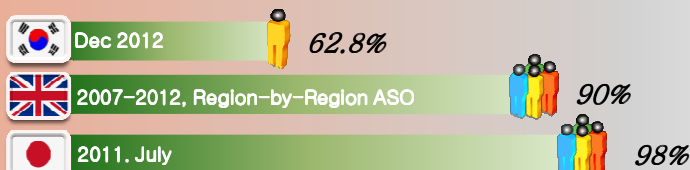
III. Korea's Digital Transition Policy - Status of Digital Transition



Awareness Rate

- The awareness rate of Analogue Switch-off is 62.8 percent
 - Lower than those of developed countries (Japan : 98%, UK : 90%)
 - Lack of systematic public relations and promotion
 - Public-Private Partnership for the PR system in developed countries

Comparison of Awareness Rate and ASO date in 3 Countries



- ROK : Diffusion and awareness rate of digital transition, June 2010 (KCC)
- UK : Switchover progress report, 2Q 2009 (OFCOM)
- Japan : Survey on penetration rate of digital terrestrial TV Broadcasting, Nov 2009 (MIC)

III. Korea's Digital Transition Policy - The Characteristics of Digital Transition



Simultaneous

- Nationwide Simultaneous ASO (Dec 31, 2012, 4 AM)
 - ASOs are planned in trial service areas prior to the nationwide ASO

ASO Help Scheme

- Government assistance to be provided for vulnerable households who receive analogue terrestrial TV service
 - Public relations program for general public with subscription TV service

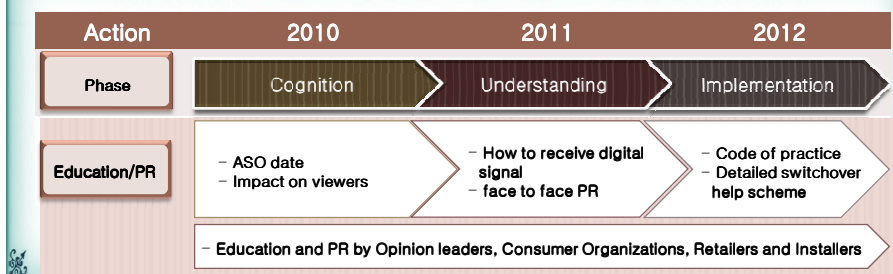
Broadcasters

- Terrestrial broadcasters to terminate analogue terrestrial broadcasting
 - CATV (voluntarily), Satellite, IPTV (digitized)

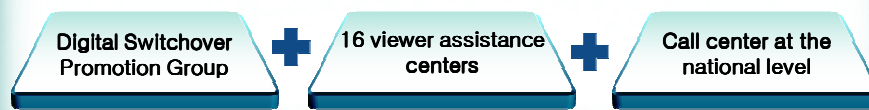
IV. Public Communications Program



- A systematic public communications program for digital transition



- Public assistance to viewers, such as advice, installation support, etc.



IV. Public Communications Program



Integrated Homepage for Digital Transition (www.dtvkorea.org)

- Definition of Digital Broadcasting
- Self Diagnosis
- Installation Guide, etc.

[Intro Page]

[Self Diagnosis]



[Installation Guide]



V. Securing Rights of vulnerable Viewers



- Following the analogue switch-off, the government plans to protect viewer's rights of vulnerable groups
 - Distribution of digital converters and antennae for the vulnerable
 - Provision of technical supports upon request of those eligible (2012)

- Both digital converter and assistive devices for those who are deaf, blind and with difficulty in hearing

< The Switchover Help Scheme >

(unit : devices)

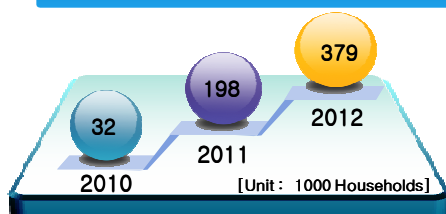
Assistive Device	2010	2011	2012	Total
Subtitling	7,500	15,739	15,869	39,108
Audio Description	5,000	19,073	22,491	46,564
Presbycusis	5,000	23,227	21,779	50,006

VI. Addressing Poor Reception Problems

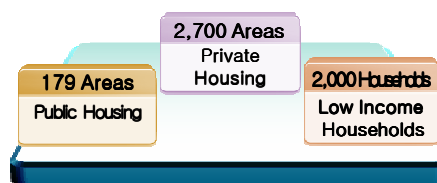


- Securing viewer's rights by addressing poor reception problems affected by environments
 - Digitization of analogue shared aerials (506 areas)
 - Low Power Equalization On-Channel Repeater and Satellite Broadcasting
- Improving old TV reception facilities for viewer's rights

Addressing Poor Reception Problems



Improving TV Reception facilities



VII. Trial Service Areas



Preparing for the switchover help scheme with the experience of trial services

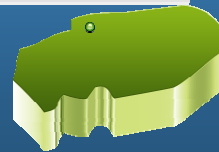
2010 Trial Service Areas



2011 Trial Service Areas

Jejudo

- DTV Started : Sep 2010
- ASO : June 29, 2011, 4 am
- Households : 216,000



Regular broadcasting will be temporarily suspended with subtitle announcement of analogue switch-off within Dec 2010.

VIII. Conclusion



- Digital Transition is a very complicated project
- Digital Transition costs a lot
- A strong cooperation with many different organizations is mandatory
- A successful Digital Transition requires a precise master plan and accurate data
- Promoting awareness of DTV transition and diffusion of the DTV is crucial



★ Digital Transition supporting project
for developing countries
(Currently on planning level) ★



- KCC & RAPA, planning a project to support developing countries for digital transition
- Considering to support digital transmission equipment for broadcasters or D to A converters for the viewers
- The project would be covering up one selected country every year
- Back data of the countries is required in order to plan a precise project
- If interested? or Further questions?
→ Please contact : silverfu@rapa.or.kr

Dec 31, 2012, 4 AM

Analogue Terrestrial TV Broadcasting Switch-Off



Thank You for Your Attention !