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TRANSITION
FROM **ANALOGUE** TO
DIGITAL
BROADCASTING
ASO aspects

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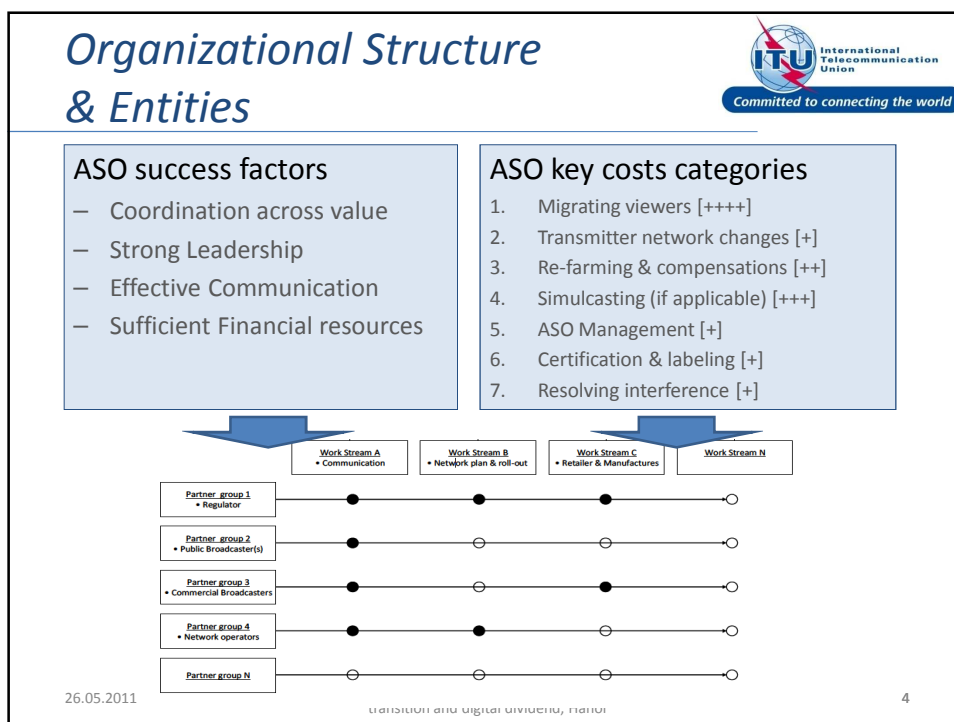
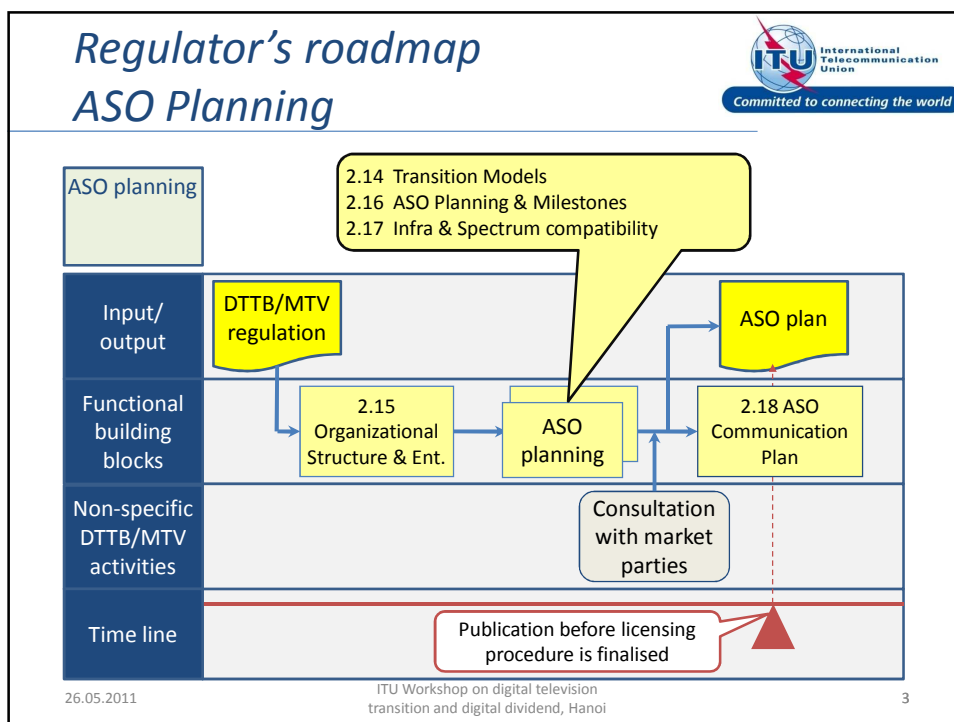
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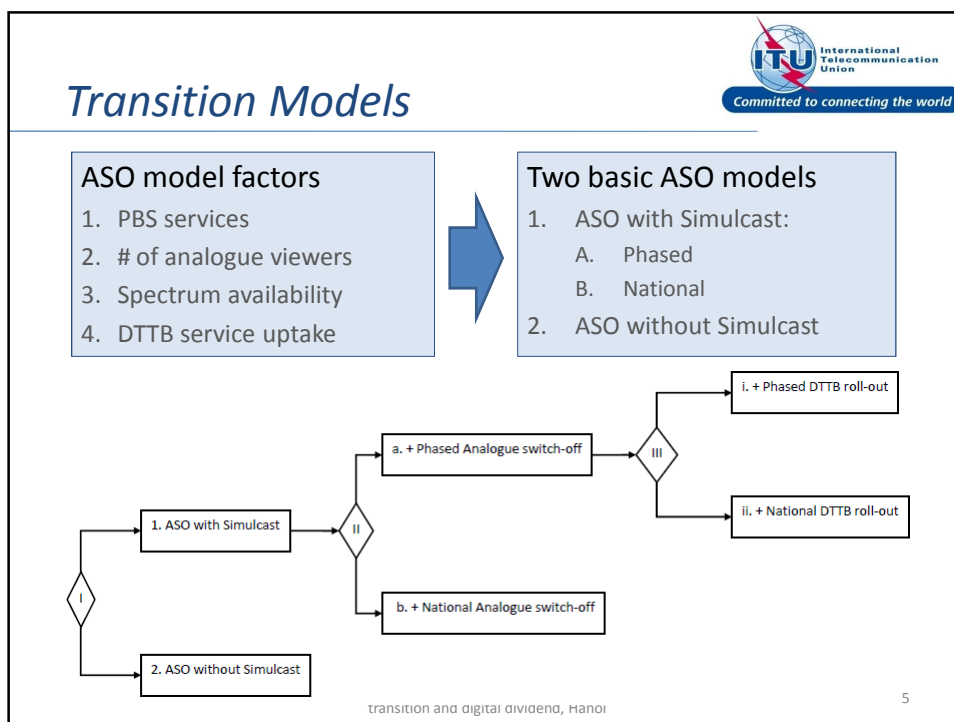
Analogue switch-off (ASO)	<ul style="list-style-type: none"> Process of turning off the analogue terrestrial television signal and replacing it with a digital signal Government initiated policy, aiming at <ul style="list-style-type: none"> – More channels and services – New revenue streams and business models The key objective in the ASO process is reducing the risk of service interruption
Main items	<ul style="list-style-type: none"> Functional building blocks related to ASO Conclusions

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Infrastructure & Spectrum Compatibility



- Incompatibility only if:

- Simulcast
- Lack of Spectrum

- Infrastructure incompatibility:

- Lack of antenna space
- Lack of floor space
- Lack of power & cooling

- Resolving spectrum is trading off:

- Continuing analogue TV
- Best digital coverage



Infrastructure principles

Antenna space	• Reduce gain & increase power
Floor space	• Reduce power & increase gain
Transmitter Space	• Pre-fab containers (feeder cable loss!)
	• Reduce power & gain
Floor & Antenna Space	• Increase robustness
	• Reduce coverage

Spectrum principles

Improving Digital	• Lowering A ERP
	• Increasing D robustness
	• Reducing D coverage
Degrading Analogue	• Allow more D interference

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ASO Communication Plan



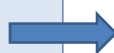
- ASO strategy is phased in stages

- ASO target groups

- Viewers (including disabled, elderly people, community centres, landlords, public places, etc)
- Industry (including STB producers, retailers, broadcasters, local Governments, consumer associations & certification institutes)

- Communication tools

- Website
- Printed media
- Direct mail
- Customer Contact Centre



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Conclusions ASO



- ASO is Government initiated and led process:
 - Government is responsible for DTV service (& levels)
 - Government will incur (significant) costs
- ASO key decisions are:
 - Simulcast or not
 - When, where and how long
- ASO process requires timely & careful planning, esp. when simulcast & infra/spectrum incompatibility exist
- ASO Key Success Factors:
 - Coordination across value
 - Strong leadership
 - Effective communication
 - Sufficient financial resources

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Publicity





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Thank you !

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