

WELCOME

ABU PACIFIC MEDIA PARTNERSHIP
CONFERENCE 2015

Partnering for Broadcasting

DIGITAL TERRESTRIAL TELEVISION BROADCASTING
CHALLENGES & WAY FORWARD

FIJI

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FIJI DIGITAL TELEVISION MIGRATION



Updates on Fiji's Analogue
to Digital Television
Migration Plans

OVERVIEW

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1. INTRODUCTION
2. KEY POINTS
3. THE NEED FOR MIGRATION
4. BENEFITS
5. PROGRESS
6. ISSUES
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INTRODUCTION

THE WHOLE IDEA BEHIND THIS ANALOGUE TO DIGITAL TELEVISION MIGRATION CAME FROM ITU WHICH HAD BEEN ASSISTING MANY COUNTRIES WITH THEIR SWITCHOVER.

ITU ASSISTED US IN DEVELOPING A ROADMAP FOR FIJI WHICH WAS COMPLETED IN JUNE 2013 BY MR. COLIN KNOWLES.



KEY POINTS

- > DVB-T2 Standard MPEG-4
- > 10-12 UHF transmission sites
- > 200,000 STB
- > Approx \$16 million expected investment
- > 2017 – Expected ASO

The Need for the Migration

- > Efficient use of spectrum
- > Better quality of TV broadcast
- > More content and as such - more content providers
- > Eventually technology itself will be obsolete leading to issues on the supply side if we do not upgrade our infrastructure

The Need for the Migration

- > Preparatory work began as early as 2012 - band planning, research and feasibility studies carried out
- > Roadmap for the Transition was published with the assistance of the ITU in June 2013
- > Model chosen by Government was to create a single DTV platform(with full redundancy) on which all broadcasters would be able to deploy their services. This included both FTA and pay channels

The Need for the Migration

- > Obvious advantage of the migration is to avoid duplication of infrastructure and costs and to ensure most efficient use of resources
- > Allow the opportunity to new players to enter the market without making high upfront investment into infrastructure

Benefits for Broadcasters

- > Option to receive 2 channels each, with waiver on the one-off access fee
- > Level playing field in terms of coverage and quality of broadcast
- > Ability to replace uncertain R&M costs and overheads into a fixed cost in their financials
- > Ability to become a content provider solely

Benefits for New Players

- > FTA or subscription services
- > No upfront investment in infrastructure or huge overheads in technical operations cost
- > Equal market opportunities

Progress

- > Central area are undergoing live testing - encrypted signals have been undergoing testing since late May 2015
- > Coverage testing shows comparative levels of coverage to analogue signal, at a fraction of the transmitting power
- > System is ready to deploy 2 MUX immediately, with the option to add a 3rd with minimal upgrade

COVERAGE CHART

COVERAGE TARGETS FOR EACH OF THE 4 PHASES

2015 (1st)

CENTRAL & WEST 1
AREAS

2016 (2nd)

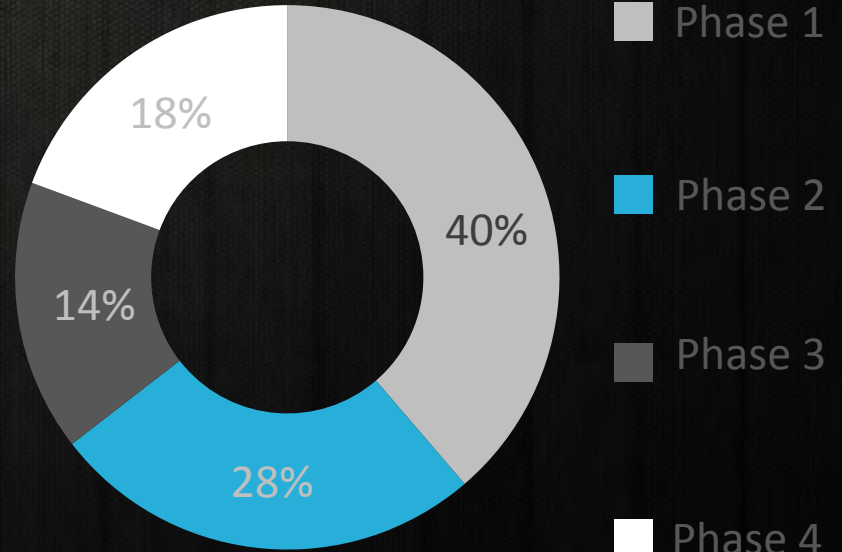
WEST 2 & NORTHERN 1
AREAS

2016 (3rd)

NORTHERN 2 AREAS

2017 (4th)

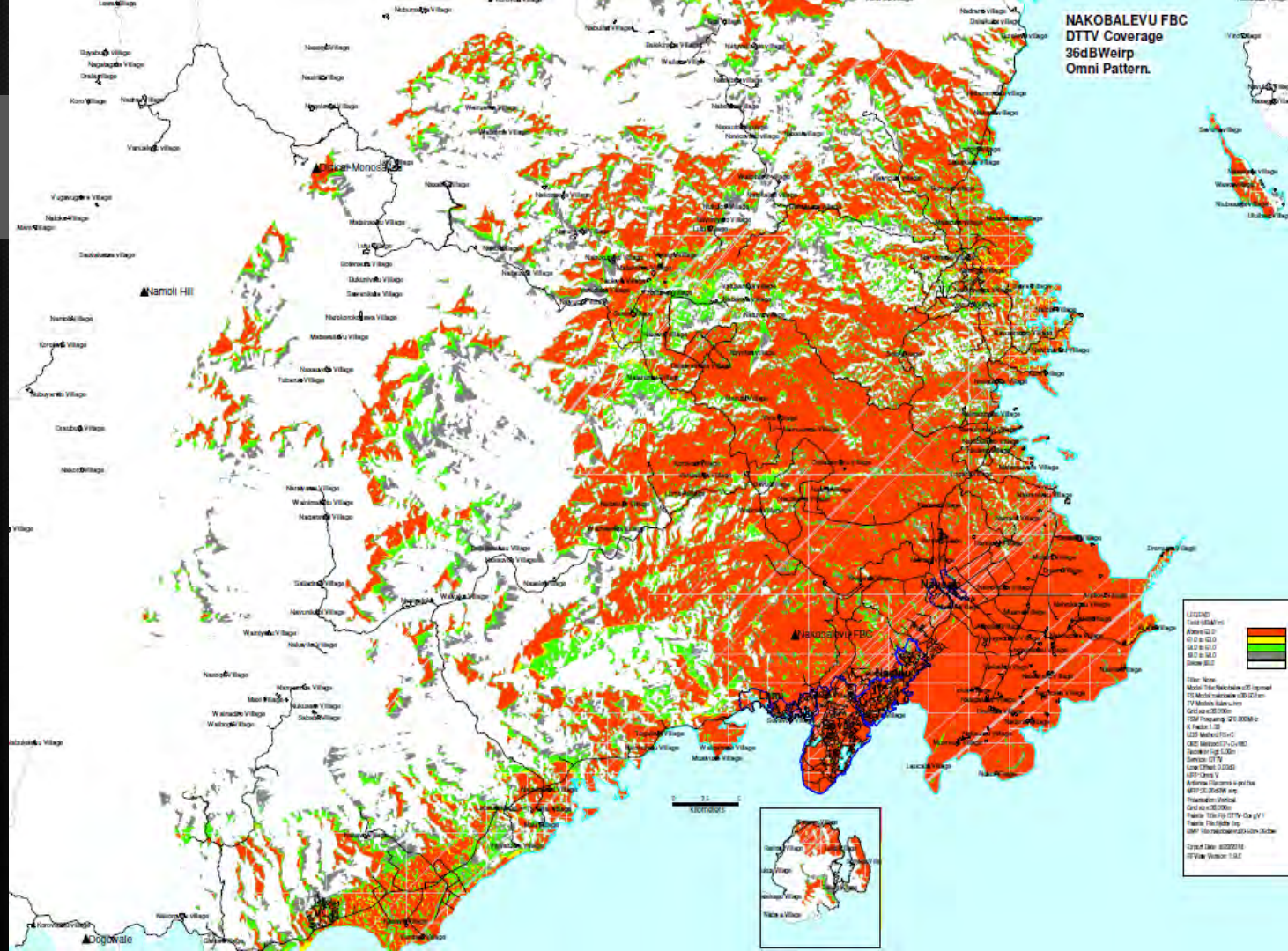
REST & DARK SPOTS



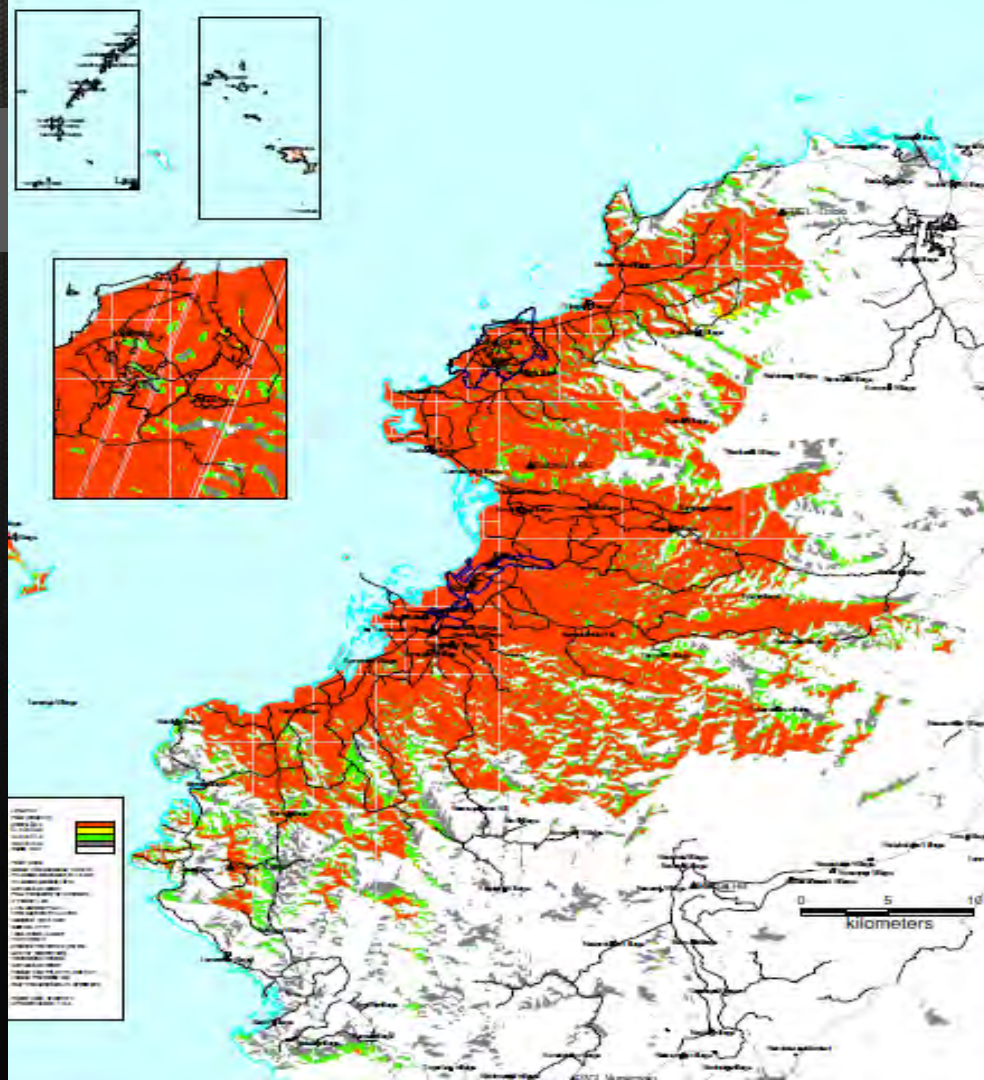
Coverage by Population

- > Central site : ~29%
- > West 1 - Nadi /Lautoka sites : ~11%
- > Total of 40% will be covered by ending of 2015

CENTRAL COVERAGE



WEST COVERAGE



Issues to Consider

Choice of Technology

Standards

Encryption/Scrambling

Single source STB supplier

Telcos as Broadcasters

Simulcast Period

Some Learnings

- > Stakeholder (operators) involvement needed to keep them informed of the progress
- > Awareness strategy for the public needs to be in place to facilitate maximum dissemination of information
- > There are obvious advantages to infrastructure sharing as long as adequate redundancy is addressed

Some Learnings

- > Our disadvantage is the small population size. If the Pacific were to deploy similar technology and equipment, then purchasing power can be improved.
- > At the very least, standardizing at a national level does create some economies of scale.

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THANK YOU