TV Digital broadcasting in Viet Nam

Ministry of Information and Communication – Viet Nam
Vietnam’s broadcasting at a glance

- **2002**
  - VTC launched trial DVB-T

- **2005**
  - VTC deployed nationwide DTT

- **2009**
  - Broadcasting Transmission Plan was approved

- **2010**
  - AVG deployed nationwide SFN, DVB-T2

- **2011**
  - Terrestrial ASO Roadmap was approved

- **2012**
  - DVB-T2/MPEG-4 get approved
  - VTV deployed DVB-T2 in Hanoi and HCM city

- **2013**
  - TV receivers support DVB-T2/MPEG-4 as of 1st Apr 2014 (larger than 32’’) and 2015 (32’’ and smaller)

- **2014**
  - VTV deployed DVB-T2/MPEG-4 in 05 major cities.
  - Establish 02 regional broadcasting transmission operators in Northern Delta and Southern Delta

**66** broadcasters
- **03** Nationwide
- **63** Provincial

**05** operators
- **03** Nationwide operators
- **02** Regional operators
Vietnam Television Market

21.3 million households with a colour TV (~91.7%)  

6.7 million pay TV subscribers  

33 cable TV service providers  

3 satellite digital TV service providers  

03 terrestrial digital TV service providers  

TV market share
Digitalization Roadmap

- 5 major cities: 2015
- 26 provinces: 2016
- 18 provinces: 2018
- All: 2020
Legal and Regulatory Environment

- **Feb 2009** Broadcasting Transmission Plan up to 2020
- **Dec 2011** Digitization Project on Terrestrial TV up to 2020
- **Nov 2012** Regulation on DTDB standard (DVB-T2/MPEG-4)
- **Mar 2013** Mandatory of integrating DVB-T2 function of TV receiver to be used in Vietnam
- **2013** National Technical Regulations on digital broadcasting (DVB-T2, DVB-S/S2, DVB-C,...)
- **Dec 2013** Frequency channel usage for TV in UHF band (470-806) MHz
- **Jan 2014** Frequency Channel switching plan for TV stations period 2014-2017
## Frequency channels plan for DTV

- **Minister’s circular No. 26/2013/TT-BTTTT:** channel usage for TV in UHF band to 2020.
  - Channel allocation is aimed for SFN.

- **Minister’s decision No. 80/QD-BTTTT (2014):** Frequency channel switching plan for TV stations.
  - Existing TV stations operating in 700 MHz band shall switch their frequency channel below 694 MHz or shall stop their operation before 1st July 2017.

### Frequency Channels Plan

| Ch | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 | 61 | 62 |
|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|    | A1 | B1 | B2 | C1 | C2 | A2 | C3 | B3 | C4 |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |

- A1, A2 blocks & Ch. 28 are used for analogue TV
- C1, C2, C3, C4 blocks are used for regional DTV
- B1, B2, B3 blocks are used for nation-wide DTV
- D block is used during transition
Digitisation communication

Advertising on TV and radio on a regular basis

Advertising on press (newspapers, e-newspapers, ...)

Outdoor advertising (billboards, bus...)

Advertising on leaflets...

Advertising on community broadcasting networks
Viewer support

Public utility
Telecommunications Service Fund (80m)

Low-income households

Set-Top-Box
Satellite TV

Set-Top-Box
Terrestrial TV
Subsidizing Set-Top Box

Vietnam Public Utility Telecommunication Service Fund
Budget: 1710 Billion VND (≈ $76.8 Million)

05 major cities and 19 surrounding provinces
528,334 STBs

15 provinces in Southern Delta and Northern Delta
584,789 STBs

TOTAL: 1,113,123 STBs

or

DVB-T2

or

DVB-S/S2

low-income households owning TV and inquire to watch DTV.
DVB-T2 Receivers

DVB-T2 Receivers (including iDTV và STB) must comply to QCVN 63:2012/BTTTT.

All TVs imported or manufactured in Vietnam must be integrated the function of receiving DVB-T2/MPEG-4.

4/2015 113 iDTV 14 STB 7/2016 743 iDTV 67 STB
ASO Trial in Da Nang City

ASO trial Project
ASO: November 2015
Difficulty of TV digitisation process
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- Understanding of people on digitisation is low. Human resource need to be trained.
- ¾ Viet Nam is rural areas: providing nationwide DTV services coverage is big challenger
  - high cost, low efficiency;
  - low-income households need to be supported
- Digitisation process is quite long, big budget for Digitisation.
- Receiving digital terrestrial broadcasting signal
  - For people: adjust antenna for receiving DTT signal
Difficulty of TV digitisation process

- **Investigation Methodology of TV reception methods**
  - How to collect information about TV reception methods?
  - Survey plans
  - Funding sources

- **Analog Switch Off**
  Choosing the point of time to switch off ATV during this period may affect the information dissemination
A number of solutions
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- **P**romote dissemination on digitization
- **D**evelop more HDTV services on DTT
  - DTT coverage; Promoting the development of other transmission platforms to accelerate the digitisation process; combining DTH to coverage the promote area...
- **D**evelop policies to incentive manufacturing digital TV receivers, transmitters; Applying policies to promote the development of DTV.
- **M**obilize other funding sources to support Set-top Box for low-income households

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Thank you for listening!