



TV Digital broadcasting in Viet Nam



Ministry of Information and Communication – Viet Nam

Vietnam's broadcasting at a glance

66

broadcasters

• 03 Nationwide



• 63 Provincial



05

operators

• 03 Nationwide operators

• 02 Regional operators

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

Vietnam Television Market



21.3 million households with a colour TV ($\approx 91.7\%$)



6.7 million pay TV subscribers



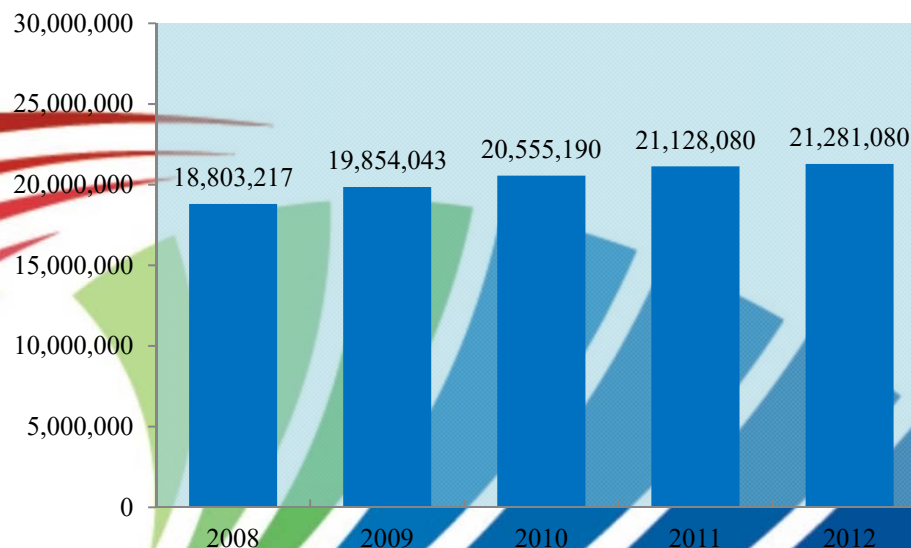
33 cable TV service providers



03 satellite digital TV service providers



05 terrestrial digital TV service providers

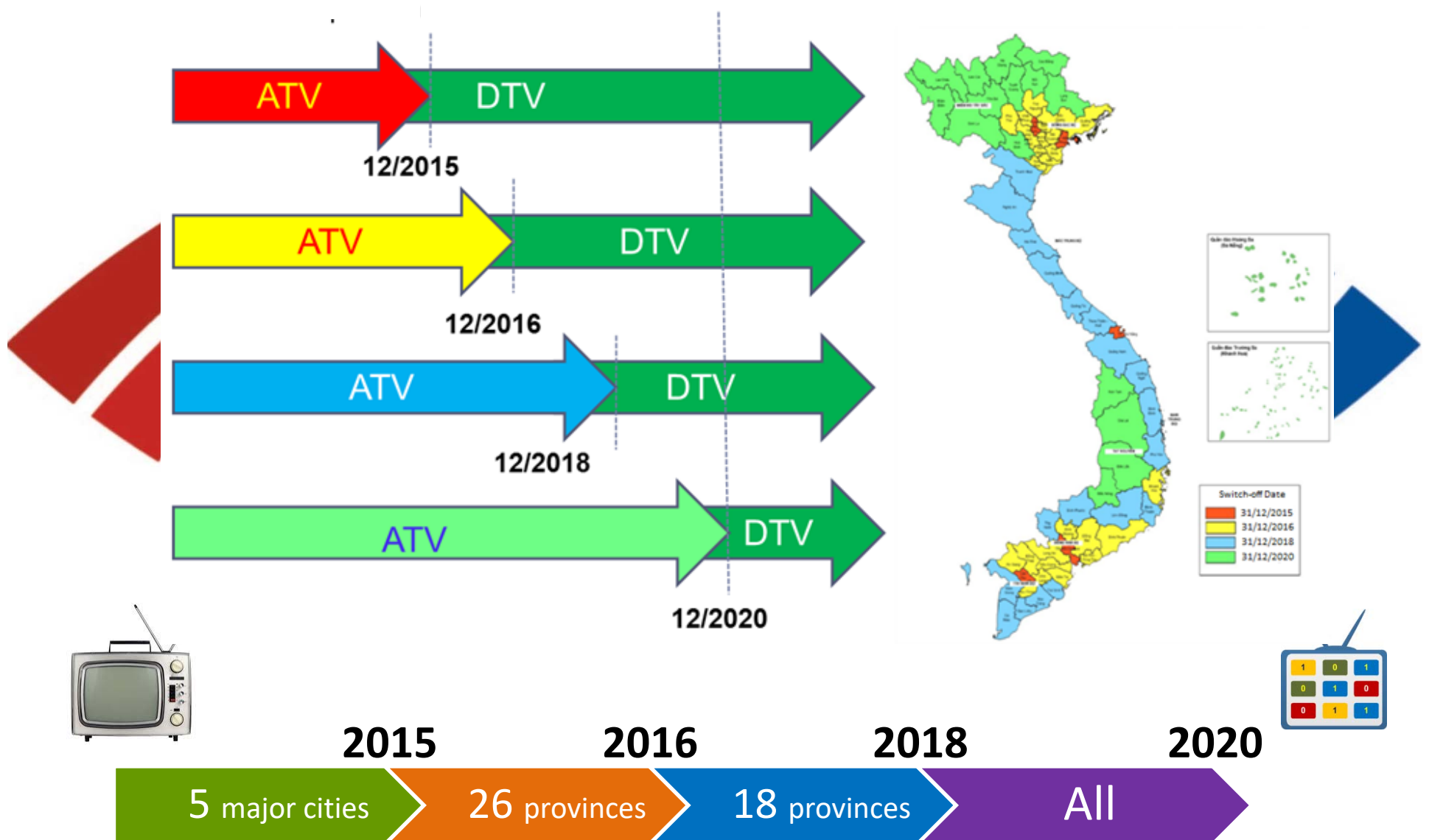


Households with a colour television



TV market share

Digitalization Roadmap



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 DTTB 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

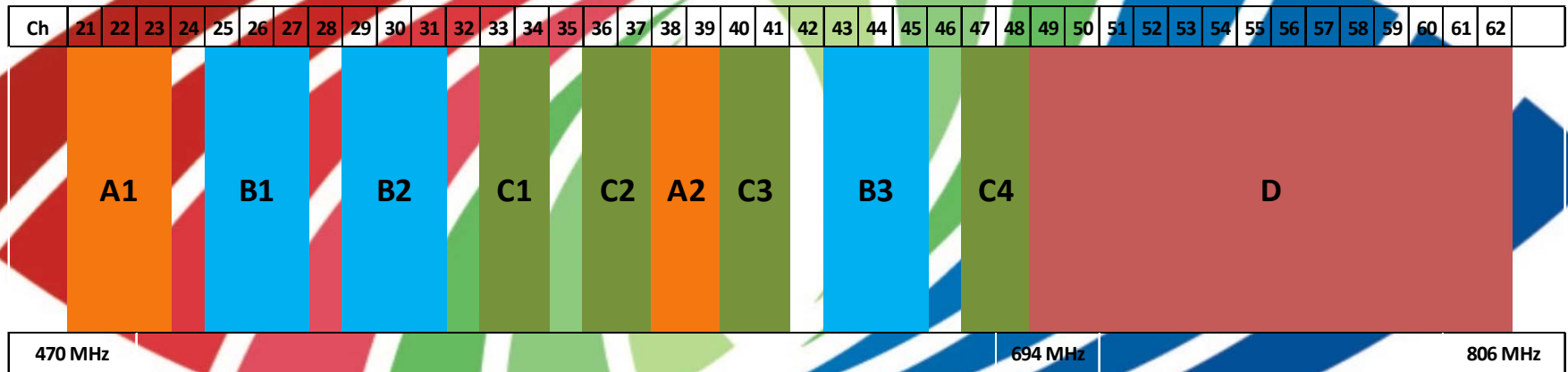
Jan
2014

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.



A1, A2 blocks & Ch. 28 are used for analogue TV
 C1, C2, C3, C4 blocks are used for regional DTV

B1, B2, B2 blocks are used for nation-wide DTV
 D block is used during transition

- 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.

Digitisation communication



Advertising on TV and radio on a regular basis



Advertising on print 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 **F**und

Budget: **1710** Billion VNĐ (~ **\$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



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

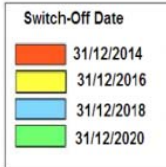
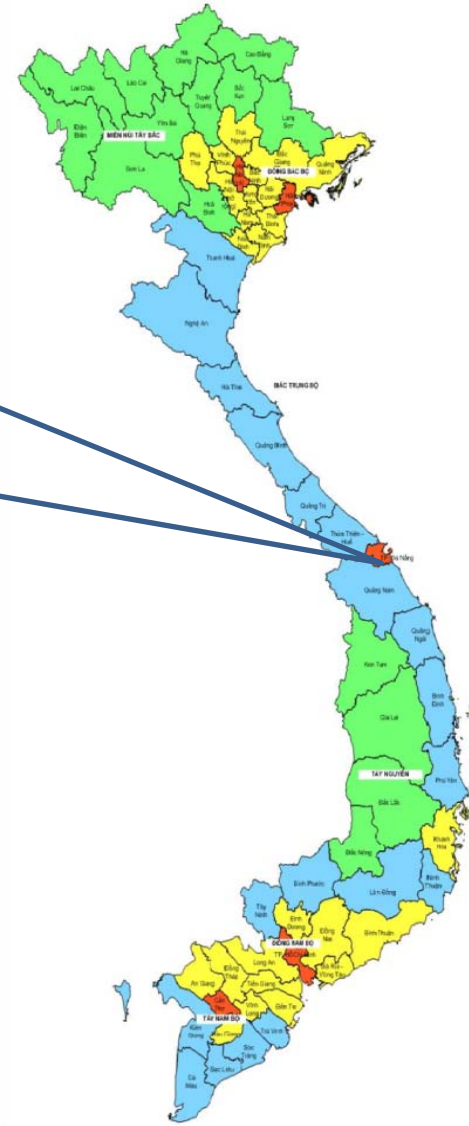
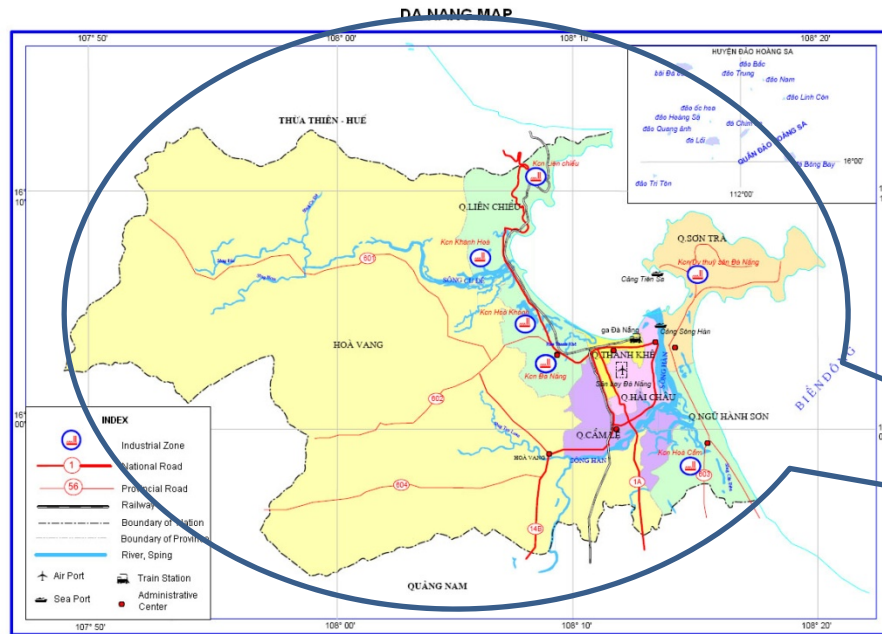
14 STB

7/2016

743 iDTV

67 STB

ASO Trial in Da Nang City



ASO trial Project

ASO: November 2015



Difficulty of TV digitisation process

Difficulty of TV digitisation process

- Understanding of people on digitisation is low. Human resource need to be trained.
- $\frac{3}{4}$ Viet Nam is rural areas: providing nationwide DTV services coverage is big challenge
 - 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

A number of solutions



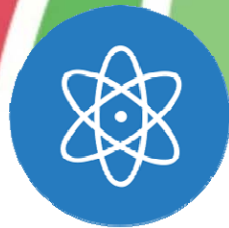
Promote dissemination on digitization



Develop 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...



Develop policies to incentive manufacturing digital TV receivers, transmitters; Applying policies to promote the development of DTV.



Mobilize other funding sources to support Set-top Box for low-income households



Thank you for listening!