



NMHH

**National Media and Infocommunications
Authority • Hungary**

Digital terrestrial television transition – national experiences with the transition and the legislation

Prepared by: Dr. Laszlo PADOS
2016.03.21.

2007 - Hungarian Parliament accepted Act

2008 - Authority tendered for accomplishment of DTV networks

Goal: 2 DVB-T, 1 DVB-H networks + 2 DVB-T (after the switchover)
(In 2011 - DVB-H changed to DVB-T)

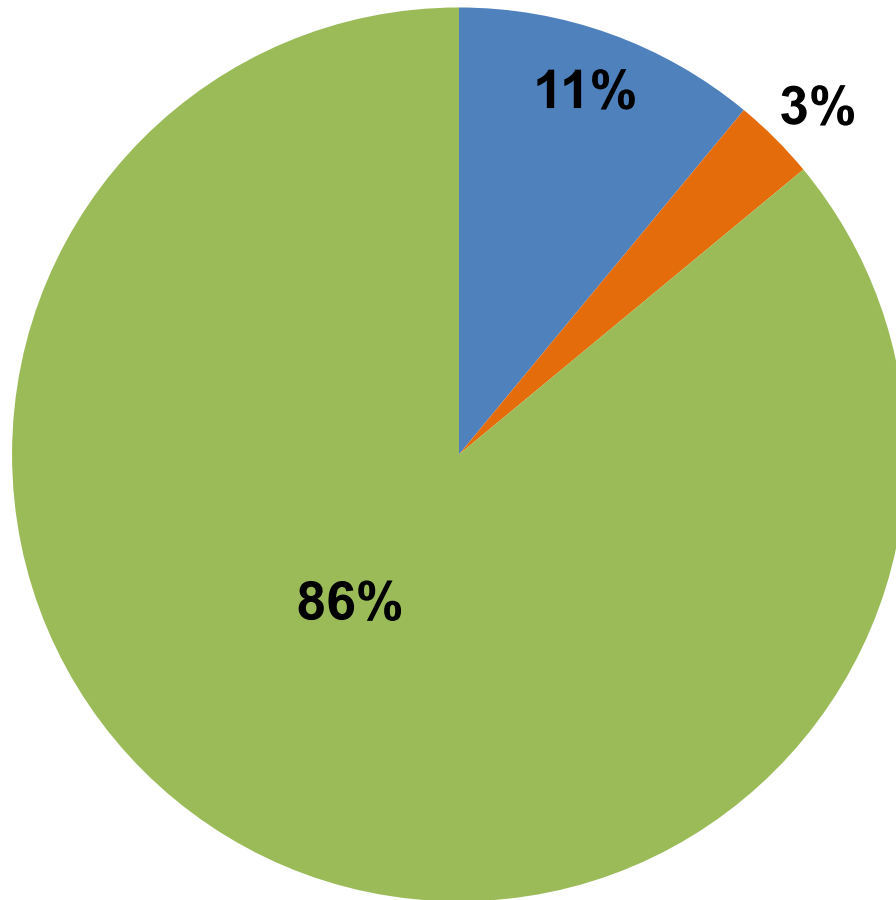
The license

- Provides the right to operate digital broadcasting multiplexes for a **12- year-period** (5 DDT, 1 audio) **until 05 September 2020**
- **Digital switchover** shall be implemented by 31 December 2011 **(modified to 31 December 2014)**
- At least **94% of population shall be reached** by public service programs

- The Hungarian government commissioned the National Media and Infocommunications Authority (NMHH) to implement the Digital Switchover Project (DSP)
- The NMHH has set up a project organization, with the involvement of the professional areas, to implement the task, where the communications team took the lead among the teams organized along the key logical processes
- **Key features of the National Digital Switchover Project (NDSP)**
 - The switchover was implemented in the country in two phases
 - Analogue broadcasting **in the first area** was switched off on 31 July 2013, while **in the second area** was switched off on 31 October.

The socially disadvantaged households could apply for state subsidy for the reception of digital broadcasting

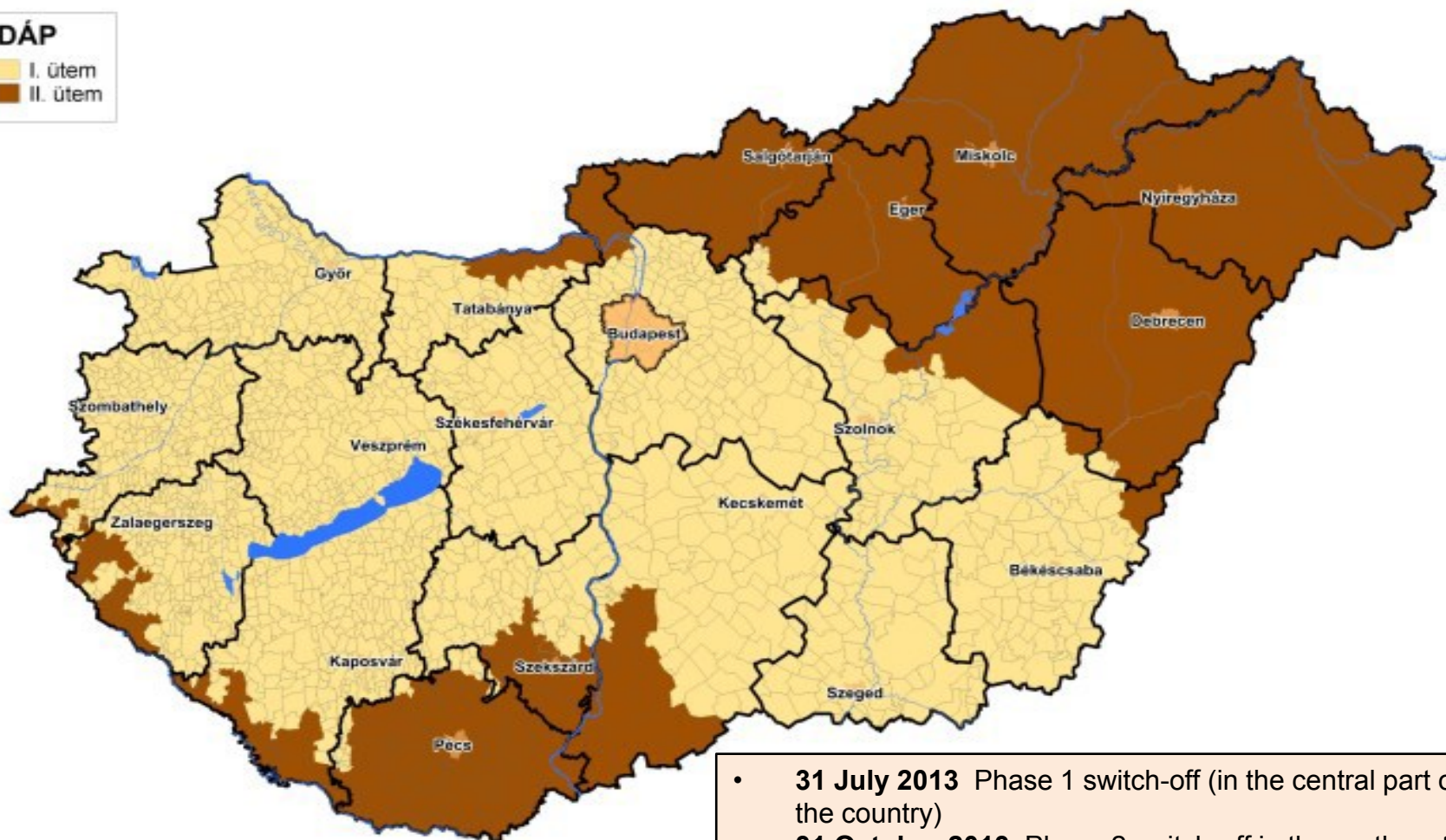
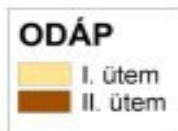
AFFECTED HOUSEHOLDS



Nationwide

- Primary affected households (416 thousand)
- Secondary affected households (103 thousand)
- Not affected household (3.481 thousand households)

PHASES OF SWITCHOVER

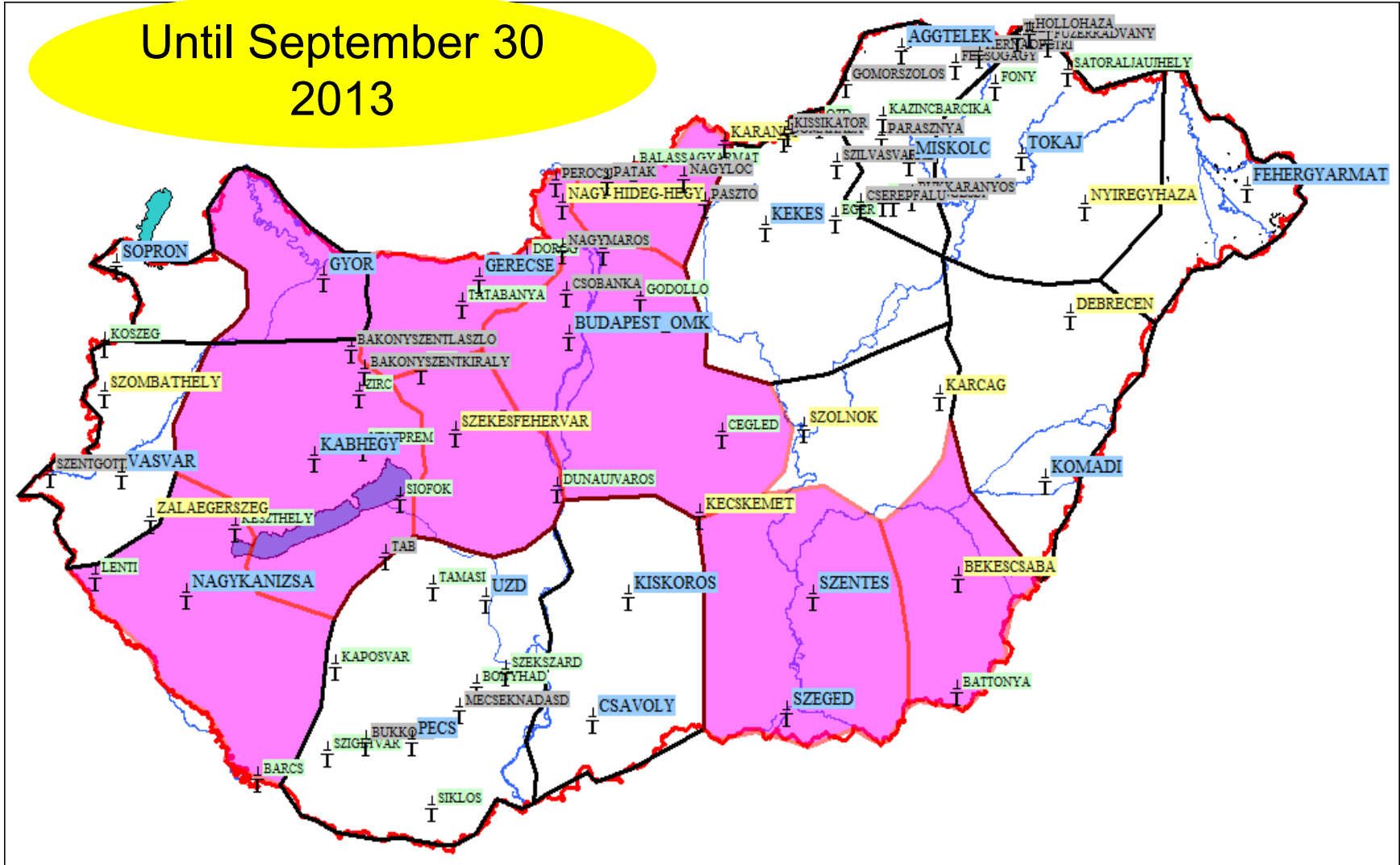


- **31 July 2013** Phase 1 switch-off (in the central part of the country)
- **31 October 2013** Phase 2 switch-off in the northeast and southwest areas

TUNING TO ANOTHER FREQUENCY (1.STEP)

Transmitters above 790 MHz

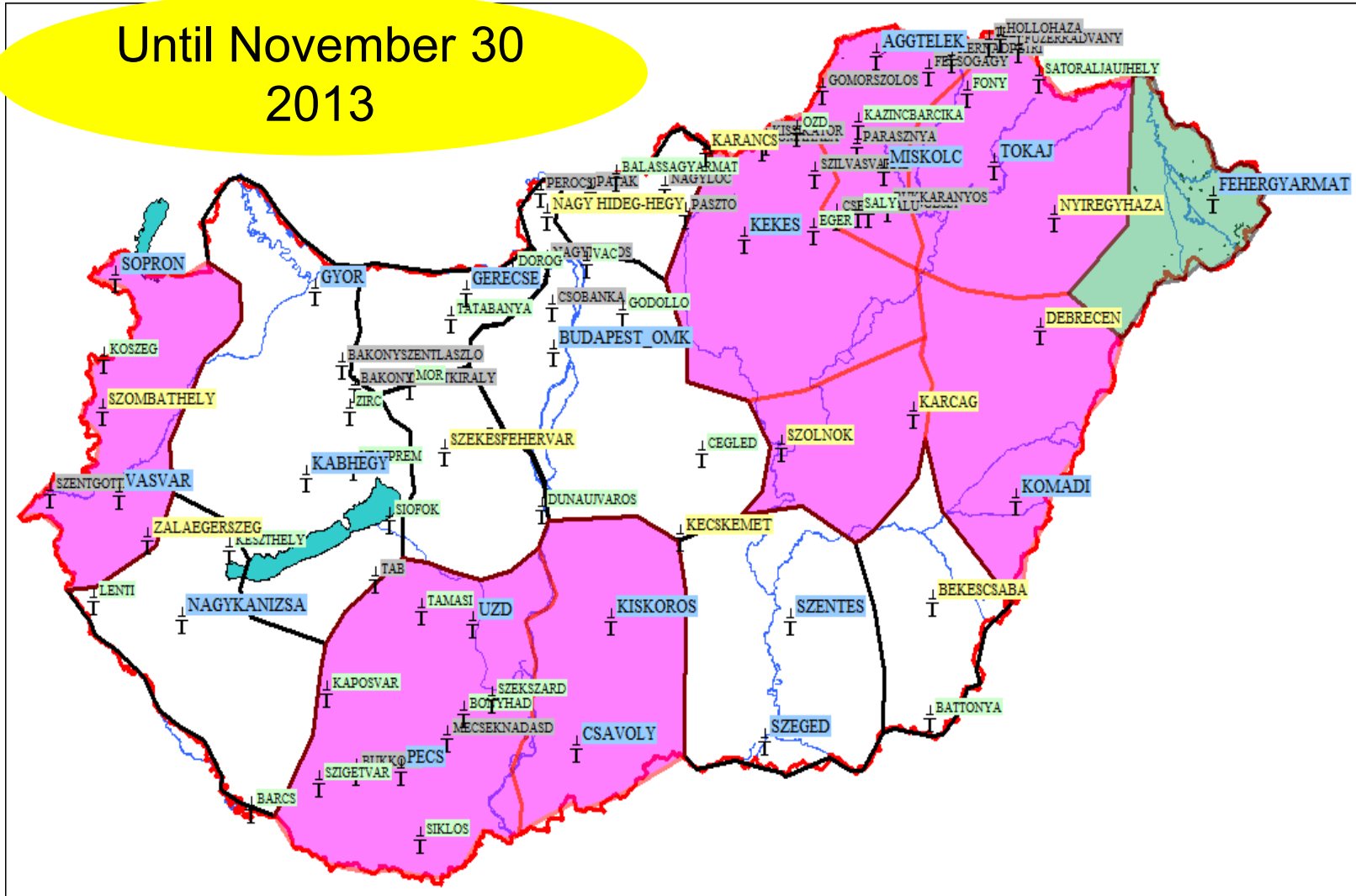
Until September 30
2013



TUNING TO ANOTHER FREQUENCY (2.STEP)

Transmitters above 790 MHz

Until November 30
2013





The Decree of the President of NMHH on the State subsidy that may be granted to ensure the digital reception of public service media broadcasting and the rules pertaining to the related data supply and data management was published on 6 December 2012.

The database of the socially disadvantaged households was compiled in cooperation with the Hungarian State Treasury, the Central Administration of the National Pension Insurance, the local governments and the subscription service providers.

The **almost 500 thousand** socially disadvantaged **households**, included in the database, **were visited by surveyors**, who identified the manner these households received TV broadcasting. Those who received analogue broadcasting only, could apply for the subsidy.

During the application process the eligible households could select the method of digital broadcasting in a competition- and platform-neutral manner (they had the option to ask for the installation of a digital converter box with an aerial, if necessary, or to conclude a preferential contract with a digital provider; in the latter case the authority credited the installation costs in the contract).

The installation was performed by the experts employed by the authority on dates agreed later. Ultimately, during the digital switchover scheme, altogether 148,369 households received subsidy.

Basic principles of the NDSP communication campaign

- Ensuring continuous and regular communication
- Ensuring interactivity
- In view of the magnitude of the task, involving external professional resources: an agency, selected through a public procurement procedure, supported the work of the authority by providing sub-contractors offering special expertise (website design, production of commercials, call centre operation, performance of PR tasks, media buying)
- Positive campaign: the emphasis is on the highlighting of the positive consequences of the digital switchover
- Using modern communication interfaces in a consumer-friendly manner

Target Group 1: The entire population

Message: - The digital switchover will be completed in 2013, resulting in a win-win situation
Advantages: - more channels accessible without subscription fee, - better image and audio quality, - electronic programme guide, - broadcast stop and replay options

Target Group 2: Households eligible for social subsidy

Message: - The NMHH helps **apply** for the subsidy, if necessary
- Conditions of the subsidy, characteristics

Target Group 3: Media

Message:- The switchover was preceded by long technical preparations
- The NMHH implements the project in high professional quality
- The switchover takes place in accordance with the EU requirements; the process is fully transparent

Creating the communication interfaces, specifying the tools

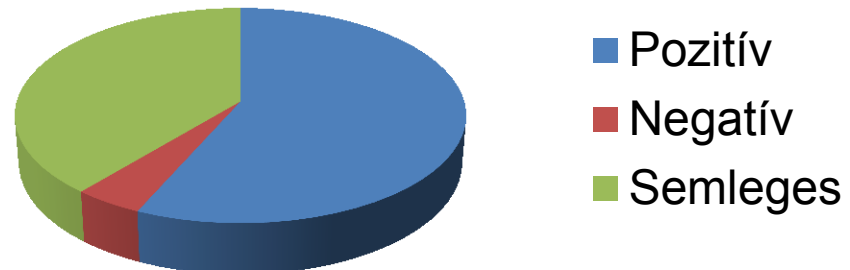
- Creating an **independent website** under the name of www.digitalisatallas.hu (domain name, content creation, design)
- **Call centre** (IVR wording, education of operators)
- Creating the **Facebook profile** (design, preparation of posts)
- Producing the **creatives** (public space, vehicle and online advertising)
- Recording the **TV commercials and radio spots**
- Preparing the **online and offline press advertisements**
- Production of **publicity materials and leaflets** (announcements, roll-up, folders)
- Preparation of other documents and accessories
- Preparation for the announcement press conference



Media monitoring

between the 52nd week of 2012 and the 52nd week of 2013 altogether **2,034** news were published in the media on digital switchover, of which

- **1152** were positive
- **90** were negative
- **792** were neutral



- 240,311 visitors
- Most intensive period: June 2013
- Most watched video: 90 second introductory TV commercial (812 thousand views)



ACHIEVEMENTS

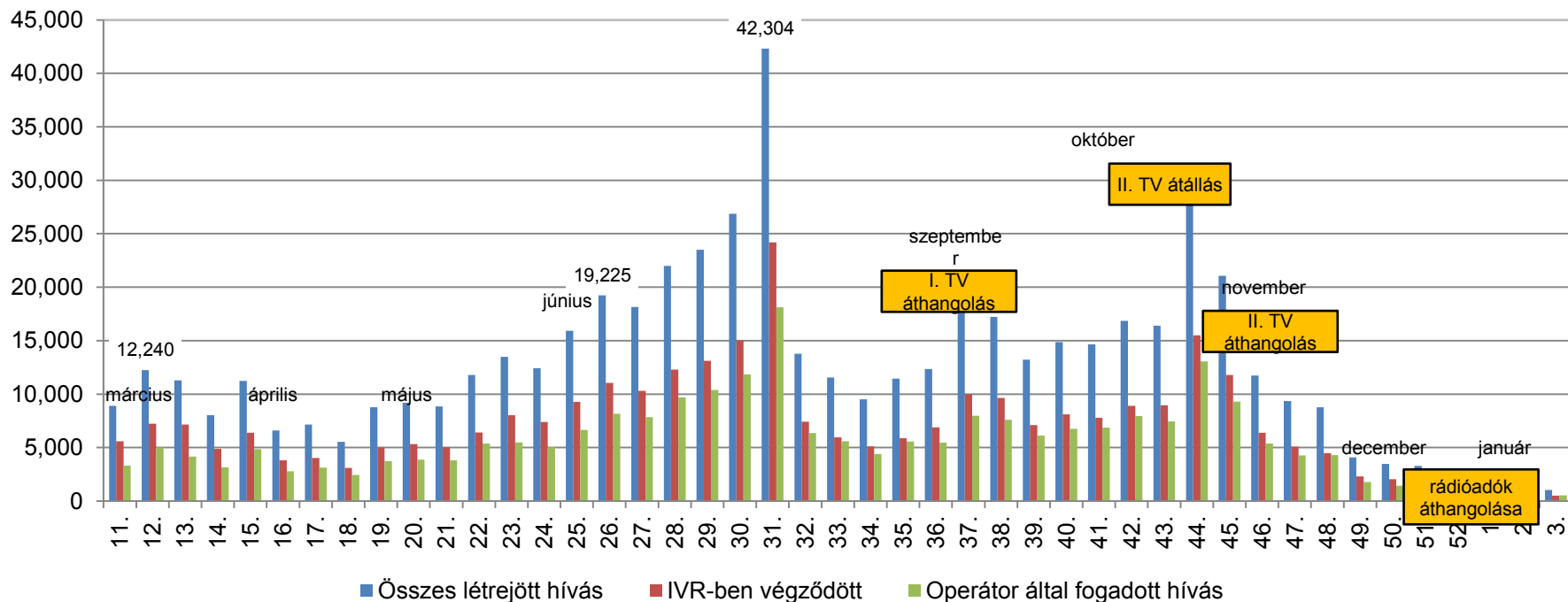
Digital switchover Facebook site

80 posts
6 videos
39,555 likes by November
"Shoot and share" competition



Indicators of the customer service set up to support the NDSP project:

- handling 595,000 calls
- making conversations of 981,333 minutes
- responding to 4,828 written questions





AVAILABLE PROGRAMS

5 DVB-T MPEG-4 multiplex

Capacity: $5 \times 22,39 = 111,95$ Mbit/s;

Available programs: 10 free and 49 pay channels

MUX A (free channels)

3 public TV HD

1 public TV SD

4 public radio

MUX B

free : 2 commercial SD

pay : 14 commercial SD

MUX C

free : 1 public HD, 2 commercial SD

pay : 1 public SD, 6 commercial SD

MUX D

pay: 14 commercial SD

MUX E

free: 1 commercial SD

pay: 14 commercial SD



NMHH

**National Media and Infocommunications
Authority • Hungary**

Thank you for your attention.