

Transition to digital terrestrial television in Poland



Regional Seminar on Transition to Digital Terrestrial Broadcasting and Digital Dividend for Europe.

Budapest, the 29th of January 2014



TV in Poland

POLAND – 39,5 million inhabitants
13,6 million of households

Broadcast television is the most popular, familiar and democratic way of accessing information, education, culture and entertainment.

- **98%** of households in Poland have one TV set
- **64%** - 2 TV sets,
- **18%** - 3 and more TV sets
- About **37%** of households - paid TV from 2 satellite platforms
- About **33%** of hh – paid cable reception
- About **30%** of hh (more than 4 million) – only terrestrial reception – free-to-air

Sources: Central Statistical Office of Poland 2011, The Nielsen Company Poland 2012

Short digital history

- **25.11.2001 - First trial transmission of DVB-T, MPEG 2 in Warsaw**
- **4.05.2005 – First Digital Action Plan by Interdepartmental Committee: 2 multiplexes (PSB and commercial), MPEG 2, implementation island by island in 9-10 stages, switch-off in 2014.**
- **2007 – New technical concept of frequency managements after RRC-06**
- **2009 - First versions of : Digital Television Implementation Plan for Poland and Act on Implementation of Digital Terrestrial Television**
- **2009 - 2011 – negotiation of above documents with stakeholders**
- **2009 - Decision on implementation of the mobile service DVB-H (according to the Telecommunications Act) – service has never been in operation**
- **2010 – Decision to put into operation limited number of frequencies for PSB - beside of the main action of transition period**

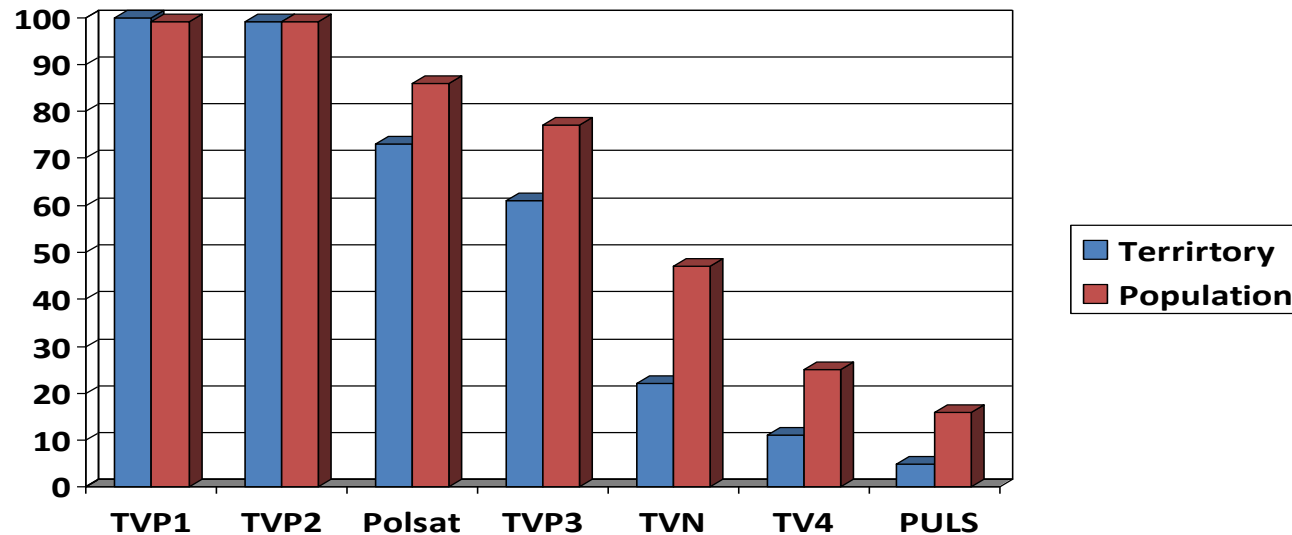
Legal environment

- **Broadcasting Act (1992 – several amendments)**
- **Telecommunications Act**
- **Digital Television Implementation Plan for Poland by Governmental Committee for Digital Broadcasting –**
- **Act on Implementation of Digital Terrestrial Television – for transition period only - adopted in July 2011:**
 - **Switch-off final date 31st of July 2013**
 - **2 multiplexes arrangement**
 - **Promotion campaign and broadcasters' obligations concerned**
- **Working groups output:**
 - **Requirements for the Polish Digital Terrestrial Receiver**
 - **Good Practice Code**
 - **Concept of Promotion Campaign**

DTT implementation plan (June, 2011) in the band UHF

	Mux 1	Mux 2	Mux 3	Mux 4, 5	Mux 6	Digital dividend 1
Standard	DVB-T, SD	DVB-T, SD	DVB-T, SD/HD	DVB-T, SD/HD	DVB-H/ others mobile	LTE ?
Vision Sound	MPEG 4, H264 AVC, E-AC-3 AC-3	MPEG 4, H264 AVC, E-AC-3 AC-3	MPEG 4, H264 AVC, E-AC-3 AC-3	MPEG 4, H264 AVC, E-AC-3 AC-3	Depending on the chosen standard	
Content	commer. services	commer. services	PSB, nation- wide/reg.	To be decided	PSB/comm. services	
Service	Free-to-air	Free-to-air	Free-to-air	Free-to- air/paid	Paid	

Point of departure – Analogue TV



Seven analogue services interested to have a nationwide coverage in digital

Only two digital nationwide multiplexes possible to launch without switching-off any analogue station

Real multiplexes arrangement

MUX 1	3 PSB services (temporarily) 4 commercial services chosen	Start: IVQ 2011 End : 30.09.2012 95% of popualtion
MUX 2	8 commercial services of existing analogue broadcasters: 4 services converted from analogue 4 „bonus” services	Start: 30.09.2010 End: 31.07.2012 94% of population
MUX 3	7 PSB services	Start: 27.10.2010 End: 30.04.2014 98% of population) - 50% of population at the moment of swich-off
MUX 4	DVB-T fixed/mobile 8 paid services 8 free-to-air services	Start: 2010 End: ? 31 Biggest cities

Information and promotion campaign



After launching the Mux's

- TV spots (PSB)
- scroll out (non PBS)
- audio spots in Polish Radio nationwide services
- Info-line
- interviews, conferences, press articles etc

2 - 3 months before switch-off within an island:

- TV spots transmitted by regional public TV stations
- audio spots transmitted by regional public radio stations
- STB installation guide in TV (PBS)
- announcements in local newspapers
- information leaflets (distributed by mail directly to home)
- support on the part of social organizations

Switch-off schedule and execution



stage 1	7th November 1012
stage 2	28th November 2012
stage 3	19th March 2013
stage 4	22nd April 2013
stage 5	20th May 2013
stage 6	19th June 2013
stage 7	23th july 2013

195 main transmission stations

127 gap-filers

Very close cooperation between Ministry of Administration and Digitalization, Electronic Communication Office, network operator and regional/local units of governmental administration (voivodship and lower level) before the dates of switch-off

Concern for ensuring the same coverage as in analogue – measurements, additional gap-fillers

47.000 measurements in 8.500 places before switching-off

DTT programme offer

Mux 1- tile Q1 2014



Beauty contest

Mux 1- after Q1 2014



Mux 2 – no changes

Mux 3- tile Q1 2014



Mux 3- after Q1 2014



TV Market „the day after”

Thanks to efforts during the last stages of switchover, the transition process went without significant disturbances

The complaints on the part of viewers were not frequent. Interventions taken immediately.

Added value for viewers – enriched programme offer

Added value for broadcasters – national coverage

TV market share considerably changed in favour of new, specialized channels.

The first symptoms of viewers abandoning the paid platform in favour of DTT can be observed

Conclusions

Implementation of digital terrestrial television in Poland has not been completed:

- the coverage of Mux 3 i 4 is not nationwide, 4 local TV stations are waiting to be converted to digital**
- viewers are waiting for new free-to-air channels**
- many candidate-services expect new places in the new multiplexes,**
- terrestrial HDTV should be a standard**
- public service broadcaster TVP couldn't be definitively locked in one multiplex**

Future of DTT depends on decisions concerning the way of using the Digital Dividend 2 (band 700 MHz).

National Broadcasting Council of Poland is absolutely convinced that the DD2 should be saved for broadcasting television for at least next 10 years.

Thank you for your attention

krystyna.kuhn@krrit.gov.pl