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League of Arab States

# **ASBU Digital Television Broadcasting Future.**

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# ASBU Progress

- The Arab States Broadcasters have recognized the importance of DVB-T at the out set.
- The Merits and advantages are very important to the various stakeholders including the broadcasters.
  - ASBU were very active on different Arenas, Technical, Educational and on the regulatory levels.



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# ASBU Progress

- Make available equipment to run Pilot projects at various simultaneous Arab Capitals. To create Momentum.
- ASBU has campaigned very hard to initiate the DVB-T replanning process.
- Published a study to assist members guide the transition.
- Called upon Arab Unified receivers specifications.



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# Arab Digital Dividend

- Various Arab Countries has started with DVB-T Transmission as early as 2007.
- Arab Countries have plans to fully migrate to digital television.
- ASBU have supported the first digital dividend.
- ASBU has cooperated with the ASMG and ITU to replan the band below 700 Mhz.



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# Arab Digital Dividend

- ASBU support the 2<sup>nd</sup> digital dividend and calls upon its members to agree on time scale to release operating and existing channels in the band.
- ASBU opposes any identification of the band below 700 Mhz.



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# Conclusion

- major factors have impeded the switch off of Analogue TV.
  - The Evolution of standards. E.g. T2 and MPEG-4.
  - The Social and Political changes in our Area.
  - The Global Economical Situation.
- Digital TV will enhance the experience of viewership.



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# Action Plan

- will give more opportunity for the



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# Thank you

