

# **DTT: Deployment & Switchover**

**WRC-15 Agenda Follow-up Forum  
ITU RRS -14 Americas  
July 17 – 18, Tobago**



- CBU Annual General Assembly 2012 – Antigua with Commonwealth Telecommunications Organisation & Caribbean Telecommunications Union
- CBU AGA 2013 – Guyana, with Commonwealth Broadcasting Association (now the Public Media Association)
- CBU AGA 2014 – Suriname, with Caribbean Telecommunications Union

**DTT on the Caribbean Agenda**

- Digital standard
- Compression standard
- Distribution (multiplexing) methodology
- Effective switchover date
- Financial and regulatory cost

**Decisions to be made**

# **Absence of Caribbean harmonised position**

Bahamas – ATSC (North American)

Cuba – DTMB (Chinese)

Curacao – DVBT-2 (European)

**The digital standard**

# **Absence of common approach to signal distributor regime across the region**

However, preliminary requirements are:

- Regulatory guidelines
- Clear new business models

**Multiplex licensing**

Cheap analogue televisions being purchased by consumers across the region

Need for urgent state regulatory response to the environmental risk of switch-over of consumer equipment

**Digital Dumping**

Terrestrial digital broadcasting has potential for:

- Expanded services
- Higher quality video & audio
- Greater variety
- Faster rates of data transmission
- More spectrum efficiency

### **However**

Risk to public service broadcasting of:

- High digital equipment replacement cost
- Diminished broadcast area coverage

**Digital Dividend vs Digital Drop-off**

High investment cost especially for broadcasters:

- Studio
- Programming,
- Production & OB equipment,
- Transmitters

**No clearly identified source of funding from:**

- New products/ services
- Advertising
- State support

**Funding the transition**

1. Adequate time for transition – change out of hardware and infrastructure with obsolescence
2. Phased approach to new regulatory fees
3. Public education
4. Preparation of national roadmaps through broad consultation: broadcasters, suppliers, viewers, retailers, content creators

## Recommendations

[www.caribroadcastunion.org](http://www.caribroadcastunion.org)

