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
Decisions to be made

- Digital standard
- Compression standard
- Distribution (multiplexing) methodology
- Effective switchover date
- Financial and regulatory cost
Absence of Caribbean harmonised position
Bahamas – ATSC (North American)
Cuba – DTMB (Chinese)
Curacao – DVBT-2 (European)
Absence of common approach to signal distributor regime across the region

However, preliminary requirements are:
- Regulatory guidelines
- Clear new business models
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
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
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
Recommendations

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
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