Digital Television Transition in the Pacific

ITU/PITA RadioCommunications Seminar for Asia Pacific

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Introduction

ITU provided assistance in the development of Road Maps for transition

- Fiji, Tonga and Samoa benefitted from this assistance and all developed roadmaps for the transition process

The countries mentioned have limited success in implementation with Fiji being the most advanced.

- Only Fiji, PNG, Samoa, Tonga and Vanuatu have submitted information regarding digital transition to the ITU according to the ITU web site

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Status

The Pacific has had limited success in implementing the transition to Digital television

- Fiji has implemented a single platform for existing broadcasters and begun rollout of service along its most populated corridor
- Samoa has a roadmap and will begin implementation within the first quarter of 2017
- Tonga has a Road Map but yet to begin rollout
- PNG has no immediate plans for a single platform but several players have begun provision of digital service

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Switch over in the Pacific

While member Governments have indicated a desire to switch over to digital, only Fiji, PNG, Samoa, Tonga and Vanuatu have begun working towards switch over dates

- Fiji proposes a switchover for 2018 and has begun implementation of a single platform with access to all broadcast content;
- PNG has stopped issuing analogue licences and proposes a switch over date of 2017 but there are no immediate plans for shared platforms;
- Samoa proposes switch over in 2017 with a single platform;
- Tonga had proposed a switch over in 2014 but has not provided a revised date
- Vanuatu proposes a 2017 switch over date and currently has a digital TV station

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ITU Statistics

Country	Year of launch	Switch over	TV Standard	Compression Format	Status
Fiji	2015	2018	DVB - T2	MPEG 4	In progress
PNG	2014	2017	DVB- T2	MPEG 5	??
Samoa	2014	2017	DVB – T2	MPEG 4	In progress
Tonga		2014	DVB -T2	??	
Vanuatu		2017	DVB –T2		

Challenges

- The challenges for digital transition depend on the size of the conversion, the number of players in the market, the existence of an overarching policy/regulatory framework and the ability to find equipment vendors willing to accommodate the policies and framework;

- Acceptance by the consumers and their innate resistance to change is a factor

- Special attention needs to be paid to the less wealthy and the elderly

- Coordination of existing content providers within a policy and regulatory framework is key

Elements for success

- The key to success is be the existence of a relevant Strategy and Policy with the supporting legislative/regulatory framework.
- Communication and managing the change process is critical
- Financial support to ensure inclusion of disadvantaged groups may be necessary; utilizing existing platforms and subsidy programs helps minimize anxiety that comes with change
- The service offered must be both relevant and of a high technical quality;
- Cooperation and inclusion of all stakeholders in the transition process is the best path to ensure success

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Pacific Snapshot

	Key features
Fiji	Existence of a National Roadmap with commitment from Government at the highest level.
	In place a subsidy for persons with less disposable income.
	Common platform shared by all "over the air broadcasters".
	Commitment for National coverage
PNG	No common platform, some providers planning to roll out independent networks;
	No subsidy planned
Samoa	Roadmap in place but no subsidy proposed
	Common platform proposed
	Consultation with all providers

Digital Dividend

- Pacific countries have agreed to the APT 700 MHZ plan

- Standardization and harmonization would allow countries to benefit from the digital dividend

- There is need to continue planning and coordination for all bands to maximize possible benefits from the digital dividend

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Applications for the Dividend

- Digital Terrestrial TV

- Advanced Mobile Services

- Broadcast Mobile TV

- Commercial Wireless Broadband services, both to fixed locations and mobile devices

- Wireless Broadband services for public safety and disaster relief (PPDR)

- Services ancillary to broadcasting and programming (SAB/SAP)

What's next

- The Pacific is in the initial stage of the digital transition and a strategic approach is required

- The various regional players and stakeholders should make this a priority issue.

- We need to determine why some countries have not started; promote successes like Fiji and Samoa and facilitate exchange of experiences.

- The provision of expertise to promote best practices and ensure the transitions have the desired benefits

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For your consideration

- I propose we put this on our agenda.
- PIRRC is committed to assisting in the coordination process and has included in its work plan for the third quarter of 2017 a spectrum harmonization exercise.
- PIRRC will collaborate with all the regional players and stakeholders in the planning of the event.
- It is proposed that the agenda will reflect the needs of the region .
- We look forward to your input

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Thank You