

DIGITAL DZONGA COUNCIL

Monitoring and Research Working Group

Draft Terms of reference

Mission

To assist the Digital Dzonga Advisory Council in monitoring digital take-up and in conducting research on different aspects of digital migration in order to ensure a smooth migration to digital.

Terms of reference

1. Advise the Digital Dzonga Advisory Council on the monitoring to be undertaken in order to track digital take-up in South Africa, including but not limited to:

1.1 Sale of STBs

1.2 Consumer awareness and perceptions of DTT in comparison to other digital platforms

1.3 Viewership of digital channels

1.4 Use of interactive applications offered on digital terrestrial platforms

2. Consider the results of the monitoring exercises and make recommendations to the Digital Dzonga Advisory Council on the steps needed to facilitate a successful digital migration.

3. Advise on the scope of, and consider the results of, research conducted on the impact of the migration process on affected industries and on consumers, including but not limited to:

3.1 The impact of dual illumination and investment in migration on broadcasters and signal distributors

3.2 Whether the intended economic benefits of digital migration are being realised, e.g. growth of local electronic manufacturing sector

3.3 Skills and human resource requirements for successful digital migration

3.3. Issues related to content and spectrum opportunities

3.4 International trends in digital migration

4. Report to the Digital Dzonga Advisory Council on a regular basis regarding progress.