



ABOUT DIGITAL MIGRATION

MEDIA INFORMATION SESSION

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Purpose of information session

Overview of digital migration:

- What is it?
- Why are we doing it?
- When is it happening?
- What is the Digital Dzonga?
- Why is it necessary?





Overview of migration

- Analogue broadcasting in South Africa since television started in 1976!
- Analogue technology is ageing, inefficient and outdated
- Around the world, governments have lead the move to digital broadcasting
- Many benefits to consumers, but primary benefit to countries who have migrated is greater spectrum efficiency = **DIGITAL DIVIDEND**





Overview of migration

- The term “digital migration” refers to the process of moving from analogue broadcasting to digital
- This process is complicated and costly
- Many lessons to learn from other countries who have undertaken this migration





What is digital migration?

- It is the **process** of moving from analogue to digital broadcasting.
- It requires participation and contribution from various stakeholders:
 - Government
 - Regulator
 - Broadcasters
 - Signal Distributors
 - Set top box manufacturers
 - Retailers
 - Consumers
 - Media





Why are we doing it?

- Spectrum Efficiency
 - release of digital dividend
- Many benefits to South African TV viewers:
 - More channels, more choice
 - Better audio and video quality
 - Additional functionality
- Job Creation
 - manufacturing, logistics, installation, retail, after sales
- Social Benefits
 - due to capabilities of digital technology





When is it happening?

- Trial services launched on 1 November 2008
- Commercial launch targeted for April 2010

Get ready to go digital!





What is the Digital Dzonga Advisory Council?

- Council of industry experts appointed by the Minister:
 - Broadcasting
 - Signal distribution
 - Labour
 - Consumer groups
 - Government
 - ICASA
- Will oversee the activities of the Digital Dzonga





Why is the Digital Dzonga necessary?

- The migration to digital of South Africa's 9.1 million TV households will be a complex undertaking
- Need to monitor and co-ordinate progress by various stakeholders
- Inform and educate South Africans about the process
- Empower consumers to make the right choices





Conclusion

- More detailed discussion will take place during the launch event
- This session, merely intended as an introduction
- Contact details for obtaining further information will be provided at the launch

