



DEPARTMENT OF COMMUNICATIONS
PRESENTATION TO THE
PORTFOLIO COMMITTEE ON COMMUNICATIONS
BROADCASTING DIGITAL MIGRATION IMPLEMENTATION

19 SEPTEMBER 2011



DoC Team

- ① Director-General: Rosey Sekese
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PURPOSE

To brief the Portfolio Committee on Communications on the Digital Migration Master Plan and progress to date.



DTT IMPLEMENTATION AND ROLL-OUT PLAN

MILESTONES, KEY ACTIVITIES & RISKS



Background

- ① The Department held a successful DTT Implementation workshop with the key stakeholders on May 5-6, 2011;
- ① The product of the workshop has been widely consulted and comprehensive DTT Roll-Out Plan for the country's migration programme;
- ① The Roll-Out Plan provides the Department with an important implementation roadmap in executing its responsibility of delivering a successful digital migration;
- ① The DTT Roll-Out Plan may be adjusted to more aggressive timelines;



LAUNCH DATE DRIVERS

THE SCOPE:

- ① Focuses on achieving well coordinated and successful launch;
- ① Achieving a realistic and practical target date based on various activities that need to be performed prior launch;
- ① Intended to be a roadmap towards launch;
- ① It aims to identify key projects, timelines, critical path activities and responsible entities;
- ① Detailed resource allocation is not covered;



DTT ROLL-OUT PLAN: SCOPE & LAUNCH DATE DRIVERS

Key Drivers for Launch Date

- ① The finalisation of the Amended BDM Policy and ICASA Performance Period;
- ① The finalisation and gazetting of the DTT Standard by SABS;
- ① The finalisation of the STB Control Solution by SABC & E-TV;
- ① The time required to procure components by manufacturers and time required to develop and test STBs;
- ① The availability of a functional Conformance Lab.

DTT Policy Review



- ① The Digital Migration Policy Amendments were gazzeted for public comments on August the 19, 2011;
- ① The Scheme for ownership support has been developed and has been presented to the Economic Sector and Employment (ES&E) cluster;
- ① The Set Top Box manufacturing strategy has also been developed and has been presented to the ES&E cluster.



Project Management Office (PMO)

- ① The PMO structure has been developed and the process to capacitate the structure is underway. It is envisaged that the PMO will be capacitated before the end of the calendar year.
- ① An interim PMO has been established to run and co-ordinate the implementation of the DTT Project Plan.
- ① PMO reports to the Governance Board chaired by the Minister as an oversight on the DTT Project Plan Implementation.
- ① Monthly Stakeholders Forums on State of readiness have commenced.



Regulatory Process

- ① Consultations have been held with the regulator regarding the Performance Period.
- ① Once the BDM Policy amendments are finalised, ICASA is expected to gazette the performance period.
- ① Joint Spectrum Advisory Group has been established by the Regulator.



Broadcast Network

- ① SADIBA has finalised its initial research work on South African Transmission Parameters;
- ① Draft Parameters profess that 60% of the South African TV owning households will need outdoor antenna (R110.00) and the indoor active antenna(R45.00);
- ① The network coverage needed for commercial launch of the DTT platform is 70% and SENTECH is committed to reach that target at the time of the launch;
- ① A project team for Square Kilometre Array (SKA) has held a number of consultations with a view to do an Impact Analysis for the SKA in the Northern Cape.



DTT Channels

- ① The SABC has developed channel - line ups and business plans setting out three funding scenarios over the MTEF for funding.
- ① Full revised DTT business plan incorporating new channel line-ups is close to completion.



Platform Management

- ① The free to air Broadcasters have registered Multiview as the brand name for the DTT Platform.
- ① The platform marketing plan, business plan and joint venture association have also been developed.

Marketing Communications



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- ① Digital Migration Public Awareness and Social marketing strategy has been developed.
- ① The roll out of the Marketing plan shall be by the end of October 2011.



Viewer Support Plan

- ① Viewer Support plan has been developed focusing on:
- Call center
 - DTT Ambassadors
 - Website
 - Consumer kiosk



Conformance Lab

- ① Conformance Lab should be operational by December 2011;
- ① An approach on STB conformance scheme is being finalised.



Set Top Boxes

- ① TC74 working group has had several meetings to amend the standards;
- ① The final standard is projected to be ready by the end of November.



STB Control System

- ① The SABC and E-tv have already issued a tender and the process is due to be finalised;
- ① There are also some issues around the area of STB control system that we are trying to resolve with all the broadcasters.



Subsidised STBs

- ① We are in the process of finalising the RFPs for the transaction advisor and for the subsidised STBs.
- ① This should be ready once the SOS and the Standard process has been finalised.

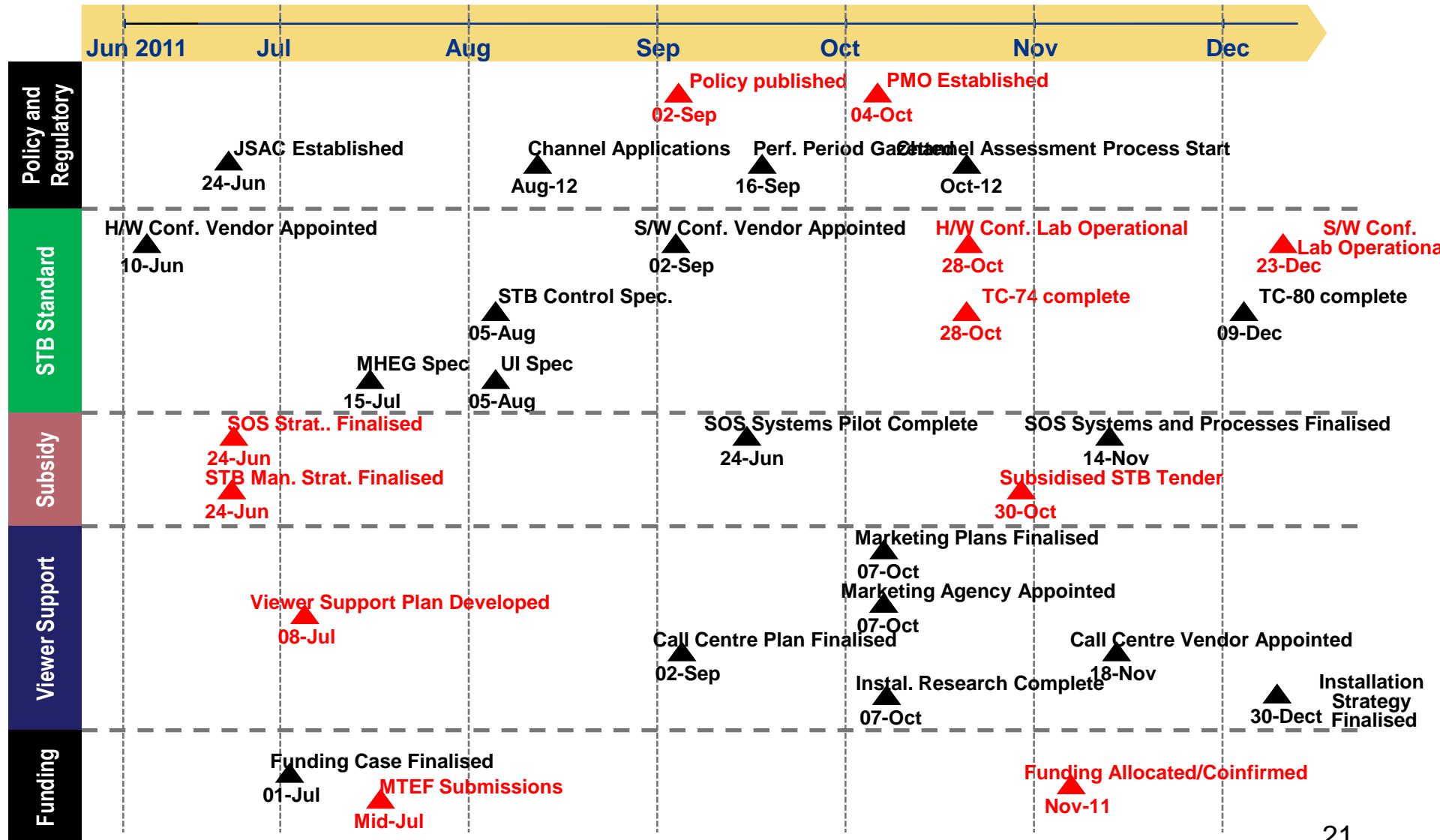
DTT LAUNCH MILESTONE PLAN

The second half of 2011 must be used to provide policy, regulatory, technical and funding certainty, and planning for viewer and technical support to enable rollout in 2012.



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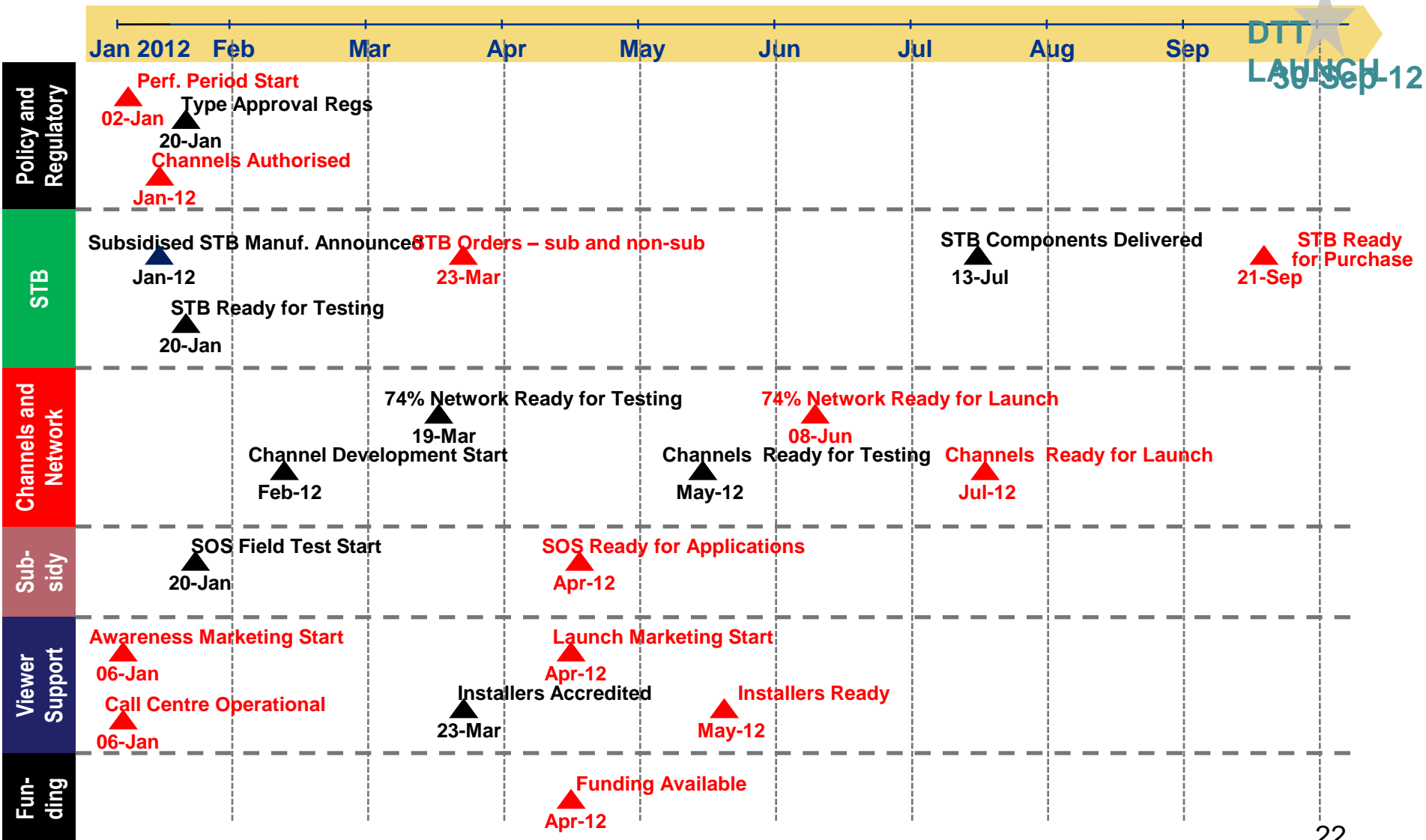
DTT LAUNCH MILESTONE PLAN



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The first half of 2012 must be used to finalise testing, prepare viewers through marketing and manufacture STBs in order to enable a third quarter 2012 DTT launch.



DTT LAUNCH – KEY RISKS



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All of the critical activities currently face a medium or high level of risk of not being completed by the deadline agreed in the project plan. Main reasons are due to internal DoC approval delays and lack of capacity or specialist resources to manage the delivery.

Finalise Policy
Begin Sep 2011

1	2	3	4	5
Risk of not meeting deadline = HIGH				

- DoC internal approval delays

Finalise Performance Period
End Sep 2011

1	2	3	4	5
Risk of not meeting deadline = HIGH				

- Dependent on policy

Finalise STB Standard (TC74)
End Oct 2011

1	2	3	4	5
Risk of not meeting deadline = MED				

- Need consensus on STB control
- Has certain mandated timelines to consult

Finalise STB Conformance
End Dec 2011

1	2	3	4	5
Risk of not meeting deadline = MED				

- Capacity to manage process
- Specialist skill required to draft ToR
- Partially dependent on STB standard agreements

Finalise Marketing & communication Plans
Begin Oct 2011

1	2	3	4	5
Risk of not meeting deadline = HIGH				

- Lack of dedicated marketing resource on project
- Specialist skill required
- Partially dependent on decision on agency

DTT LAUNCH – KEY RISKS



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All of the critical activities currently face a medium or high level of risk of not being completed by the deadline agreed in the project plan. Main reasons are due to internal DoC approval delays and lack of capacity or specialist resources to manage the delivery.

Finalise Viewer Support Plans
End Nov 2011

1	2	3	4	5
Risk of not meeting deadline = HIGH				

- Capacity to manage process
- Understanding of scale of requirement
- Potential lack of sufficient funding

Confirm and/or Secure Funding
Begin Nov 2011

1	2	3	4	5
Risk of not meeting deadline = HIGH				

- No visibility of funding gap
- High potential of missing key MTEF deadlines

Establish PMO
Begin Oct 2011

1	2	3	4	5
Risk of not meeting deadline = HIGH				

- DoC internal approval delays

Secure STB Orders
End Mar 2011

1	2	3	4	5
Risk of not meeting deadline = MED				

- STB manufacturing strategy not finalized
- Retailers not convinced of success
- Poor perceptions due to previous delays



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THANK YOU
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