

Phase One: Characteristics

- November 2008 – March 2009
- Minimum 2 transmitters with +/-18% population coverage
- Up to 3000 STBs*
- 1 MPEG-4 multiplex
- STBs distributed among key stakeholders and members of the public
 - Across all demographic groups, including disabled
- Opportunity for multiple local manufacturers that can provide a conformant STB for phase one
- Services offered to include SABC 1, 2, 3 and News International, 18 SABC radio stations, e.tv, e.tv additional channel, applications and possible other services
- Selective additional services such as multiple audio tracks, subtitling, audio description
- User interface
- Market research conducted

*In addition to 3000 MNet STBs

- SABC to project manage phase one
 - Selection and approval of STB manufacturers to participate
 - Purchasing and distribution of STBs
 - Providing the feed to Sentech
 - Conducting research and recording the results
 - Acting as the multiplex operator
 - Communicating and providing feedback to partners
 - General communication to the public and other stakeholders
 - Development and finalization of any technical specifications and requirements for phase one
 - Establishing the rules and parameters governing phase one
- SABC has already put in place a dedicated project office to drive all aspects of Digital Migration
- SABC has referenced all work done to date by the Digital Migration Working Groups and the DoC as the basis for phase one

Project structure

- Commitment from all relevant players secured, including support from DoC
- Significant progress has already been made in areas requiring collaboration and complex decision-making eg. STB spec, STB control, SI rules of operation
- This work will be a foundation for phase two and will feed into the work to be undertaken by Digital Dzonga
- SABC will work closely with Digital Dzonga on the delivery of phase one now that it has been established

Agenda

1. Background
2. Phase One Launch
3. Other issues

- Although phase one is on track and is a significant step in the process of Digital Migration, the SABC remains concerned on a few issues:
 - Further policy delays will impact on the timing of the delivery of phase two
 - There still remains lack of clarity on various funding issues, including support for broadcasters during dual illumination and incentive schemes for those that may not be able to afford the STB
 - Clarity on the approved frequency plan is required urgently to determine network configuration
 - The requirements for DVB-H, thereby limiting capacity for DTT may severely constrain consumer take up of DTT
- Policy certainty will provide clarity on the above – it is therefore imperative that this is provided urgently
- Without further clarity, the SABC will be unable to determine with certainty the impact on its strategy and investment required for phase two and phase three

- SABC remains committed to the DTT process and is well on track to deliver phase one
- We will continue to keep all stakeholders informed of progress on phase one, and on the SABC's preparations for Digital Migration in general

Thank You