



# **PRESENTATION TO THE PORTFOLIO COMMITTEE ON COMMUNICATIONS ON DTT**



# OVERVIEW

● ***1. Current Landscape***

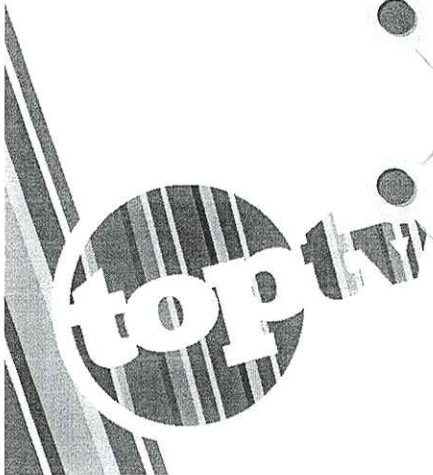
● ***2. Impact of DTT***

● ***3. ODM View***

● ***4. Universal Service and Access***

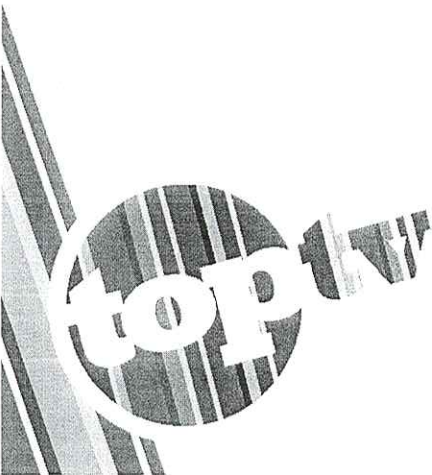
● ***5. Benefits***

● ***6. Conclusion***



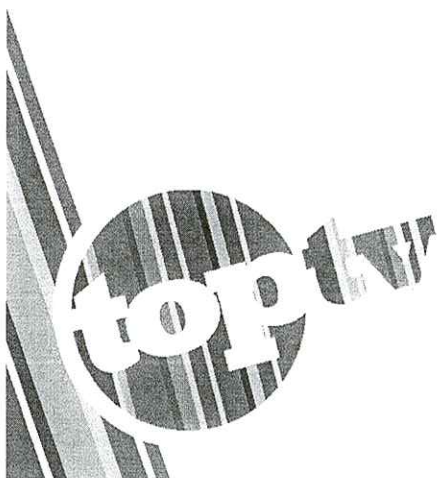
# 1. CURRENT LANDSCAPE

- No terrestrial transmissions
- DTH on DVB-S2
- Over 60 channels, most affordable packages
- Signal covering entire Republic – Satellite
- LSM 2-5 and up to LSM9



## 2. DTT IMPACT

- DTT challenge/threat - competition
  - More advertising platforms
  - Consumer access – no significant costs
- No monthly fees for multichannel viewing
  - Only Annual TV Licence fees
- DTT covers the same target market - LSM
- Severe impact on market share expansion/growth



# 3. ODM VIEW

- DTT – necessary development
  - Multichannel viewing
  - Spectrum efficiency
  - Digital dividend
- Transmission network - line of sight.
  - More coverage gaps
  - Greater proportion of households without access to ALL services
  - Network roll-out will take time
  - Greater impact for rural and/or sparsely populated areas
  - Need for innovative solutions during the dual illumination period
- Partnership opportunity





## 4. UNIVERSAL ACCESS

- Our key concern is Universal Access
- ODM prepared to participate to the extent required within reason
- Solution create specifically for DTT related challenges
  - Can be limited to the dual illumination period
- Maximise use of available technologies
  - Satellite to complement DVB-T
  - In line with policy directive
- Achieve Universal Service and Access
  - Satellite already has 100% coverage
  - ODM willing to participate



## 5. BENEFITS

- STB Subsidy
  - Basic box for DTT purposes
  - CA already available
  - Special bouquet created
  - Limited lifespan
  - Excludes installation
- Job creation – installers
- Marketing Opportunity for ODM
  - Access to homes
  - Consumer and potential subscriber aware of the available services





## 6. CONCLUDING REMARKS

- DTT is a good advancement for a multitude of reasons
- We see the opportunity that comes with the challenge
- Prepared to partner with industry to ensure consumer welfare
- Appreciate the benefits that come with such partnership
- Limited but significant participation!

