

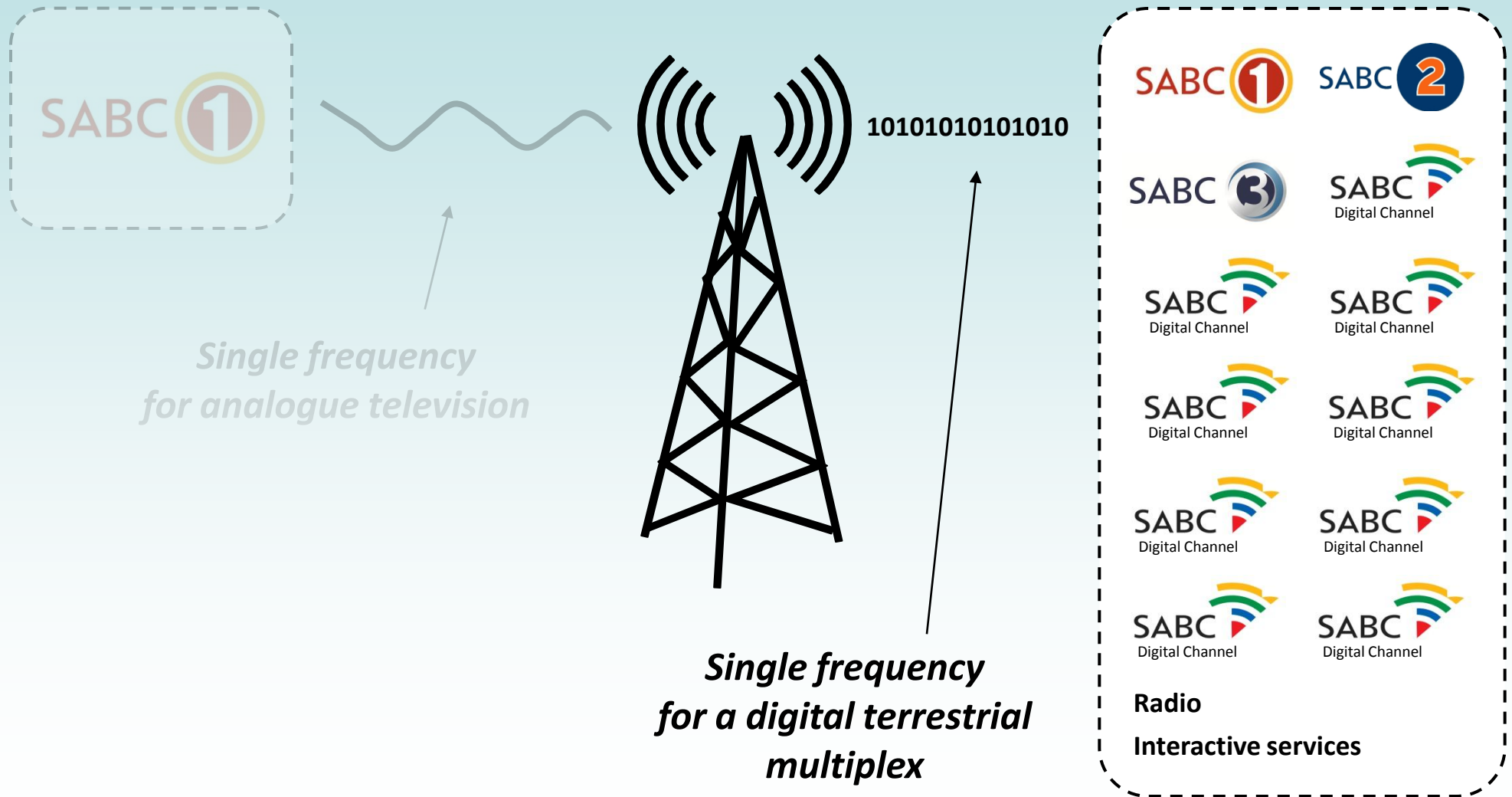
# Delivering a successful migration to digital TV

**Richard Waghorn, SABC**

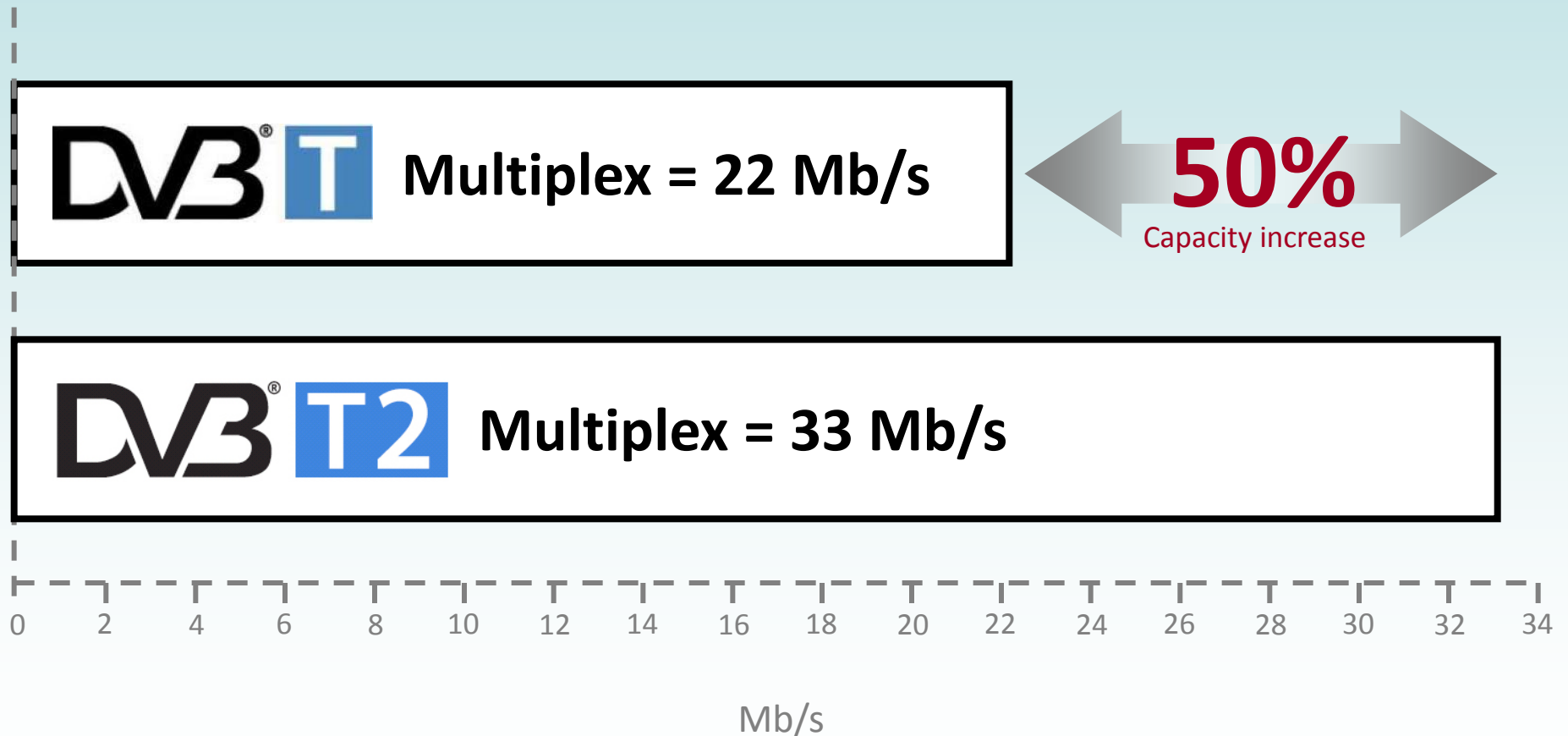
6 October 2011



# Difference between analogue TV and DTT

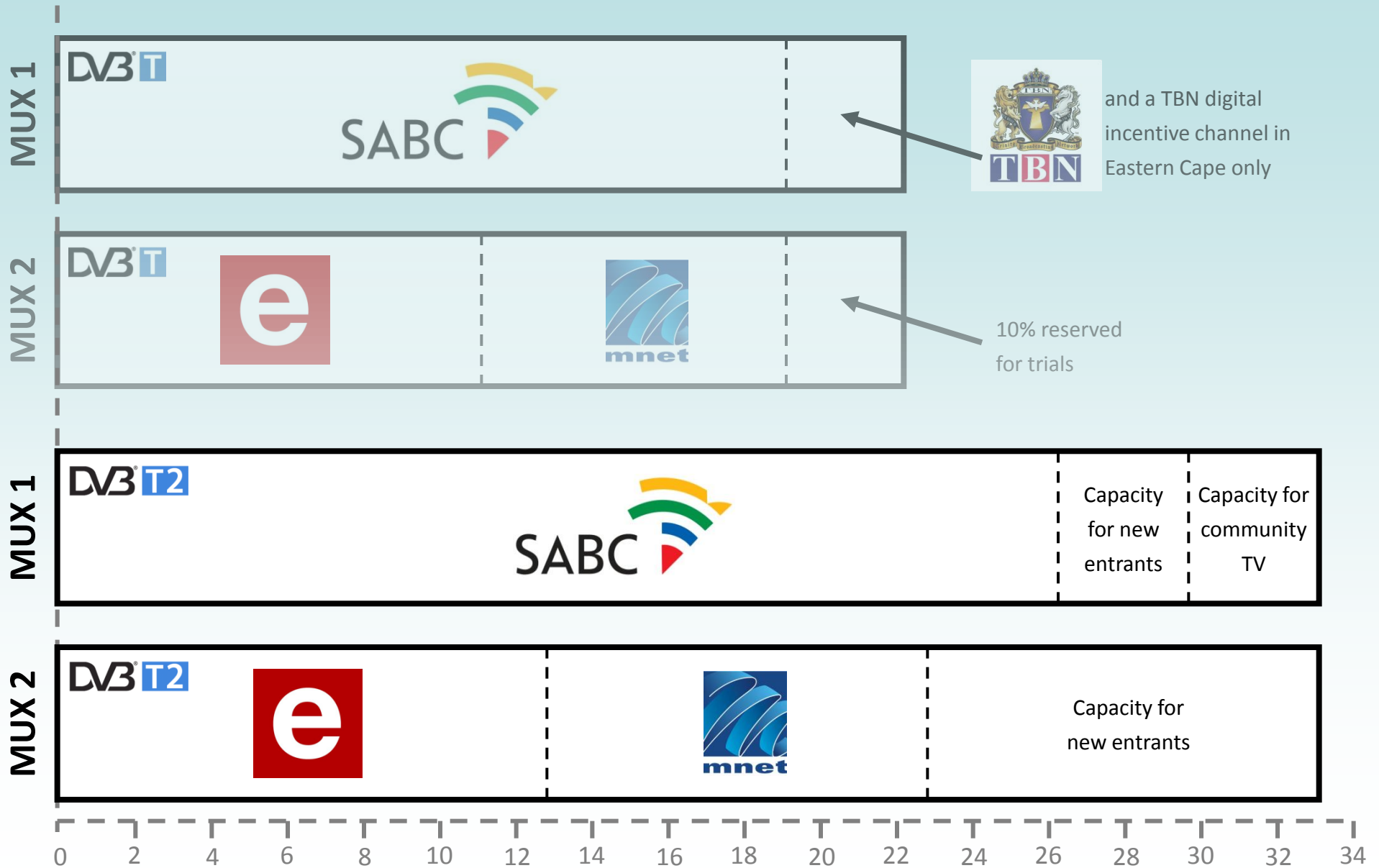


# Difference between DVB-T and DVB-T2



Capacity allocations are to the nearest full Mb/s and multiplex capacity depends on final transmission parameters adopted

# Difference in existing and proposed Regulations



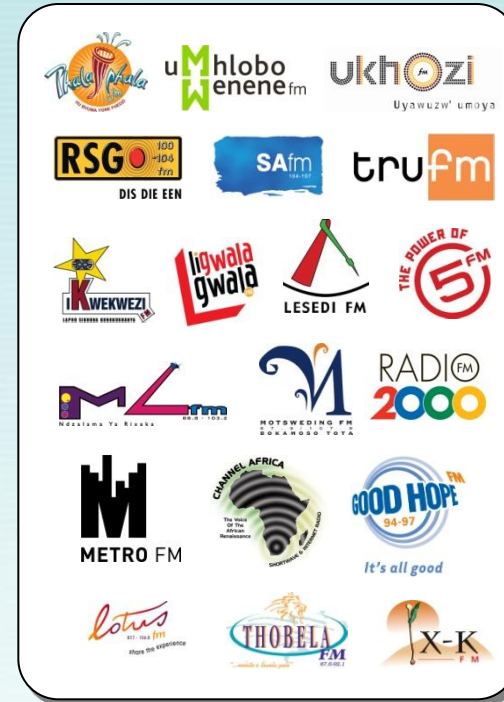
# The advantages of DTT

- Consumers can adapt their existing TV – just buy a set top box (otherwise known as a decoder) and plug into existing TV
- Households living close to the transmitter should be able to receive DTT on a bunny ears aerial, though some households will need to upgrade existing aerials
- DTT provides capacity for more channels in both Standard Definition and High definition
- Clearer picture (you either get it or you don't) and better audio
- Clearer subtitles, and audio description
- Interactive services and radio on DTT



# DTT enables the SABC to deliver on its mandate

- Every household within DTT coverage will be able to receive **ALL** the SABC's television and radio services that are provided on the DTT platform
- That includes:
  - 17 proposed television channels, including SABC 1, SABC 2 and SABC 3
  - 18 SABC radio stations plus Channel Africa



# DTT enables the SABC to deliver on its mandate

- Sentech is building out the transmitter network and the coverage of Multiplex 1 is expected to reach 74% population coverage by Apr-12, 84% by Apr-13 and 92% by Dec-13 (broadly replicating current analogue SABC 2 coverage)
- However, ICASA's proposed DTT Regulations set a target of 80% by end of 2012 and 95% by the end of 2013
- With DTT, coverage of television services will be equalised and the footprint for most of the radio stations will be increased beyond current FM coverage



# DTT enables the SABC to deliver on its mandate

- The SABC has developed a television channel line-up which includes the following channels:
  - **Health channel** - will feature a wide range of health and lifestyle topics including diet, exercise and disease prevention and news on the latest health breakthroughs
  - **Education and SMME channel** – will provide accessible, practical formal and informal education and information to all South Africans through live interactive formats, talk, magazine, documentary and curriculum based education
  - **Children's channel** – will provide content segmented into defined age categories with an investment emphasis on early child development and pre-school children



# DTT enables the SABC to deliver on its mandate

- The SABC has developed a television channel line-up which includes the following channels :
  - **News channel** – a 24 hour news channel in all official languages featuring live news, news bulletins, feature and discussion programmes and parliamentary coverage
  - **Regional North channel** (available to all households within DTT coverage) – content designed to meet the language needs of SesSotho, SePedi, SeTswana, TshiVenda, XiTsonga, Afrikaans
  - **Regional South channel** (available to all households within DTT coverage) – content designed to meet the language needs of IsiXhosa, IsiZulu, Ndebele, Seswati

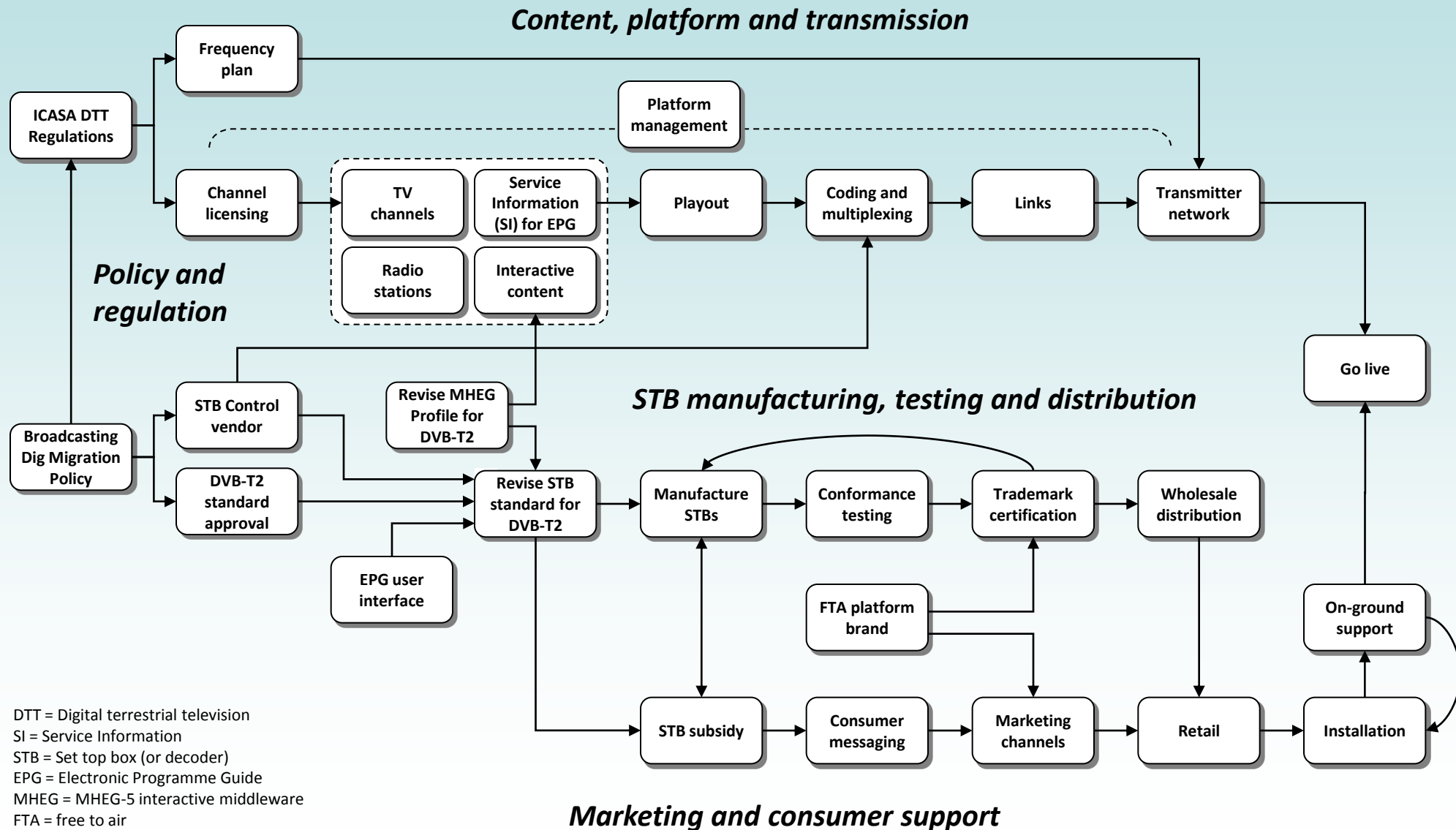


# DTT enables the SABC to deliver on its mandate

- The SABC will use the functionality of DTT to provide the following services:
  - **Closed caption subtitles** – multiple alternative language subtitles
  - **Multiple language tracks** – up to 4 alternative audio tracks can be provided per programme
  - **Audio description** – an audio track providing contextual information within the programme dialogue for people with sight impairments
  - **Interactive applications** can be provided which will assist with the delivery of e-Government services (using the MHEG-5 interactive middleware)

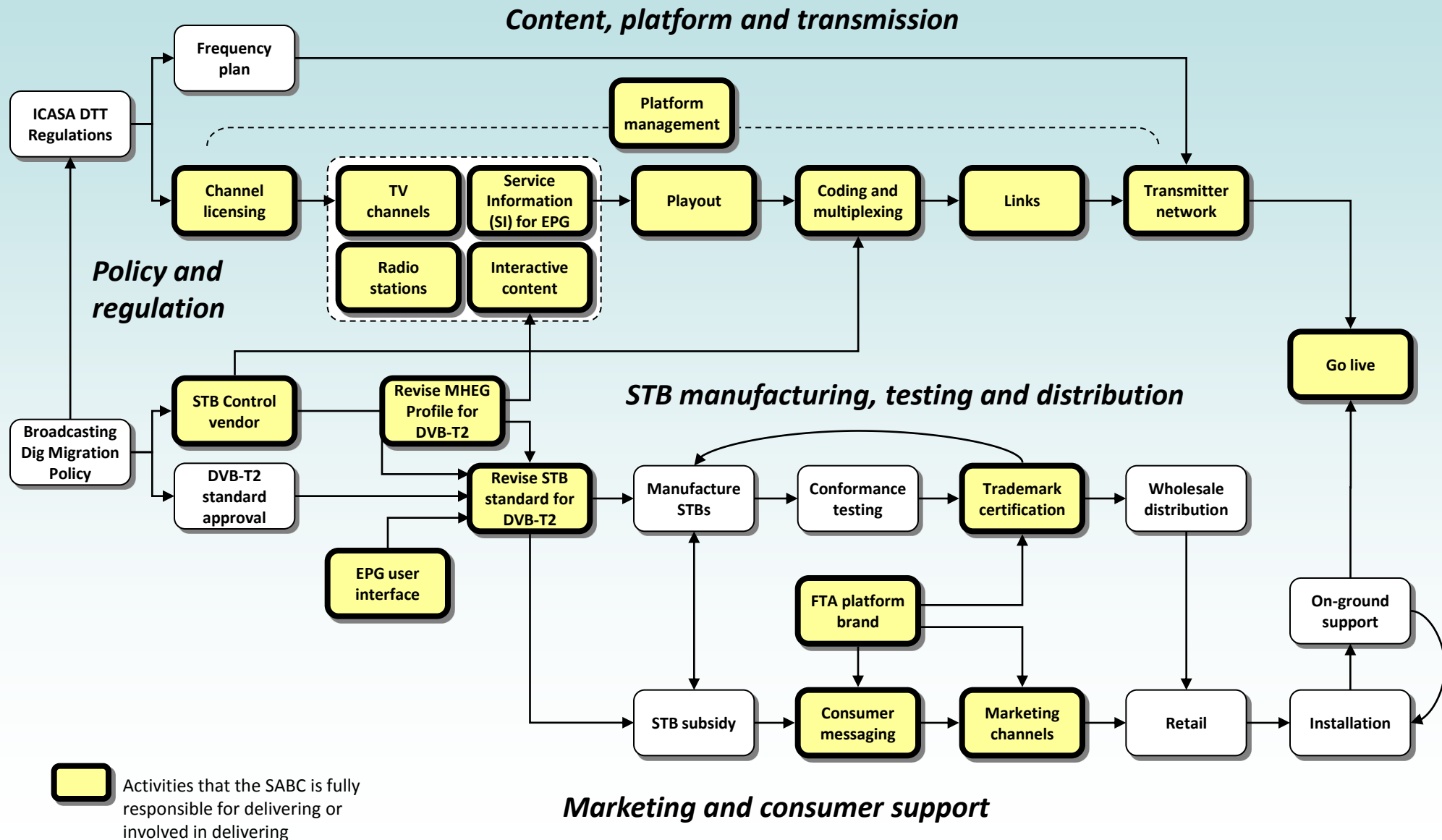


# The delivery chain for the launch of DTT...



DTT = Digital terrestrial television  
 SI = Service Information  
 STB = Set top box (or decoder)  
 EPG = Electronic Programme Guide  
 MHEG = MHEG-5 interactive middleware  
 FTA = free to air

# The SABC is involved in the following activities...



# The SABC is getting ready for launch

- The SABC and e.tv launched a DVB-T trial in November 2008 in Johannesburg, Pretoria and Durban
- The trial transmissions will now be converted to DVB-T2 and extended to include Cape Town in early 2012 in readiness for launch
- SABC 1, SABC 2 and SABC 3 and 17 SABC radio services are already operating on the trial
- The SABC will phase in the launch of the new TV channels from April 2012 through to 2014/15 and all of these plans have been costed for the three years 2012/13 to 2014/15





# Platform and transmission

- The SABC is already operating a DTT playout facility which is servicing the trial
- The SABC has a coding and multiplexing facility on site and this will be used for commercial launch to prepare the SABC signals for distribution to Sentech



*The SABC's DTT playout facility and coding and multiplexing infrastructure*

# Platform and transmission

- The Final Control Centres (FCCs) are being digitised
- One new digital FCC has been built and is already operational
- The three existing FCCs will be digitised by March 2012



*SABC 1 on air from the new digital FCC*



# Platform and transmission

- The business plan for a new digital playout centre has been approved and is being contracted for – due for implementation in early 2013 - though this is not launch critical as the trial playout facility will meet requirements for the first year



*The exiting Master Control Room which is to be replaced with the implementation of the new Digital Playout Centre*

# Set top boxes (STBs)

- The SANS 862 standard is near finalisation, and is being managed by the South African Bureau of Standards (SABS)
- The STB specification includes:
  - Standard Definition (SD) television
  - High Definition (HD) television
  - Electronic Programme Guide
  - MHEG-5 interactivity (SA Profile)
  - Closed caption subtitles
  - Multiple audio, including audio description
  - STB Control solution

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