



BROADCASTING DIGITAL MIGRATION

FACTSHEET

KEY FACTS (General)

- TV technology has been in South Africa since 1976.
- Today, 13-million households in South Africa own TV sets and are able to access Free-to-view channels.
- Before 1990, the broadcasting of sound and video through airwaves was done by analogue signals.
- Digital broadcasting started after 1990, where sound, video, text and still images could be transmitted in the form of binary digits i.e. ones and zeros.
- Digital migration is a process of moving from analogue to digital broadcasting for TV and radio.
- South Africa is not the only country going through digital migration process.
- The main objective for South Africa to migrate from analogue to digital is to free up the spectrum that will be used for mobile broadband and other ICT communication related purposes.
- In 2006, the International Telecommunications Union held a World Radio-Communication Conference (WRC-06) where it was resolved that all countries in Europe, Africa, Middle East and the Islamic Republic of Iran (region 1) should migrate from analogue to digital broadcasting services by 17 June 2015. South Africa is one of the member states, signatories of the conference.

- SADC region has agreed to set December 2016 as the new deadline to migrate from analogue to digital broadcasting.
- South Africa coordinates its frequency plans with other countries to ensure that there is no interference with other countries' broadcasting signals.

SOUTH AFRICA'S BROADCASTING DIGITAL MIGRATION PROGRAMME

- Government is responsible for developing the policy for Broadcasting Digital Migration (BDM).
- South Africa together with world starts the migration with TV, and radio will follow later.
- South Africa has chosen European Standard, DVB-T2 and DVB-S2 (satellite) for the Set Top Box.
- Subsequent to the protracted legal wrangle of the broadcasters on the specifications of the STBs, the court decided to give the government a go-ahead on the control access. The BDM amended policy define control access as a security feature of the STB. Broadcasters are at liberty to include a conditional access using a vendor of their choice.
- Currently there is dual broadcasting (analogue and digital) in South Africa. The Broadcasting Digital Migration Programme will see the phasing out of analogue signals. The freed spectrum from Digital Migration will be used to expand the broadband connectivity in the country.
- Government is also responsible for ensuring that funding is available for the Scheme for Ownership Support (SOS) for poor households and for the development of a STB manufacturing strategy.
- Your STB will be able to receive digital channels from all licensed South African broadcasters.
- A low-cost wideband UHF TV aerial will be required for terrestrial free to air tv households in order to ensure trouble-free reception.

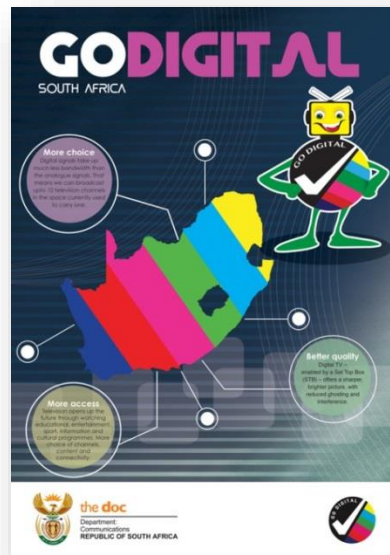
FACTS THAT AFFECT YOU!

- The Minister of Communications and Digital Technologies (DCDT) will announce the analogue switch off date after consultation with Cabinet.

- If you don't have a set top box by this date, you won't be able to watch any TV programs received by your TV aerial.
- With the exception of people already owning digital satellite services (DSTV, StarSat, OVHD etc), and new IDTV (integrated digital television set) television able to receive the digital TV channels without the STB.
- The Government will provide free STB to more than 5 million poor household television owners. The following groups are eligible to receive subsidies
 - Indigent South African people with green ID book.
 - Households who are in possession of a functioning TV set.
 - Households dependent on social grants
 - Households already covered by the SABC concessionary TV licence scheme.
- The people who will not qualify for the government subsidy will have to buy the STB once available in the market. It will be a once off cost. You will, however, have to continue paying your TV license as required by law. Other digital platforms available are Dstv, Etv (OVHD), StarSat etc.
- The benefits of digital TV broadcasting include:
 - Clearer sound
 - More channels
 - A digital TV guide which can be easily updated for more accurate schedules.
 - Excellent picture quality. Picture quality which does not deteriorate with a weaker TV aerial signal. It will be perfect or you will have no picture at all. No more snowy pictures.
 - Allows transmission of high definition (HD) -TV pictures.
 - Allows for interactive services like games and apps
 - You will be able to switch to the audio bouquet on your television and receive all 18 SABC radio channels, irrespective of where you are in the country

CAMPAIGN CONCEPT

- The campaign concept places emphasis on **connection**.
- **South Africa Go Digital** encourages everyone to embrace digital migration to move South Africa forward.
- The Broadcasting Digital Migration platform's biggest selling point is that it offers more choice of programming and better quality while using **less bandwidth**.
 - **Campaign look and feel:**



Elements: Different shapes are layered to create a dynamic background and an impression of space and dimension.

- **Coloured Map:** To emphasise that this platform is accessible throughout South Africa.
- **Squares:** the idea of squares come from the previous "It's coming" look that used coloured boxes to represent pixels. However they are abstractly used in single colour, layered and with rounded corners to give it a modern edge.
- **Lines:** Lines are used to represent signal flow. Both curved and straight lines are used to depict movement and dynamism.
- **Circles with lines:** A 2-dimensional circuitboard is depicted by a combination of lines and circles; that is the idea behind this graphic

to bring forth the technology element. Bigger versions of this element are used as placeholders as well for copy and pictures.

- **Colours:** The colours used are adopted from the Go Digital logo.
- **Mascot:** The body is derived from the Go Digital logo. The old-TV head gives the mannetjie character and most importantly, brings forth the fact that the DTT platform does not require only modern digital TVs, it can also be accessed on a normal "old" tv (with the use of a set-top box).

WHO'S INVOLVED

The **Department of Communications and Digital Technologies** is the lead department driving the Broadcasting Digital Migration Programme.



- **SENTECH** is responsible for the country's digital broadcasting network (both terrestrial and satellite) and STB installations, in line with the Broadcasting Digital Migration policy.



- The **Universal Services and Access Agency of South Africa's (USAASA)** mission is to facilitate and maintain universal services and access to information and communications technology. In the context of BDM, USAASA is responsible for managing the subsidy fund for STB acquisition and distribution.



- **ICASA** is responsible for regulating the telecommunications and broadcasting sectors.



- The **South African Post Office (SAPO)** is responsible for the distribution of the STBs.



- **SABC, Etv and Mnet** are currently the terrestrial broadcasters who will be embarking on the process of migrating from analogue to digital broadcasting.
- **Community broadcasters** are also to migrate from analogue to digital broadcasting.

HOW CAN YOU GET INVOLVED

- All role players and communicators are urged to be involved in the Go Digital South Africa Campaign by supporting its communication objectives.
- **Here are some ideas for becoming involved (not exhaustive – your ideas are welcome!):**
 - Encourage employees, stakeholders and the partners to wear and display the campaign's brand
 - Initiate and participate in supporting activations, awareness drives, promotional events, etc.
 - Write an article in your local newspaper or newsletter.
 - Add photos and video in your communication – pictures communicate a thousand words.
 - Izimbizo, door to door visits, share information at shopping centres and events / meetings / workshops, etc.
 - Develop and run exhibitions in high traffic areas.
 - Be a panel member on a community radio / TV talk show.
 - Write letters to the editor or your own opinion pieces.
 - Make announcements at mass public gatherings / events / schools / tertiary institutions / churches, etc.
 - Use any other appropriate and creative channels and products at your disposal to promote awareness and education.

YOUR VOICE COUNTS – we thank you for your support!

FOR MORE INFORMATION

- See the official website for resources and information:
<http://www.gov.za/about-government/government-programmes/digital-migration>