



## **BROADCASTING DIGITAL MIGRATION (BDM)**

### **“TOGETHER MOVING SOUTH AFRICA FORWARD”**

The Department of Communications and Digital Technologies (DCDT) is embarking on a public awareness campaign on digital migration. The campaign aims to educate and inform South Africans about the benefits of digital migration and how this process will promote the socioeconomic development of the country. The shift from analogue to digital broadcasting will benefit the country. It will lead to:

- More spectrum being available and efficiency that will lead to more channels;
- Expanded services;
- Higher quality video and audio;
- Greater variety and faster rates of data transmission; and
- Consistency of data flows over long distances.

South Africa signed bilateral agreements with neighbouring countries in order to minimise cross-border radio frequency spectrum interference. The purpose of these agreements is to harmonise the use of Radio Frequency Spectrum to ensure that there is no interference. We have also prioritised communities along the borders of the country for the distribution of set-top-boxes in order to mitigate any potential frequency spectrum interferences.

KEY MESSAGES	SUPPORTING STATEMENTS
<p><b><i>The public awareness campaign aims to explain the benefits of digital television.</i></b></p>	<ul style="list-style-type: none"> <li>• The primary aim of digital migration is to release valuable spectrum which will be used to provide new services such as wireless broadband and other services.</li> <li>• It will lead to a more efficient use of available spectrum since digital broadcasts only require a fraction of the spectrum required by analogue broadcasts.</li> <li>• Digital broadcasting will bring more television channels, more content and allow more choice.</li> <li>• The migration will result in better quality sound radio and better sound and visuals on television.</li> <li>• It will connect rural and urban, rich and poor ensuring that South African citizens transact and communicate more effectively with the use of technology.</li> </ul>

KEY MESSAGES	SUPPORTING STATEMENTS
<p><b><i>The deadline for migrating from analogue to digital broadcasting has passed.</i></b></p>	<ul style="list-style-type: none"> <li>• All countries that missed the 17 June 2015 deadline are no longer be protected against signal interference from neighbouring countries.</li> <li>• We have implemented plans to minimise the potential cross-border radio frequency interference from neighbouring countries.</li> <li>• Government has also prioritised the distribution of the set-top-boxes to communities along the borderline areas that could be most affected by signal disruptions.</li> </ul>
<p><b><i>Government has taken steps to mitigate against potential radio frequency interference.</i></b></p>	<ul style="list-style-type: none"> <li>• South Africa has signed bilateral agreements with neighbouring countries in order to minimise cross-border radio frequency spectrum interference.</li> <li>• We have signed agreements with Lesotho, Botswana and Mozambique and will soon be doing the same with Zimbabwe, Namibia and Swaziland.</li> <li>• The purpose of these agreements is to harmonise the use of Radio Frequency Spectrum to ensure that there is no interference.</li> <li>• They also include the sharing of migration plans, processes to handle frequency spectrum interference and the release of digital dividends timing.</li> </ul>
<p><b><i>The process of digital migration will contribute to skills development and job creation.</i></b></p>	<ul style="list-style-type: none"> <li>• The process will allow businesses, particularly Small, Medium and Micro Enterprises (SMMEs) to grow.</li> <li>• The manufacturing and installation of set-top-boxes will create work opportunities for the youth to enter the ICT sector.</li> <li>• The Department is currently working with the Department of Labour and Department of Trade and Industry to design an accredited course for Digital Terrestrial Television installers.</li> <li>• The Department will once the content of the course is finalised communicate about where interested individuals can go for training.</li> <li>• We urge citizens to be vigilant of bogus training centres which purport to offer short courses on Digital Terrestrial Television set-top box installation.</li> </ul>