

THE DIGITAL TV SWITCHOVER

REASONS TO MOVE FORWARD



Technology is changing at a rapid speed. Not too long ago, there were two stations broadcasting on a black and white TV. Today, the digital switchover is making analogue TV a thing of the past. One can only guess what tomorrow will bring.

You may be at the beginning or stuck part way through your digital switchover journey, but remember, there are a number of reasons to keep the switchover moving forward.

My name is Steve Chilton, Commercial Manager, Inview and I've spent many hours and years helping countries transition through the digital switchover process and I'm here to share with you and your stakeholders, all the advantages of digital TV.

If you are already on the way to switching over and things are taking longer than planned it's always good to stay on track and refresh everyone's memories as to why you are all working so hard on such a project.

Perhaps it's time to dig out the original vision, and re-invigorate the team or look back at how far you have come. Digital switchover is a long haul and it's so easy to lose sight of some of the things that got you excited in the first place. I hope the following list will help you re-engage with parts of your plan that might have been overshadowed.

Please do get in touch if you need any help.

Steve

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ADVANTAGES FOR GOVERNMENT

Here are a few reasons why your government should see the importance of starting the journey and switching – or if you're already on the way and need reminding:

COMPLIANCE

Regulatory bodies have minimum standards of access and governments need to push these out across regions and countries – ensuring the service meets the criteria.

MORE FREQUENCY

The switchover offers increased spectrum to run additional channels, creating more options for the user.

MORE CHANNELS AND CONTENT

Gives more options for the users and more options for both free and paid for content.

MORE REVENUE

The switchover can provide additional revenue opportunities from technology and set top boxes, as well as investment in infrastructure to pay-TV.

ADVANTAGES FOR BROADCASTERS AND ADVERTISERS

These groups are going to be the ones who help your switchover become a success and move you to monetization. They will provide great content and make new content available to viewers.

WIDER COVERAGE

Broadcasters can reach more people with more content.

MULTICASTING

Broadcasters have the ability to offer multiple channels from a single station.

MORE CLARITY

Switching to digital creates verifiable TV channel viewing figures.

MEASURED PERFORMANCE

The ability to measure platform performance, including Quality of Service (QoS), enables broadcasters and advertisers to make more informed decisions.

INFRASTRUCTURE EFFICIENCY

Technology, apps and content will work even better and overall quality will be improved thanks to the digital switchover.

INCREASED REVENUE

There is an opportunity to create new content for new channels with digital TV. Broadcasters and advertisers can make money from more adverts on additional channels, paid for content or databases.

ADDED VALUE

The digital switchover drives value in the TV advertising market.



BEFORE

Getting started is often the hardest part. It's definitely the longest part. All the time spent planning and preparing will pave the way for a smooth switchover experience.



DURING

Delivering a great switchover experience means putting the consumer first and making the process easy to understand and follow – for everyone.



AFTER

You may think your work is done, but there will be re-tuning work to be done and ultimately there is the question of content monetisation.

ADVANTAGES FOR CONSUMERS

Your viewers are the ones who have no choice in the switchover so make sure you keep them involved throughout the whole journey and take them with you each step of the way so they see all the great benefits they will get from the switchover.

BETTER QUALITY OF SERVICE

Consumers can look forward to a better viewing experience.

MOBILITY

The switchover provides the ability to watch from anywhere, on a variety of devices.

MORE PROGRAMS AND CONTENT

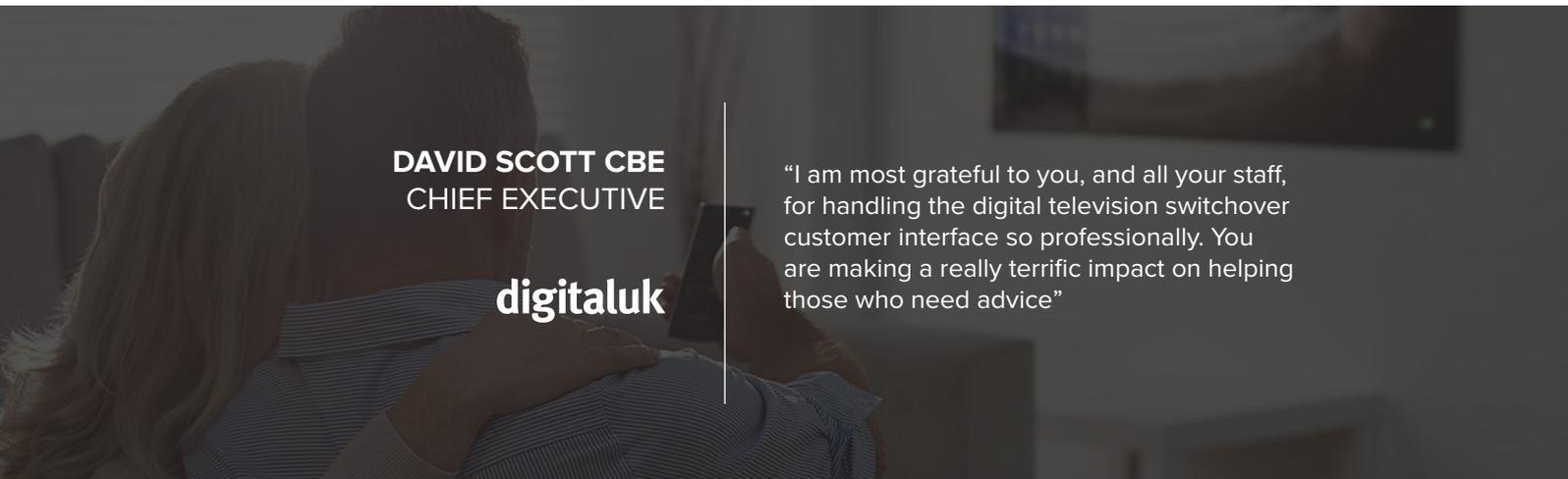
The digital switchover provides more options for viewers - there may be new channels or content to choose from.

INTERACTIVITY

With digital comes access to interactive TV – consumers can expect a variety of new options such as more apps, extra channels, paid OTT extras for movies, games and karaoke.

BETTER AND MORE CONVENIENT ACCESS

Consumers will enjoy better quality TV and more access to all channels whether free or paid. The set top boxes used for digital TV provide a wider range of possibilities, including apps, mobile viewing, more content and tons more entertainment.



DAVID SCOTT CBE
CHIEF EXECUTIVE

digitaluk

“I am most grateful to you, and all your staff, for handling the digital television switchover customer interface so professionally. You are making a really terrific impact on helping those who need advice”



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If you haven't already started a switchover project in your country, it's time to get one underway. It's important to remain in compliance, lay the infrastructure early and provide better quality, more choices and improved access for all those involved.

Whatever stage you are at in the switchover, just keep moving forward. Paywizrd and Inview are here to help advise or provide the necessary software/hardware needed for a smooth transition. We've been through this with the UK and are currently going through it with SA and Nigeria. While it's true that the switchover means long months and years of hard work, we know the advantages are well worth the wait for all parties involved.

For more information please visit digital-switchover.tv or get in touch:

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