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 to digital TV.

If you are already on the way to switching over and things are taking longer than planned its 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

schilton@inview.tv

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 GOVERNMENT**

- 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.

**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.

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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. Paywizard 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:

Peter Brownbill  
pbrownbill@paywizard.com

Jacques Van Hollebeke  
jvanhollebeke@inview.tv