

# THE DIGITAL TV SWITCHOVER

## TOP TIPS FOR MAKING IT TO THE OTHER SIDE



Your digital switchover plan is in itself a living and breathing ecosystem that needs to be managed and maintained on a regular basis.

My name is Matt Seaman, Platforms Director, Inview and I've been involved in the digital switchover process with the UK and Nigeria. In this document I want to share with you some insights that will help you keep on track throughout your project across the good, the bad and the down right ugly.

My top tip for helping you get to the other side and cultivating a healthy digital TV environment is to really focus on careful planning at the before stage. All your groundwork here will ensure the during and after stages come together with minimum disruption to the plan.

Enjoy working on your switchover project; you really are changing the nation.

*Matt Seaman*

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## DOING THE GROUNDWORK – THINGS TO CONSIDER BEFORE YOUR SWITCHOVER TAKES PLACE:

### TECHNOLOGY

Consider the TVs people own, along with the new technology of a set top box. Will new technology be provided, subsidized or advised upon? Ensuring relevant advice is available for viewers helps them understand what their current situation is and if they will have to change – always remember when it comes to viewers this is mandatory so support on education and understanding of technology is very important.

### INFRASTRUCTURE

This can cover numerous things; Are there relevant power supplies / masts for signal / coverage, reception and interference / aerial upgrades? Do people even have electrical infrastructure in more remote areas? All infrastructure must be reviewed and/or put in place, this may be different region by region so ensure to check carefully when doing your country switchover - there will be time and cost implications to this so working it into the schedule early is essential.

### PEOPLE

Get everyone involved from project managers in government, local/regional councils, operators and broadcasters in your country, local technology providers, volunteers who can help support the switchover – everyone needs to know about the whole journey you'll all be going on together.

### CULTURE

Adoption of services is heavily dependent on socio-economics and demographics, make sure there is support and education available for those in need. From our experience the elderly demographic often need more help.

### TRAINING

Education, training and support, there are many people working on the switchover project and developing the technology and infrastructure along with those people who may provide services and advice to the customer/user during the switchover. Everyone needs training and this needs to be to an adequate standard depending on how heavily involved they are with support services.

### TIME

Allow plenty of time to execute and go through the switchover journey, take the time to ensure all your infrastructure is set up and everyone is trained ensuring a smoother experience for the rest of the switchover (for example in African countries there is more infrastructure work to be done in the before stages for the switchover to take place).

### PHASED APPROACH

Don't attempt to switch over an entire country in one fell swoop. Instead, focus on one city/region at a time this will usually be dependent on population and infrastructure but needs to be looked at on a case by case basis.

### TRANSITION

Everyone must be told about the switchover in advance to help the transition be as smooth as possible. Depending on the project the transition from analogue to digital may involve freeview television, pay-TV or a mix of both. Always remember this is mandatory for viewers so a smooth transition helps lead to a positive outcome.

### SUPPORT

Provide a customer support service

- Share platform knowledge
- Customer enquiries – From set top box advice to service setup and retuning during the switchover. Having people there to answer questions is essential
- Troubleshooting – Pixilation / tuning, disappearing channels and freezing.

### TRIAGE

It is important to consider the manufacturer of all set top boxes needed for customers who want the ability to view digital TV after the switchover. Some things to think about are:

- Depending on the project the transition from analogue to digital may involve freeview television, pay-TV or a mix of both.?
- Do you have the right transmitters and technical support in place?
- If you are going to provide national support, there must be people who know how the setup and retuning on all available set top boxes work.

### COST

Consider the costs to both the country and individual. Careful planning and management of funds and compliance are both important to serve a successful switchover.

- Subsidizing is a popular practice by governments and regulatory bodies - make sure you explore this option at an early stage.



## 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.

# THE BIG SWITCH – IT ALL COMES TOGETHER ON A SINGLE DAY (OR SERIES OF DAYS)

Things to think about for on the day of the digital TV switchover:

### CONSISTENCY

There must be a consistent message delivered throughout the whole process to avoid confusion. This consistency is key during the actual switchover but is also very useful before and after to ensure that viewers are comfortable with moving from analogue to digital.

### STICKING TO THE PLAN

It's important not to veer away from the strategies put in place during the before phase. Things may take longer than originally planned for but always keep the end goal in mind; this keeps everyone on the same page.

### CHANGE MANAGEMENT

The switchover is mandatory so its worth ensuring everyone is onboard and change management is in place and adherence to any changes in the switchover process is important.

### TERRITORY

Different regions/territories/cities often switch over on different days – it's imperative to think about the preparation for each area.

- Expect an increase in contact volumes before, during, and a few days after each area/regional switchover.
- Allow for enough, but not too much time between each area's switchover within one country.

### RESOURCES

Are all of your resources in place and easy to utilize? This includes contact centres and people on the ground. Is the technology ready when you hit go?

### AVAILABILITY AND SCALABILITY

Will there be extra people available at times of need when various territories switch over in phases? Scaling up and down for support with people or technology helps you work through the switchover with more ease.

## AFTER THE SWITCHOVER

There is no hard stop. You have to keep moving forward. Consumers will still need help and you have just changed your nation's TV landscape. The opportunities are vast. Here are a few pointers to keep you thinking ahead:

### ONGOING SERVICE

Having support available after the switchover date is valuable, we still get calls today to help with retunes resulting from the UK switchover that took place years ago.

### CONVENIENCE

Employ agile contact methods for any support or ongoing service. Acquisition, retention, etc. move the contact methods from calls to emails, social, web chats, etc.

### EVOLUTION

Broadcasters and operators and technology must continually advance, as people will always need to retune for one reason or another.

### MONETISATION

Once you have completed the first stage of the switchover journey you can look to monetisation whether through paid for content or extra services that can be provided through digital TV

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"



paywizard

Subscription  
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Careful planning before the digital TV switchover is key to a successful switchover event as well as keeping the success going well after it's over. Both Paywizard and Inview have the experience and depth of knowledge necessary to guide you through a positive switchover event.

For more information please visit [digital-switchover.tv](http://digital-switchover.tv) or get in touch:

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