

UNDERSTANDING THE LANDSCAPE

DELIVERING THE COMPLETE DIGITAL TV SWITCHOVER EXPERIENCE WITH BEST PRACTICE ADVICE –BEFORE, DURING AND AFTER



The scale of switchover can be daunting. The technical considerations alone are substantial. But combined with the need to create a wholesale change of behaviour across your entire region means that communication is central to your success.

Wherever you are in the process – just starting out or joining the team midway through – this document gives you a top line overview of what you need to think about before, during and after the switchover.

My name is Debbie Leishman, Chief Operating Officer and I helped the UK Government switchover from 2007 - 2012. I want to share with you what we learnt during that process and our best practices.

My two top tips are:

Firstly, remember, it's a journey. So plan it accordingly.

Secondly, get used to repeating yourself. You may get bored with your messages but the more prepared and engaged your consumers are, the easier switchover will be.

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BEFORE PLANNING THE JOURNEY AND THE EXPERIENCE

CONSULTATION, COOPERATION AND COORDINATION

This is a team effort. Government, regulators and broadcasters need to unite and work together to deliver one agreed plan.

AWARENESS AND EDUCATION

Don't underestimate the amount of time and volume of communication you will require to reach and communicate effectively with the Viewers/ Consumers. Pitch your message to reach different socioeconomic groups.

STRONG LEADERSHIP

It might be a team effort but there needs to be a proven and respected leader that can galvanise the team and has the stamina to navigate the politics and create a single voice.

IDENTIFY AN APPROPRIATE BUSINESS MODEL

Get the strategy down early and validate it. Is it a free or paid for service? Do you want to use vouchers? What technology does each TV need? What suits your culture?

GRADUAL, PHASE-BY-PHASE, ROLL OUT

Be realistic, roll out in a controlled manner across geographies rather than all at once. Think about your first roll out, run it as pilot and LEARN.

CONSUMER ORIENTATED, FRIENDLY POLICIES

Don't forget you are dealing with humans. Your grandmother, your auntie, your neighbour. They won't 'get it' the same way that you do. Make it work for them.

CONSIDER LOW INCOME AND MARGINALIZED GROUPS

If new technology is required - how do these groups pay? How do you subsidise and make switchover accessible to all?

AIM TO IMPROVE AND FACILITATE

Don't put unnecessary barriers in the way of change. If you try to gain from, restrict or control the process you will harm roll out adoption.

DURING COMMUNICATION, COMMUNICATION

SCALING

Understand the needs of each region. In some regions transmitters will be servicing millions of viewers/consumers and will require more people to support them.

PHYSICAL RECRUITMENT

The older demographics won't necessarily be in tune with your broader communications plan. Recruit volunteers to go to them, educate them and answer their questions. (Think supermarkets, libraries etc.)

A MARK OF APPROVAL

Your installers or technicians are approved by you. Build confidence and trust by letting the Viewers/ Consumers see this approval in the form of a switchover logo.

REPETITION

Build familiarity in advance of the switchover. The more Viewers hear the message and have an opportunity to ask questions the less scary it will be on the day.

BUY TIME

Switchover in the morning and let Viewers/ Consumers re-tune their TVs as it suits. The majority will retune in the afternoon and evening. This buys you time to steadily ramp support through the day.

POST SUPPORT

The fallout from a regional switchover could go on for days – plan support to last for at least a week after the live date.

REMEMBER

Vulnerable groups will require additional support, make sure you have a plan to facilitate the needs of those who are elderly, disabled or not a native speaker.

LEARN AND ADAPT

Local regions and territories can be different within a country - what may work in one area may not work in another especially taking into account demographics. It is important to learn and adapt making relevant changes for continuous improvement.



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.



AFTER

CONTINUED SUPPORT

KEEP THE COMMUNICATION CHANNELS OPEN

Provide free calls and communication channels to those that need continued support.

SECOND RE-TUNES

Not everyone will remember how to do it. Continue to communicate clearly and educate around why.

GET READY TO MONETIZE

Now that TV is digital there are many options to make money. Think about your strategy, will you sell content or maybe additional features on a set top box.

HYBRID

This is the next step, moving from TV to TVOD and OTT merging traditional with on demand and through different devices.



paywizzard

Subscription
Billing
CRM

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 Paywizzard 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 or get in touch:

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