

CRUISING THROUGH THE DIGITAL TV SWITCHOVER



The digital TV switchover has quite a few positive implications for broadcasters, including a much wider audience, more capabilities at a lower cost, along with completely new revenue streams.

When the day comes to switch off analogue you want to be certain that your channels will appear on the digital spectrum. This preparation work is done in the 'before' stage but you still need to be on hand at the switchover to make sure everything runs smoothly.

I am Steve Chilton and an expert in leading teams through the digital TV switchover having assisted switchover in the UK and now in Nigeria. Here are a few things for broadcasters to think about during the switchover process, for a best possible result:

Steve

 schilton@inview.tv



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TOP TIPS FOR BROADCASTERS DURING THE SWITCHOVER

- **MONITORING**

Broadcasters should employ continuous observation of infrastructure and operations

- **RESPONSE**

There must be an efficient response to technical and operational problems, with contingency plans and assistance (internal and external) on stand-by

- **SUPPORT**

By having an optimized customer service and technical assistance process in place, the switchover experience will feel seamless for both broadcasters and their customers

- **CUSTOMER ACQUISITION**

During the switchover, broadcasters will benefit from an optimized and streamlined customer acquisition process, considering all channels used e.g. contact centre, online, IVR, etc.

- **DATA COLLECTION**

Use this opportunity to collect data as customers switch from analogue to digital and use it as the basis of your monetization plan.

- **ANALYSIS**

Broadcasters that leverage data for insight and analysis can enjoy a 360-degree view of operations during the switchover

By keeping these things top of mind during the switchover event, broadcasters can ensure their part in the transition from analogue to digital runs smoothly.

Inview and Paywizard have helped broadcasters move forward from analogue to digital and advised on the best ways to find and acquire new customers so that digital TV is a success for all. Now the planning has been done and the switchover is happening, there is money to be made.... Contact us today.

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

Peter Brownbill
pbrownbill@paywizard.com

Inview
sales@inview.tv