

Conformance & Certification: Key to Digital Switch Over

Painel: Transmissão: Normas SBTVD: onde está
o risco da não compatibilidade

SET Congresso 2009

Rob Glidden
August 2009

Congresso SET 2009

Terça-feira - 25/08/09 - 15 as 17h
TV Digital: Direitos no SBTVD

**DTV Patent Pools:
What's Wrong & How to Fix It**

ATSC: What Went Wrong?
The Patent Pool Problem
Proactive Patent Process

Quarta-feira - 26/08/09 - 11h30 as 13h30
Transmissão: Normas SBTVD: onde está o risco da não compatibilidade

**Conformance & Certification:
Key to Digital Switch Over**

**Switch Over Lessons
A Tale of Three Transitions
Global Switch Over Planning**

Quinta-feira - 27/08/09 - 15 as 17h
Convergência: TV Digital nas Plataformas de TV paga

**Hybrid TV:
The Way Forward?**

What is Hybrid TV?
Is Hybrid TV Good for FTA?
If Free Leads, Who Will Follow?

Digital Switch Over Lessons

Global Patterns Emerging

Telegraph ... Telephone ... Radio ...TV ...

- Industries** Some learn from *history* ...
- Nations** Some learn from *errors* ...
- Regions** Some learn from *others* ...

“Free” Matters

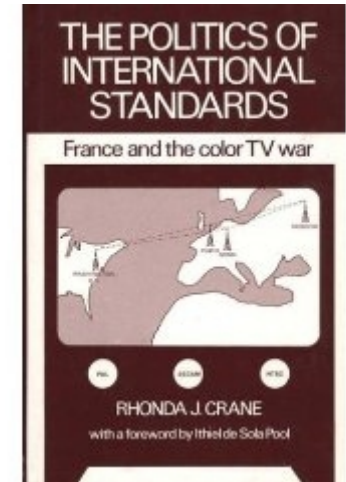
Free-to-View is more than a business model

- Free** FTV is a Universal Public Good
- Policy** Compare US, UK for many insights
- Proactivity** Broadcasters regret early passivity

DSO Best Practices

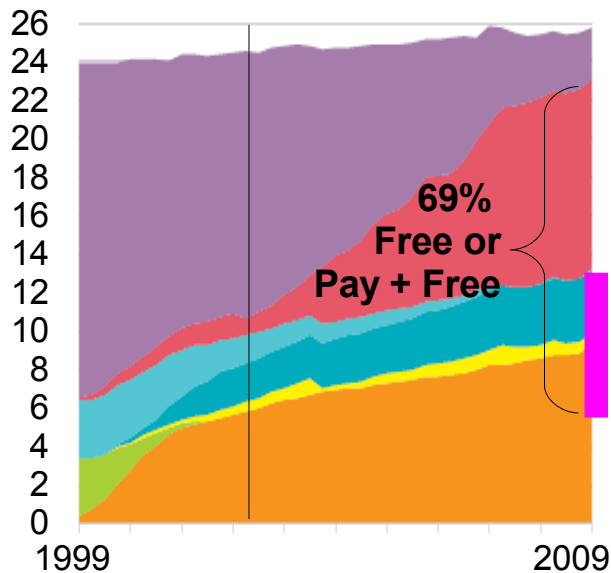
Switch Over requires multi-year plan and large scale

- Licensing** Problems are symptom of DSO dysfunction
- Certification** Key to needed planning & scale
- Hybrid TV** Multiple networks & business models affected

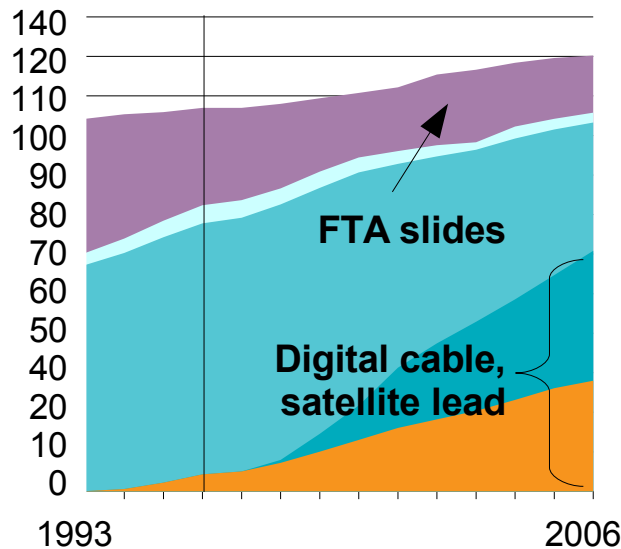


A Tale of Three Transitions

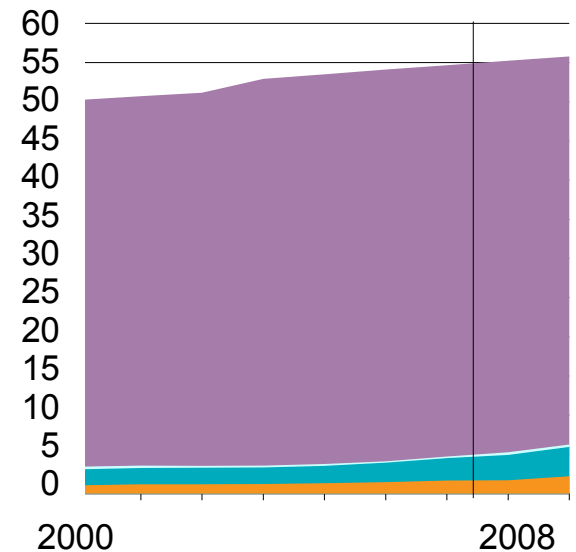
UK: FTA Survives
After 2002 relaunch



US: FTA Declines
"Broadcasters blew it"



Brazil: FTA Drives
A new global model



- Analog terrestrial DTT only
- Analog cable
- Digital cable
- Free digital satellite
- Analog satellite
- Pay digital satellite
- Other Pay TV



UK Today

0.4% TV over DSL (Tiscali)
 0.8% Pay DTT (Top-Up TV)
 2.0% DTT+DSL (BT Vision)
 Largest digital cable market in Europe (3.5M)
"Project Canvas" consultation underway

Pay TV Homes
Start of DTV Transition

UK 1999: 25%
Brazil 2007: 11%
US 1996: 75%

US Digital Switch Over Lessons

A Sense of Entitlement Can lead to dangerous passivity

Don't rely on government to do it all

- Tuner laws: viewer must care to use!
- Must-carry rules: are not must-watch!
- Subsidized set tops: low value

- **Don't fail to market "Free" to consumers**
- **Don't leave IPR unaddressed**

"The public interest requires that the scope and cost of any mandatory standards be clear to those who would adhere to them. When patent royalties can be openly investigated and compared against known benchmarks, manufacturers and consumers can be assured that licenses, and the costs that go with them, are reasonable and nondiscriminatory."

CONSUMERS UNION
FREE PRESS
MEDIA ACCESS PROJECT

NEW AMERICA FOUNDATION
PUBLIC KNOWLEDGE
May 2009

"Broadcasters Blew It"

Gary Shapiro

President, Consumer Electronics Ass'n
"Reflecting on the DTV transition", Aug. 09
http://news.cnet.com/8301-1001_3-10303225-92.html

"I think broadcasters blew it in that HDTV was their one opportunity to get ahead of cable and satellite.

...

It could have been their competitive advantage.

...

And broadcasters did not push the concept of free over-the-air television and their market share has gone down still to this day dramatically.

...

IMHO, the United States lacked vision."

UK Digital Switch Over Lessons

Early Failure

An Opportunity to Get Serious

- **Actively promote “Free” to consumers**

Plan for volume retail market

Resolve patent royalties (MHEG)
Early certification program (2000)

Promote on all networks

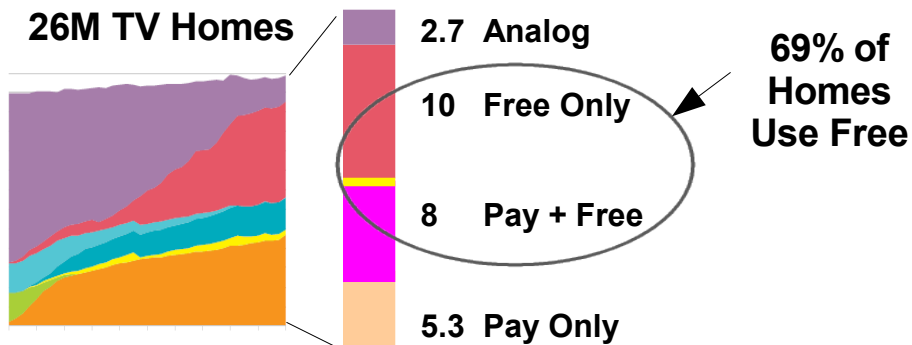
Interactivity, interaction channel
FTA + IPTV, Free satellite (+VCR)
BBC iPlayer VOD, Virgin Media

UK Seen as Success

Overview Study into the Experiences
and Practices of DTT in the UK
Broadcasting Commission of Ireland, 2007

But, it would seem that DTT, certainly in its current free-to-air format, is proving to be a **very popular solution for secondary viewing** and, again, is **acting as a brake on the take-up of satellite and cable’s** alternative offerings.

The impact of Freeview on programme channel providers concerns the fact that, increasingly, **the balance is shifting away from a subscription-based business model** (providing dual revenue streams from subscriptions and advertising) towards an advertising-only model.”



UK Certification: Consumer Plan

digitaluk

Owned by UK public service
broadcasters & multiplex operators

Government, industry partners

Help Scheme: £603M
Communications: £176M 7-year

Multiple licensed certifications:

- Promotional, DTV Equipment
- Approved Digital Adviser Licence
- DTV Service Packages Licence
- Quality Benchmark



- founded 1996 to write,
maintain interoperability
specs for UK DTT.
- 120 members, 20
countries



Digital
tick ...

Quality
mark ...

Commissioned
consumer tests ...



Founded 2000
1700 models, 32 million receivers
Manages Engineering Channel
Separate test suite development & testing departments
Test Centre receiver zoo: 150+ IDTVs & set-tops, playout
Developed test tools underpinning Digital Tick logo and
Freeview, Freesat, and Freeview New Zealand services

Required Tests

- RF test process
- SI/PSI test suite
- AFD test suite
- Subtitle test suite
- Time Exclusive Services test suite.
- **MHEG test suite**

The minimum criterion for DTT digital receivers and digital recorders to be registered for the first time is the UK Profile of MHEG 5 v1.06 as determined by the corresponding MHEG test suite.

Tests available from DTG Testing Limited

US: One-Time Government Subsidy

- **64 million \$40 coupons mailed**

- 25.7M expired
- 34.1M redeemed

- **40 vendors, 94 models**

- **Managed by \$120 Million 2-year services contract between NTIA & IBM**



Disqualifying Features

Any device or capability which provides for more than simply converting a digital over-the-air television signal (ATSC) for display on an analog television receiver (NTSC), including, but not limited to:

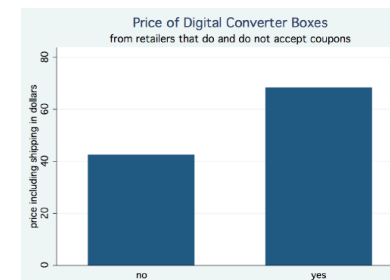
- Integrated video display;
- Video or Audio recording or playback capability such as VCR, DVD, HDDVD, Blue Ray, etc.

Equipment cannot be sold conditioned on the purchase of a Smart Antenna or other equipment.

- Digital Video Interface (DVI)
- Component video (YpbPr)
- HDMI
- Computer video (VGA)
- USB IEEE-1394
- Ethernet (IEEE-802.3)
- Wireless (IEEE802.11)

"The DTV Coupon Program: A Boon to Retailers, Not Consumers"

Scott Wallsten, VP Research, Technology Policy Institute
09/17/08. SSRN: <http://ssrn.com/abstract=1269622>



[T]he \$40 coupons available to every household have **increased the price of digital-to-analog converter boxes by \$21-\$34**, meaning that the subsidy is primarily benefiting retailers rather than consumers

The program **may still be considered a success if it helps raise awareness** and encourages people to buy converter boxes who may not have otherwise.

but it should not be considered primarily as a subsidy to consumers.

Global Switch Over Planning

- **How can switch-over plans replicate across countries?**

- ISDB could benefit from a program that scales across adopting countries
- Share certification, specification, awareness expenses
- Multi-country initiative needed

EU Digital Switchover Awards

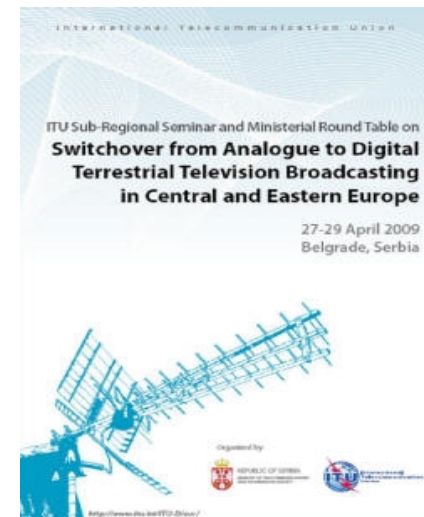
Feb 2009, Informa

Best Overall Switchover Plan	Sweden
Most Innovative Consumer Communication:	Digital UK, BBC
Best Technical Solution:	Norway
Most Effective Assistance for Vulnerable Group:	Finland
Best, Broadcaster, Platform or Manufacturer Contribution:	TNTSat, France

Digital Switchover Strategies '09

Reaping the Digital Dividend

25-26th February 2009, Cavendish Conference Centre, London





Thank You!

<http://www.robglidden.com>