

# DTT Helpdesk

## Background

**Finland** is the first country in the world to have completed the digital introduction on all platforms and the switch off of all platforms including cable.

The experience from Finland who at almost no cost to the government made the conversion with great acceptance to the public, major broadcaster and media companies, cable operators and other parties is one of the examples to use as a base for the project.

**Sweden** followed with a regional switch-over to be concluded 2007. The switch over was to large extent handled by the Pay TV operator Boxer together with a committee organized by the Ministry of Culture.

In **Norway** operator NTV/RiksTV use state of the art technology with MPEG 4 HD services to offer a range of program at the highest quality. Full conversion is to take place within 2 years.

In the **Netherlands**, KPN, the incumbent Telco, use DTT to offer the consumers in the country an alternative to cable that have more than 90 % of the TV households connected.

## Purpose

To bring information from the Nordic DTT and other successful Pay DTT operations to other EU members and all other countries, who are planning to introduce DTT and benefit from the experiences and challenges that have occurred in the process.

Support a Pay TV market infrastructure in DTT in addition to existing Pay TV opportunities in Cable, DTH and IPTV.

## Partners

TV Plus AB, Sweden

VCI Media BV, Netherlands

Tmi TVConsulting, Finland



## **Project team**

Tauno Äijälä, Counselor of Communication, senior advisor. Tauno Äijälä has many years of experience in broadcasting as well as from his time as project leader at The Ministry of Transport and Communications in Finland. He was in charge of the DTT implementation and complete switch off in Finland. He has a M.A in Political Science, Helsinki.

Jörgen Nilsson, Director, project founder. He was a co-founder in 1990 of SBS Broadcasting – a European television and radio operator in more than 10 countries and in 1985 of FilmNet – a pay television operator in Benelux and Scandinavia, now Canal Plus and Canal Digital. He has a BSc degree at Stockholm School of Economics.

Linda Brouwers, General Counsel and senior advisor of V.C.I. Media. Before joining VCI.Media in 1995, she has been working with FilmNet for 10 years as Director of Business Affairs. She has a Law Degree from the University of Leiden.

Country advisors

Other advisors from various part of the DTT Ecosystem.

## **Plan**

Present DTT Helpdesk to countries that are planning and introducing DTT and the switch-over process.

- Regulators and government bodies for DTT
- Major national broadcasters
- National transmission companies
- Other relevant parties

DTT Helpdesk to act as advisor to parties who are active in DTT start-up and switch-over.

Collect and present information from existing switchover processes;

[www.dtthelpdesk.tv](http://www.dtthelpdesk.tv)