

IMPLEMENTATION OF DTT (DIGITAL TERRESTRIAL TELEVISION)

AGENDA FOR 2-DAY WORKSHOP RUN BY DTT HELPDESK

DAY 1

- Overall picture of digital switchover process in Finland, Norway and Sweden
- The role of government in digital switchover
- Licensing, network operator, content providers
- Development of technology, new alternatives
- Roadmap from decision making to switchover of analogue television

Break

- Monitoring and follow-up, monitoring groups and surveys
- Task force, the role of task force in switchover process
- Coverage of terrestrial network, shadow areas
- Quality criteria for transmissions
- Antenna upgrades
- Set-top boxes and integrated TV-sets, validation is needed

Discussion about issues presented during Day 1

DAY 2

- Pay-TV is a strong booster in the process
- Cable television and DTT
- Satellite television and DTT
- Costs of digitalisation
- The role of regulatory authority
- The role of consumer agency
- Schools, hospitals and prisons

Break

- Information, pr and advertising
- Actions by operators in the sector; public broadcaster, commercial broadcasters, network operator(s), importers and retailers of home electronics
- Cooperation with voluntary organisations
- The one year after analogue switchover in Finland and Sweden
- Lessons garnered from digital switchover

Summary discussion