



Digital Terrestrial Television (DTT) Transmission Standard and Related Issues

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Background

- ATV and TVB to launch DTT in 2007
- Coverage to reach at least 75% by 2008
- DTT services will include:
 - simulcast of existing 4 TV programme channels on the multiplex shared by ATV and TVB
 - ATV's multiple SDTV channels plus HDTV programmes during prime time on its own additional multiplex
 - TVB's HDTV channel on its own additional multiplex
- Target to switch off analogue broadcasting by 2012



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Transmission Standard

- Under market-led approach, both ATV and TVB proposed the National Standard
- The National Standard meets objective technical criteria:
 - Satisfactory technical performance in HK environment
 - Efficient use of frequency spectrum
 - Support mobile reception
 - Full range of consumer products available at competitive prices



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Compression and Coding Standard

- For simulcast on the shared multiplex
 - MPEG-2 to be used by ATV and TVB
- For new DTT services on additional multiplexes
 - ATV to use MPEG-2
 - TVB to use H.264 (MPEG-4 Part 10)
- Benefits – Allow flexibility for broadcasters to test out different business models and widen consumers' choices



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Receivers

- Basic-tier
 - Receive SDTV programme channels (existing four programme channels + ATV's new SDTV programmes)
 - Resolve reception problem (e.g., snowing and ghosting)
 - Cost a few hundred dollars each
- Higher-tier
 - Receive all (existing + new) programme channels (SDTV + HDTV)
 - Offer better audio-visual quality (HDTV/surround sound)
 - Cost more than a thousand dollars each

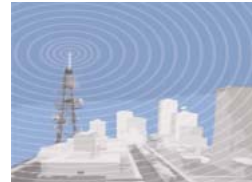


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Network Rollout (Phase I)

- Temple Hill Station
 - Completion in 2007
 - ~50% coverage
 - Coverage areas: HK Island (north), Kowloon Peninsula, part of Shatin, Lantau Island (east), etc.
 - Exact coverage to be determined after launch



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Network Rollout (Phase II-III)

- Phase II – 5 main stations in 2008: Castle Peak, Golden Hill, Kowloon Peak, Cloudy Hill, Lamma Island
 - ~75% coverage (together with Phase I coverage)
- Phase III – 23 another stations in 2009-2011
 - ~99% coverage (together with Phase I-II coverage)
 - Exact coverage to be determined after launch

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Promotion and Publicity

- Collaborate with the broadcasters, electronic consumers industry and Consumer Council to promote and publicize DTT
- Set up dedicated DTT website, distribute pamphlets and posters to raise public awareness
- Reach out to households through announcements of public interest (APIs) on TV and radio, District Offices, Owners' Corporations and other local area bodies, etc.



www.digitaltv.gov.hk



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Thank You!

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