



## 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

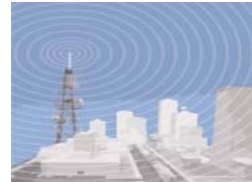


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## Network Rollout (Phase I)

- 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](http://www.digitaltv.gov.hk)



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## Thank You!

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