



TELECOMMUNICATIE
AUTORITEIT
SURINAME

Digital Switchover Suriname Case Study

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MAKING THE CASE FOR SWITCHOVER

The Telecommunications Authority Suriname (TAS) is entrusted by the Telecommunications Act with management of the frequency spectrum

With a significant number of non-operational licensees and the growing applications annually, there was no space left for the issuance of new licenses

At the World Radio Conference 2007 (WRC-07), it was decided that the upper part of the TV band must be made available for broadband services. This was to be realized through the introduction of digital broadcasting.

Digital broadcasting has a better spectrum efficiency compared to analogue broadcasting and has a better Quality of Experience (HD broadcasting)

WRC-07 resolution gave us the opportunity to accommodate new applicants and, most importantly, to bring order in the band

ACTION FROM 2009

- Information sessions for stakeholders (2009)
- Regional Workshop with advocates from ATSC, DVB and ISBD and the ITU (2010)



OUTCOME WG 2012

A Public Call was held and on the basis of a comparative test two MUX operators were selected. Both have chosen to adopt the DVB-T2 standard

CONCERNS OF EXISTING OPERATORS

Some licensees had expressed their concerns to the government with regard to:

1. delivering their content to the MUX operators
2. choosing another standard than the ATSC standard
3. retaining their brand (channel number)

The ATSC standard would be a logical step for two reasons:

- Most households already had a television set in their living room with a built-in ATSC receiver
- The existing transmitting devices were NTSC compliant, which could be converted to the ATSC standard

POSITION OF THE GOVERNMENT

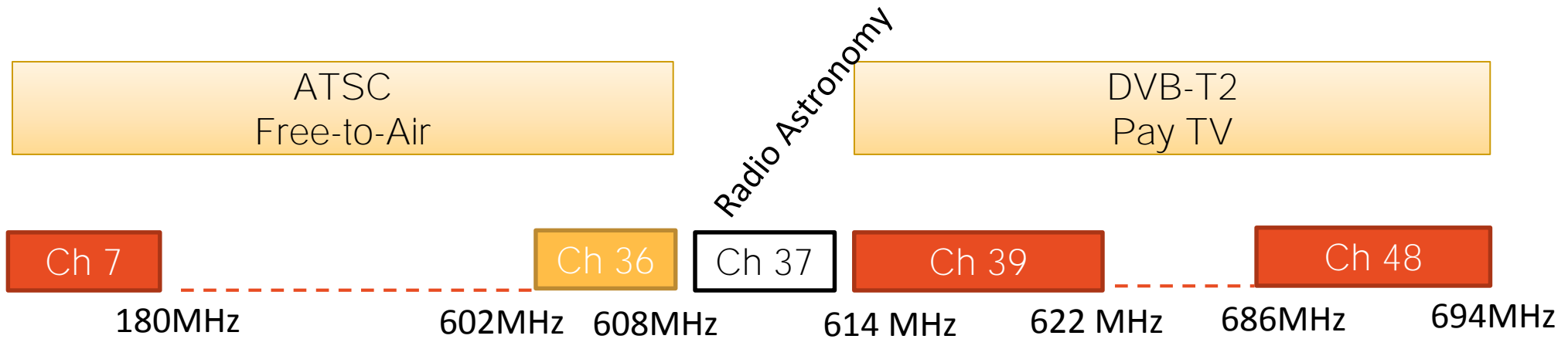
- The Government had taken into account the fact that television sets on the Surinamese market are bought in the US which are already in the living room of many households. These sets support the American ATSC standard. In order to minimize the cost for the viewer it is logical to choose the ATSC standard
- Choosing the DVB-T2 standard would impose cost for the viewers because they will be obligated to purchase a set-up-box
- With respect to content, the government agreed that no obligations should be imposed on the current license holders. This means that they are not required to deliver their content to the MUX operator. The government agreed that full control should be giving to the operators over their content.

RESOLUTION OF THE COUNCIL OF MINISTERS

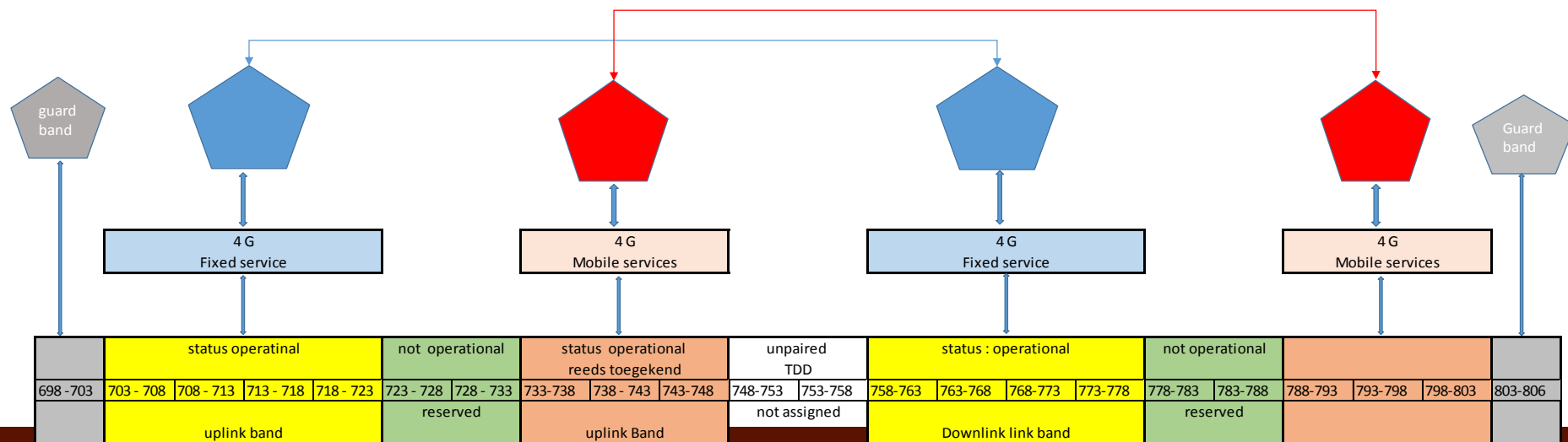
At the meeting of March 4th, 2014, the Council of Ministers decided:

- that the ATSC and the DVB-T2 standards will be used for the distribution of television signals via digital networks.
- that the digital dividend will to be used for broadband services
- that the TAS will be responsible for developing a detail plan for the transition

REFARMING OF THE BAND FOR DTV



Current 700 MHz Allocation



INFORMATION CAMPAIGN



INFORMATION CAMPAIGN FOR GENERAL PUBLIC

An information campaign was launched for the general public:

- press release
- providing information in news programs
- In an annual trade fair, TAS interacted with the general public e.g slogan competition
- an infomercial with a popular cabaret group

“moro krin moro srapu, digitv e kon ini Sranan”

Information campaign for operators

In 2014 an information session was held for license's holders were TAS presented the timeframe for transition

FIRST DTV TRANSMISSION

DTV was introduced in district Brokopondo
on Friday 11th July 2014



VIRTUAL CHANNEL OPERATORS

- The ATSC standard can provide more than one channel/ program
- TAS promotes the accommodation of new applicants on these virtual channels (Virtual Channel Operators)
- Existing License holders who offer the virtual channels benefit from the fee they receive from the Virtual Channel Operators
- Virtual Channel Operators benefit also as they do not need to invest and operate a DTV platform

SUMMARY

Analogue TV		DTV	
channels	18	channels	30
programs	18	program	35
		Virtual Channels	

- Suriname has accomplished DTV within 4 years
- No financial incentives to license holders or households
- Adopted 2 standards in the band
- 98% Switch Over realized



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Bedankt!