



Digital TV in Taiwan

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Outline

- ◆ Spectrum Planning
- ◆ DTV Promotion Timetable
- ◆ Digital Transition
- ◆ HDTV in Taiwan
- ◆ Mobile TV in Taiwan
- ◆ Facing Challenges
- ◆ Questions

Spectrum Planning

- ◆ Initial eligibility for DTV licenses - limited to existing NTSC TV stations
- ◆ Each terrestrial TV broadcaster - assigned a channel of 6 MHz
- ◆ The MOTC (Ministry of Transportation and Communications) completed channel allocation for digital terrestrial TV - July 1998
- ◆ All future terrestrial digital TV services will be located in the spectrum at UHF channels 24-50 (530-692 MHz)

Digital Television Channels in Taiwan

| Channel | Frequency | | Company |
|---------|-----------|------|----------|
| 24 | 530-536 | DTV | CTV |
| 25 | 536-542 | DTV | planning |
| 26 | 542-548 | DTV | PTS |
| 27 | 548-554 | DTV | planning |
| 28 | 554-560 | DTV | FTV |
| 29 | 560-566 | DTV | planning |
| 30 | 566-572 | HDTV | Trial |
| 31 | 572-578 | DTV | planning |
| 32 | 578-584 | DTV | TTV |
| 33 | 584-590 | DTV | planning |
| 34 | 590-596 | DTV | CTS |

DTV Promotion Timetable (1/2)

| Time | Action |
|------------|--|
| July 1997 | Selected 6 MHz bandwidth for terrestrial and cable DTV |
| Sep. 1997 | Announced satellite and cable DTV transmission standards |
| Dec. 1997 | Implemented field testing of terrestrial DTV |
| March 1998 | Announced terrestrial DTV transmission standards |
| June 1998 | Completed terrestrial DTV spectrum planning |
| July 1998 | Completed terrestrial DTV channel assignment |

DTV Promotion Timetable (2/2)

| Time | Action |
|------------|--|
| Oct. 1998 | Implemented extensive DTV field testing |
| May 2002 | Began western region trial broadcasting of terrestrial DTV |
| April 2003 | Began island-wide trial broadcasting of terrestrial DTV |
| 2007 | Began field testing for Mobile TV (DVB-H & MediaFLO) |
| May 2008 | Began HDTV field testing |
| Dec. 2012 | Complete transition from analog to digital TV |

Digital Transition

- ◆ Goal: switch off analog TV - December, 2012
- ◆ TV Converter Box Coupon Program
- ◆ Improve public awareness
- ◆ Accelerate amendments of Articles to solve carrier problem
- ◆ Accelerate the construction of gap-filler to improve the coverage of the Digital Terrestrial TV

HDTV in Taiwan

- ◆ To promote the development of HDTV, GIO commissioned the Public Television Service (PTS) to establish and test HDTV channels for optimal broadcasting
- ◆ NCC permitted PTS to use Channel 30 for digital HDTV trials in both northern and southern Taiwan;
 - ⇒ HDTV has adopted H.264 video compression standard

Mobile TV in Taiwan (1/2)

- ◆ **Bulletined selected organizations to submit Mobile TV Experimental Broadcasting Plans - Aug. 2006**
- ◆ **Selected 5 experimental broadcasters**
- ◆ **Issued licenses for Experimental broadcasting – Dec. 2006**
 - ⇒ **Standards: DVB-H and MediaFLO**

Mobile TV in Taiwan (2/2)

- ◆ **Results of experimental broadcasts:**
 - ⇒ **serves as references for NCC to draft related laws and regulate**
- ◆ **Based on the outcome of trials, NCC shall determine regulatory initiatives:**
 - ⇒ **e.g. service-oriented, license-oriented, or even both types of deregulation.**

Facing Challenges

- ◆ Digital TV transition may face resistance from local governments and the people since supplementary measures for transition are not yet complete.
- ◆ Completing construction of digital gap-filler by 2012, or not.

Questions

1. What successful experiences have you had while implementing the digital TV switch-over? How have you overcome difficulties with strategies?
2. How have you solved specific problems after digital transition, and how else have you helped the consumer acquire digital television?
3. Can you describe any policy, business models, or special circumstances for mobile TV?

***Thank You for Your
Attention***



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