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Thailand's Digital Terrestrial Television Broadcasting: A Perspective from Regulator

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NBTC Regulations:

Conditions:

- ✓ No broadcasting regulation for almost 15 years
- ✓ Scope of Broadcasting Law
- ✓ Require to support analog/incumbent operators (Gov. & concessionaries) – before transition
- ✓ Support Digital Technology
- ✓ Convergence



Broadcasting Licensing Scheme



Broadcasting Licensing

Network

Facility

Service

Application

Frequency

Non-Frequency

Public Service

Community Service

Business Service

NBTC Regulations:



- ✓ **Operating Rights** : Networks License
- ✓ **Spectrum Rights** : Service License
- ✓ **Broadcasting Rights** : Service License
- ✓ **Convergence** : Application License
- ✓ **Free Services** : Must Carry/Must Have Rule

Digital Switchover Milestones

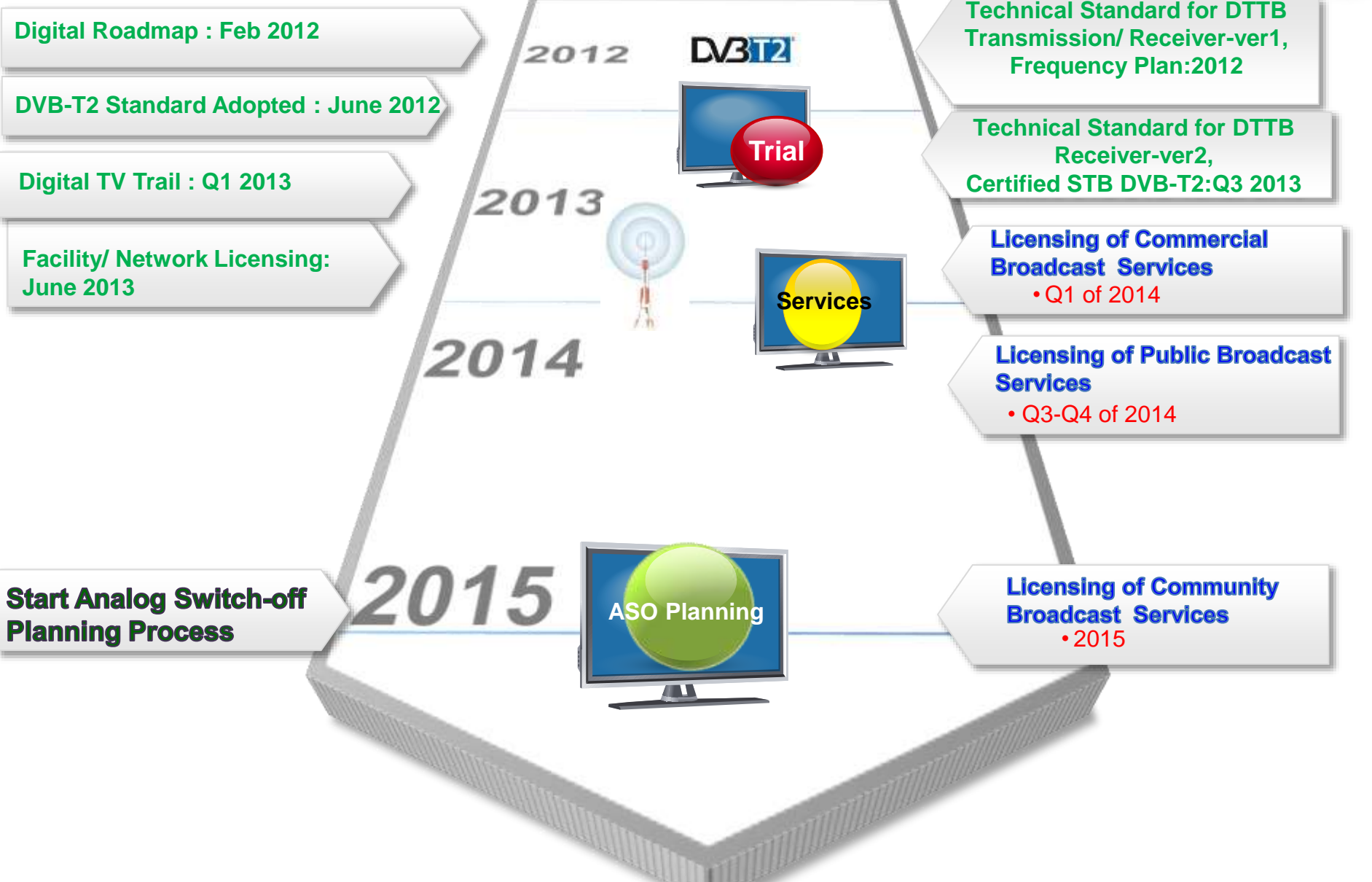


- Digital Roadmap: Feb. 2012
- DTTB standard Adopted: **DVB-T2** in June 2012
- Regulations: **2012**
 - DTTB Transition Plan
 - DTTB Transmitter Technical Standard
 - Minimum DTTB Receiver Technical Standard
 - Radio Frequency Planning for DTTB
- Regulations: **2013**
 - Issue Facility Licenses
 - Issue Network Service Licenses
 - Issue Service Licenses – Commercial (by Auction)
- Regulations: **2014**
 - Issue Service Licenses – Public (by beauty contest)
 - DSO transition support programs e.g. Subsidization by issue coupons to every household (25M households)

DVB-T2[®]



Digital Switchover Status in Thailand





DTT Receivers



- Minimum requirement of technical spec. for STB and iDTV were defined since Q4-2012
- Self Conformance: Submit test reports to conform and to eligible for conformance sticker and Digital TV Mascot & Logo



iDTV

Set-top-box



Regional Cooperation - ASEAN



- Singapore, Malaysia, Indonesia, Brunei, Vietnam, Thailand and Myanmar have opted to leap-frog to DVB-T2
- 7 countries with 470M population
- ASEAN Digital Broadcasting initiative to develop common specifications for DVB-T2 receivers





Commercial Spectrum Allocation : Auction Design

✓ Specify 48 Channels for DTT

- 12 Community
- 12 Public
- 24 Commercial




✓ Categorize 24 Commercial Channels into 4 groups:

- 3 Kids
- 7 News
- 7 Variety SD
- 7 Variety HD

Auction Design: DTT Commercial Services

- ✓ Spectrum Valuation by several organizations/
Starting price = Reserve price
- ✓ 4 rounds auction, one for each group
- ✓ Auction results: Total revenue of 1,118 M EUR
(compare to reserve price of 334M EUR)

	Starting price (=Reserve price) (mil. EUR)	Auction result (mil. EUR)
Variety HD (7 services)	232 €	521 €
Variety SD (7 services)	58 €	351 €
News (7 services)	34 €	203 €
Kids (3 services)	9 €	43 €
Total	334 €	1,118 €

Digital Switch Over: DSO




- ✓ Auction revenue go to Broadcasting Development Fund
- ✓ NBTC has agreement with Dev. Fund Committee to have some part of the revenue for DTT Subsidized program
- ✓ The DTT Subsidized program will distribute “Cash Coupon” to every households in Thailand
- ✓ Coupon value should be enough for DTT STB + Active indoor or outdoor antenna
- ✓ The program should start within July 2014.



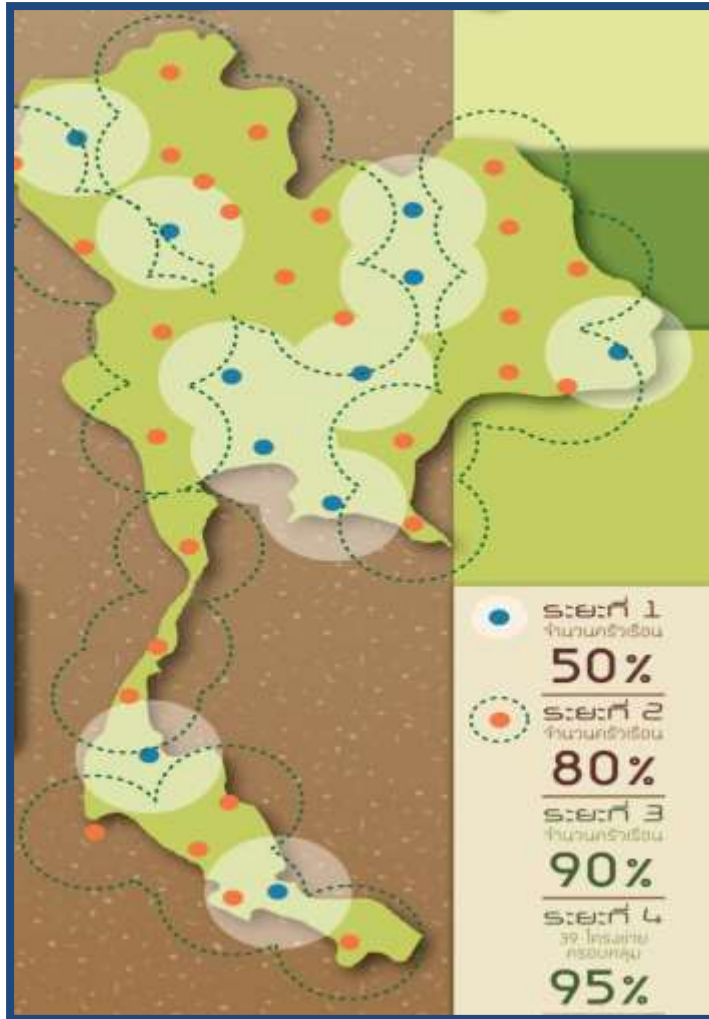
Active Indoor Antenna

48 Digital TV Channels



<p>12 Public Channels (in the process of allocation)</p>	
<p>24 Commercial Channels</p>	<p>Kids</p> <p>News</p> <p>SD</p> <p>HD</p> <p style="text-align: right;">  = HIGH DEFINITION CHANNEL </p>
<p>12 Community Channels</p>	

Digital TV Network Coverage



- Phase 1: 50% of households
- Phase 2: 80% of households
- Phase 3: 90% of households
- Phase 4: 39 main sites cover 95% of households

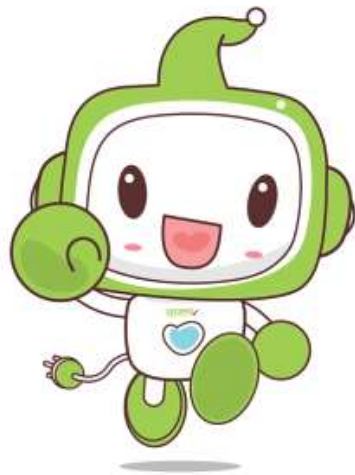
Conclusion

- DTT will be significant Free-To-Air TV Platform in the future, offering better QoS and better specific contents
- DTT is public utility including Community/Public/Commercial Service
- Up to 7 HD for Commercial Service and 4 HD for Public Service (total of 11 HDTV for Thailand)





Thank You



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