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**DIGITAL TERRESTRIAL TELEVISION
PRESENTATION TO PORTFOLIO
COMMITTEE ON COMMUNICATIONS:
PAY TV TRIAL**

17 JUNE 2008

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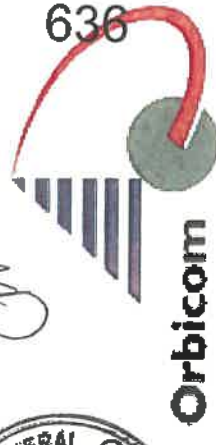
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Team

Karen Willenberg	M-Net Director Regulatory and Legal Affairs
Calvo Mawela	Orbicom General Manager Regulatory Affairs
Clarissa Mack	MIH Group Executive Policy and Regulatory Affairs



Clarissa Mack



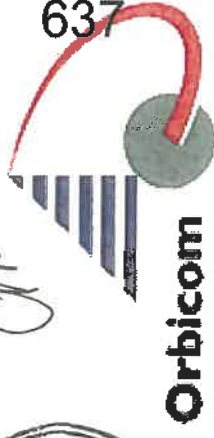


The Challenge

- The broadcasting industry is working tirelessly to meet the Cabinet approved dates:
- Digital switch on 1 Nov 2008
- Analogue Switch off 1 Nov 2011
- Switch on date is 4 months away - time is of the essence!
- The President in his State of the Nation Address confirmed the aim "to provide digital broadcasting to 50% of the population by the end of the year"
- Absence of policy has been a major challenge – this motivated an industry decision to proceed with a DTT trial



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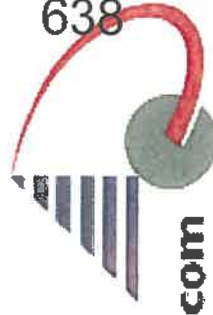
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Introduction

- SABC conducting free-to-air trial with e-tv
- M-Net restricted to subscription broadcasting - could not participate in free-to-air trial
- M-Net has distinct requirements
- M-Net will conduct a pay TV trial parallel to free-to-air trial



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Pay tv distinct needs

- Content motivation – what will make subscribers switch
- M-Net subscribers have already purchased an analogue box – what will motivate them to purchase another box
- Messaging to subscribers distinct from free-to-air messages

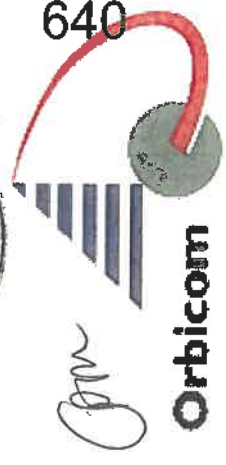


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What will the trials achieve?

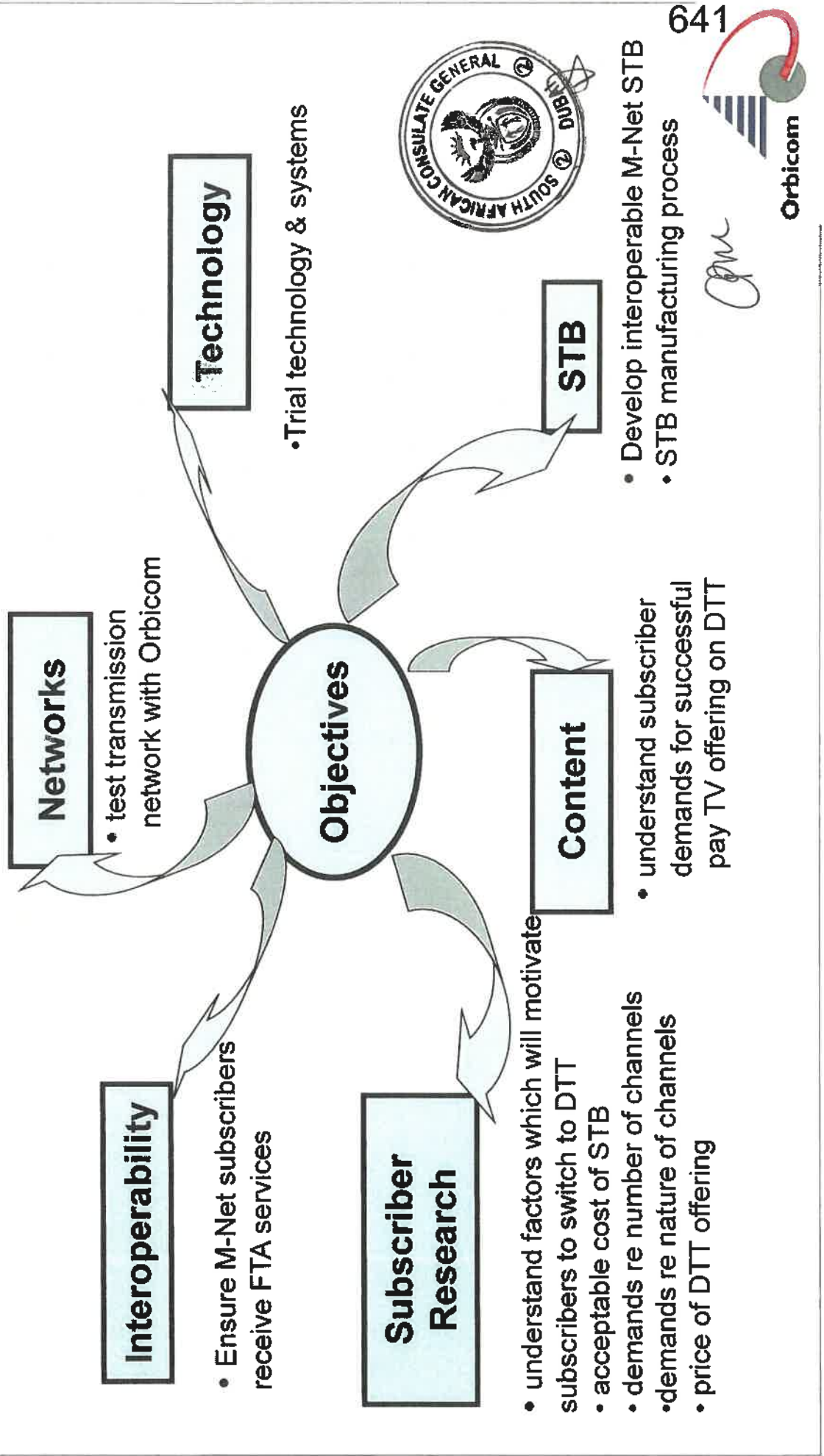
- Parallel trials will allow participating broadcasters to:
 - test interoperability of services
 - share technical results of trial
 - prepare for commercial launch



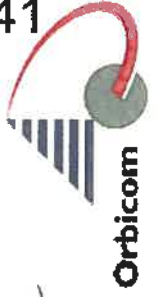


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M-Net Trial



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Trial characteristics

- Commence 1 Nov 2008 – to meet Cabinet deadline
- Three transmitters – Johannesburg, Pretoria and Cape Town
- 1000 participants in each city
- rotate various channels to test consumer appetite
- STB supplied to pay tv participants by M-Net



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Trial Characteristics (cont)

- Signal distribution by Orbicom
- M-Net and Orbicom will fund and build digital transmission network for trial
- 1 MPEG 4 Multiplex
- Apply to ICASA to trial on the frequencies set aside for South Africa's digital migration at RRC 06



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Critical Dates

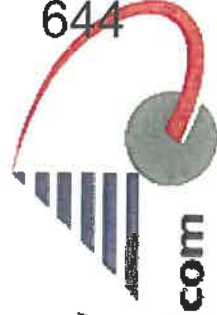
To meet switch on date of 1 November, the following deadlines are most critical:

1. Regulatory Approval - by 30 June 2008
 - Trial licence required before access granted to sites
2. STB Order – must be placed by no later than 1 July 2008
 - Consider component lead times
 - Ensure sufficient time for distribution and installation before trial switch on



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Thank You



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