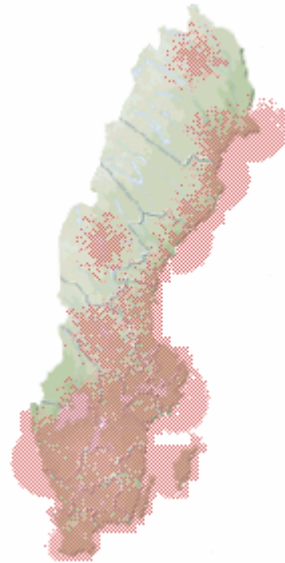


SWEDEN'S SWITCH TO DIGITAL



Sarajevo
20 September 2007



Digital TV Commission

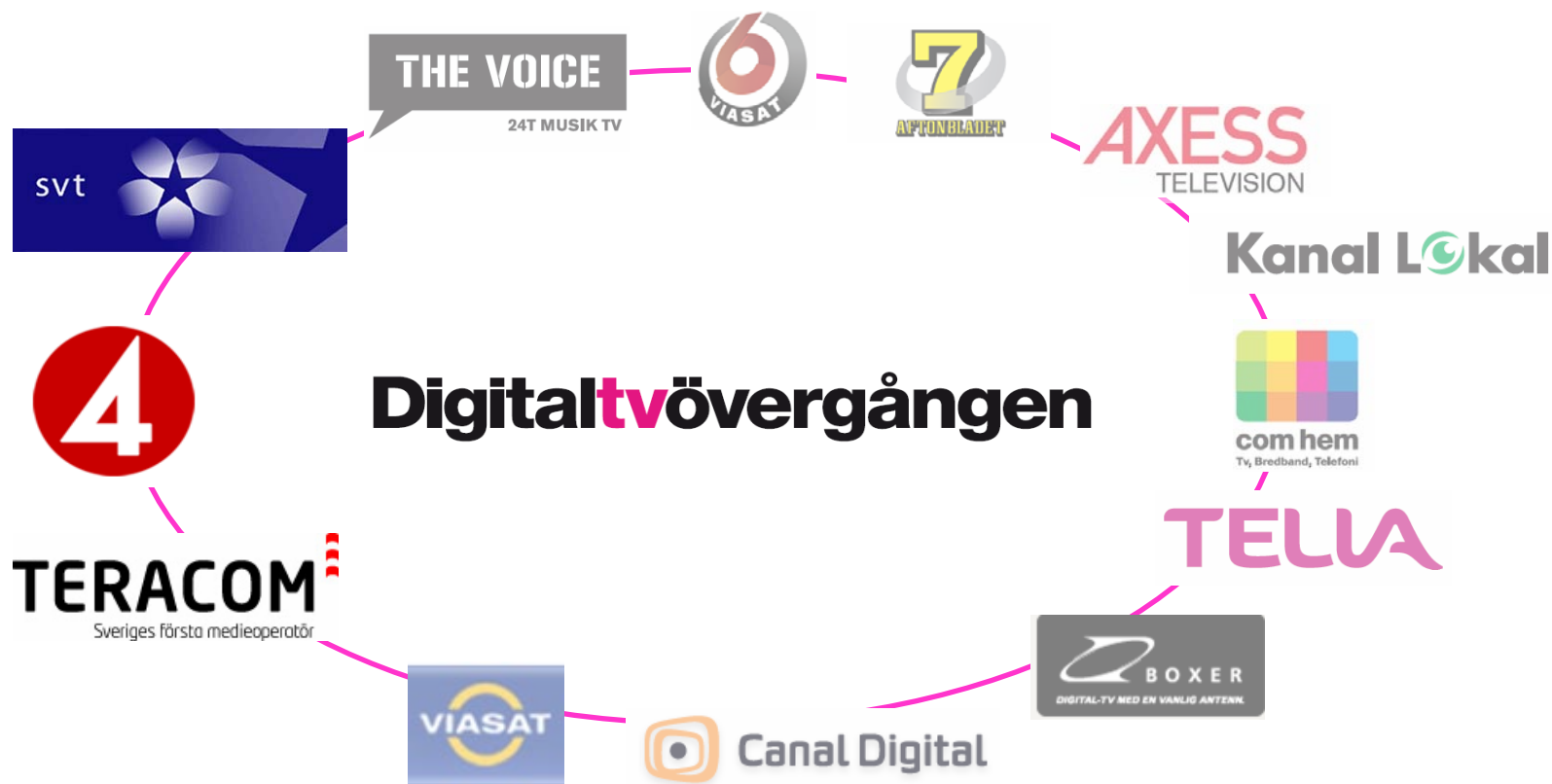
- Start: May 2004
- End: March 2008
- 5 Board Members & 6 Experts
- Administrative Office: 4 full time employees
- Independent authority / Commission of Inquiry



Mission

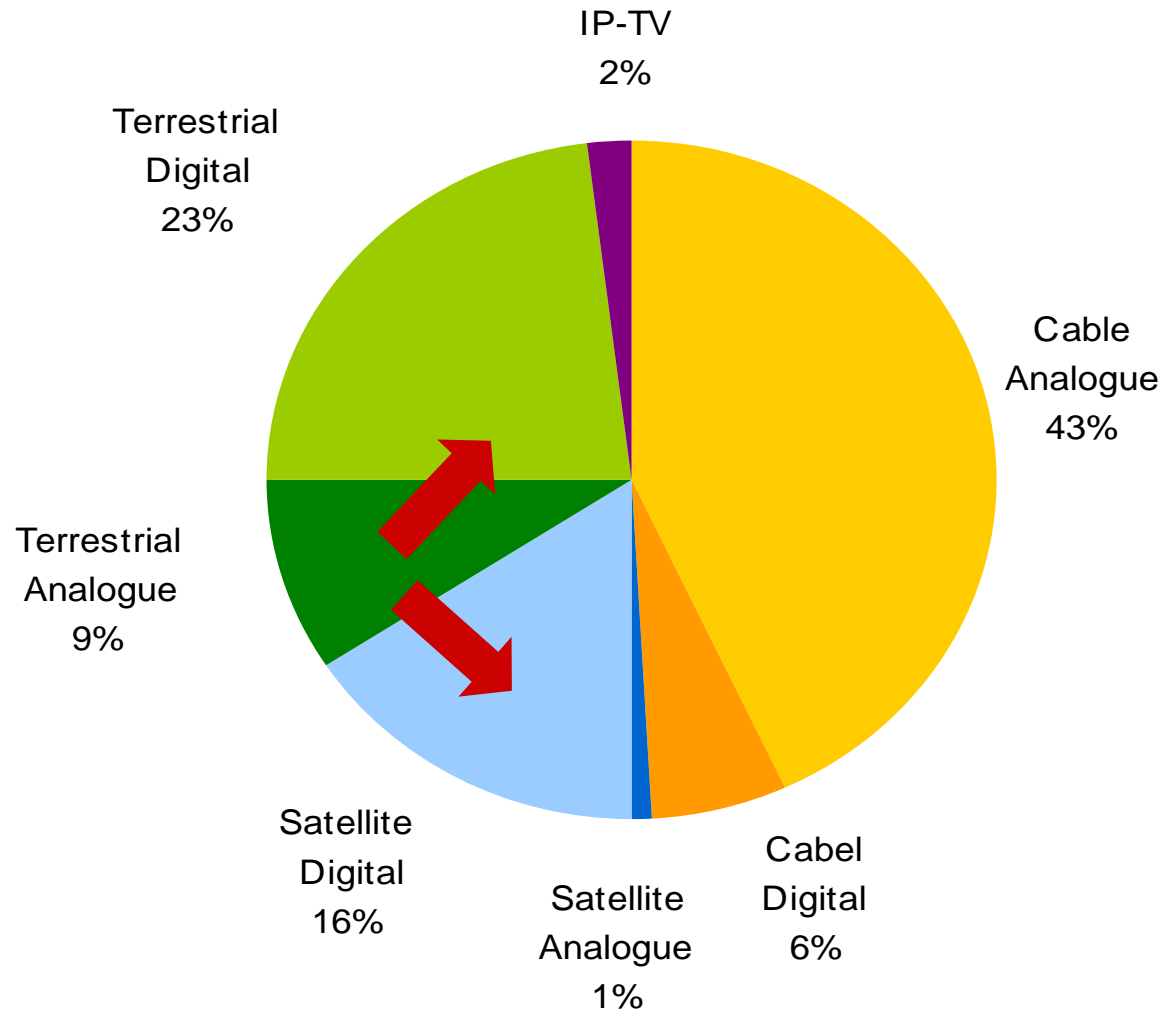
- ✓ Parliament decision on gradual switchover 2003
- ✓ Switchover completed by 1 February 2008
- ✓ Proposing a national plan for the switchover
- ✓ Information to all citizens about the switchover
- ✓ Co-ordination of other players' information activities
- ✓ Report on progress to the government

Informal organisation



Also: Municipalities, Consumer ombudsmen, Installation firms, Producers, Retailers, Organisations

Households' TV reception



Designing a migration plan

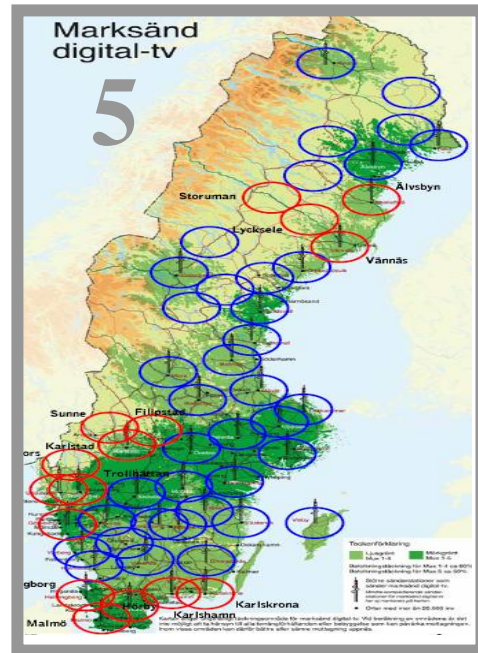
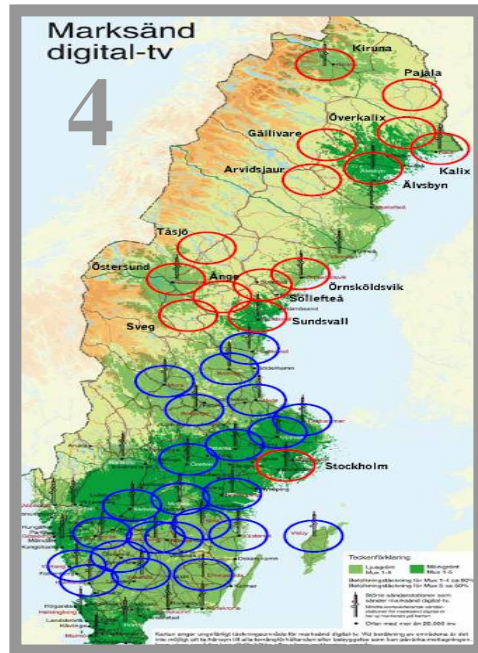
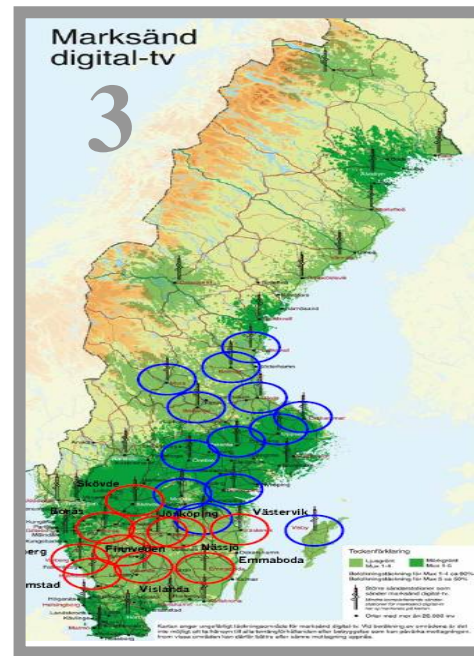
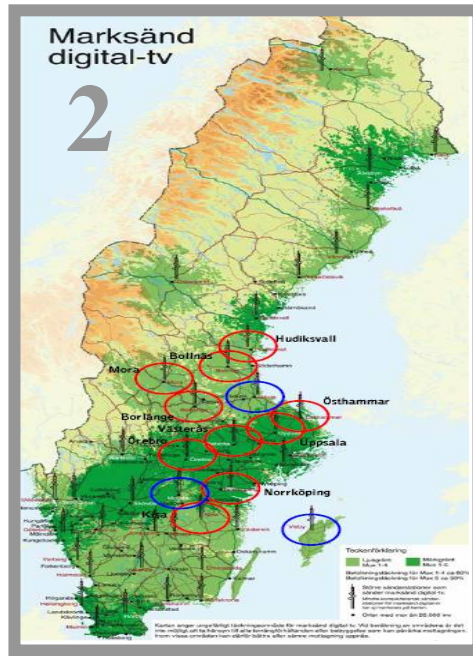
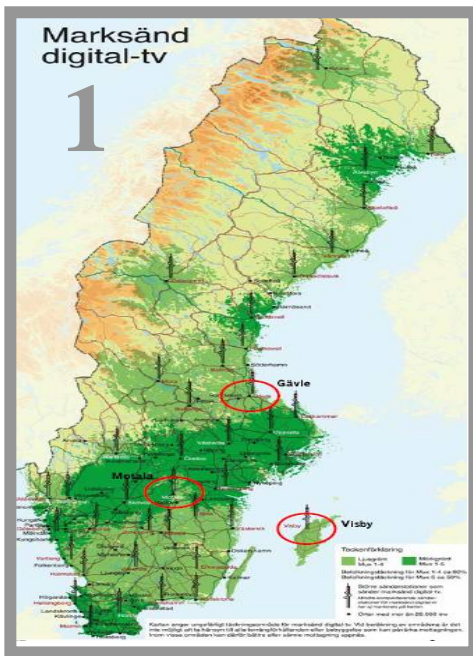
5 phases, 3 subphases

- **Co-operation: Teracom, SVT, TV4, retailers etc**
- **First phase**
 - Not a trial! Purpose: Experience
 - Time for preparation – technical, information
 - Demographic and topographic variety
 - Volunteering municipalities
- **Phase 2-4**
 - As many phases as possible for technical purposes
 - Not winter for technical and consumer concerns
 - Not summer, nor Christmas for information purposes
 - Evenly divided population
 - Need for continued process
 - Boundaries of regional and local broadcasts
 - Major cities – need for experience
- **Government decisions: December 2004 and June 2005**



Example of concerns for

- **geography**
- **climate**



The switchover day – our format

- Co-operation with Teracom, SVT and TV4
- Switchover day is Monday
- Analogue broadcasts stop at 09.45
- SVT2 & TV4 only – SVT1 continues for 2 weeks
- Information text on analogue channels & teletext

- Minor transmitters go digital on switchover day
- Changing frequencies and abolishing transmitters
- Interruption of broadcasts until 6 pm.
- Consumers to reinstall set top box and/or adjust aerial

Arguments for switchover and communication objectives

Arguments for switchover

- A natural shift from a 50 year old technology
- More channels, better picture, enhanced sound
- "The rest of the world follow the same path"

Objectives

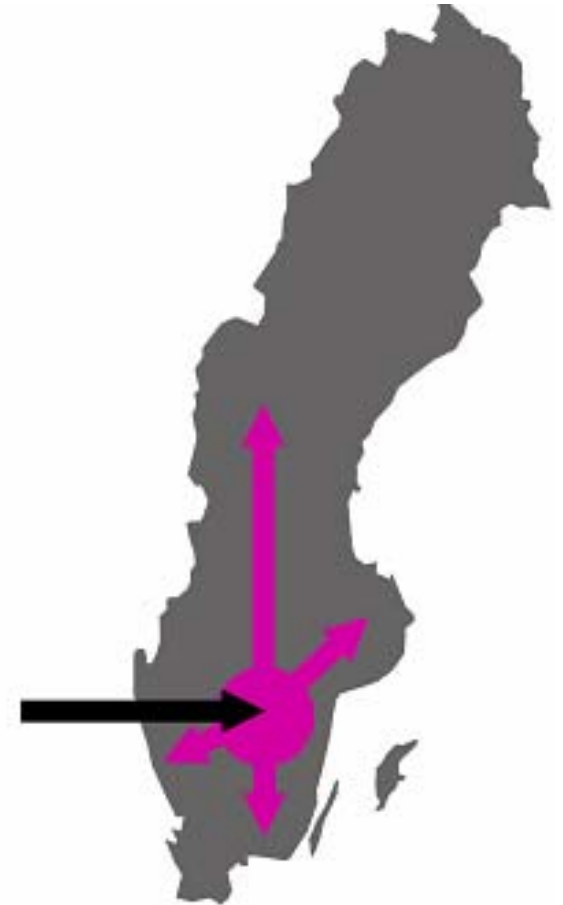
Know: 100% knowledge

Think: Natural change of technique (positive neutral)

Do: Individual decision on personal solution

Strategy

- **Local campaigns**
 - Basic:
Brochures, reminders & advertising
 - In-depth:
Internet & phone service
 - Additional information:
Individuals & groups that influence public opinion



Base – brochure (and postcard)

Broschure

- Distribution overlap
- 'Are you affected?'
- Checklist, Q&A
- 3 months prior to 'D-day'

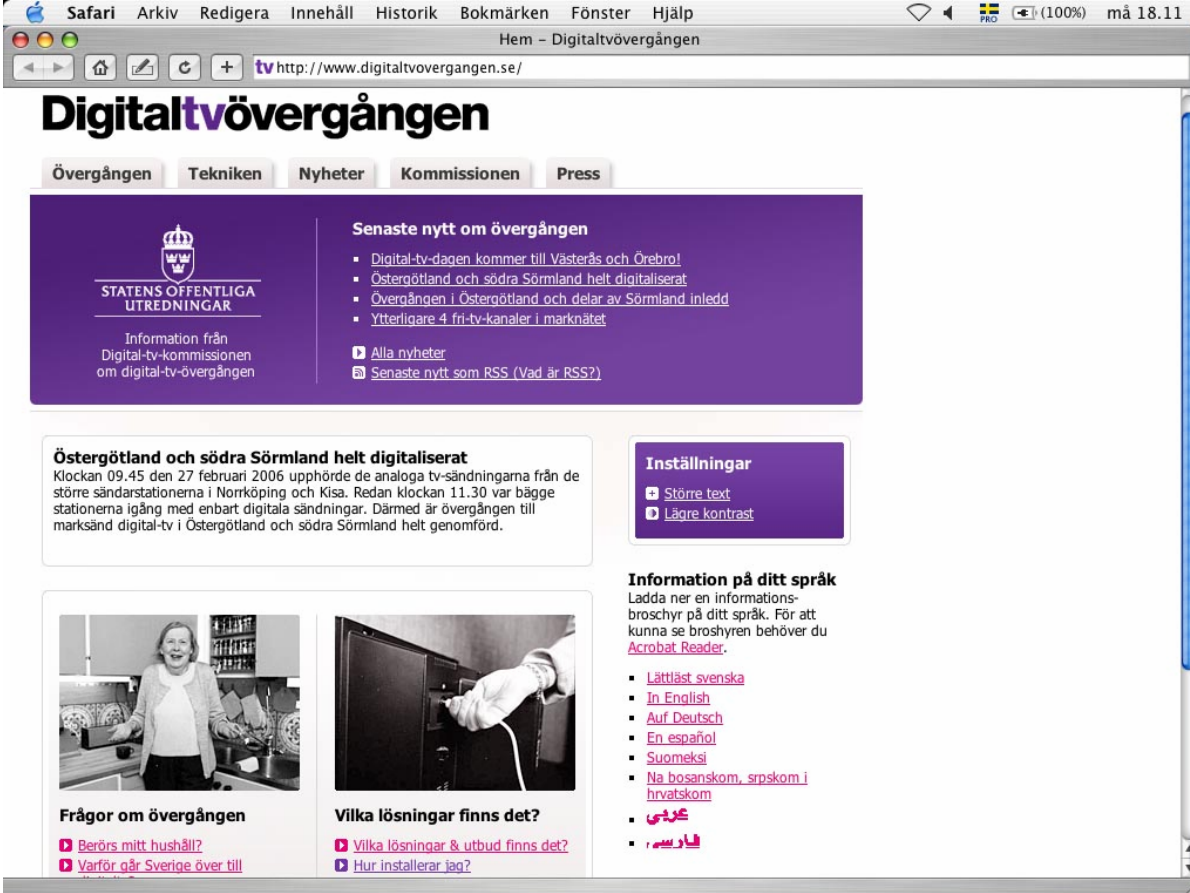
Postcard

- Same target audience
- Reminder or wake-up



Internet - www.digitaltvovergangen.se

- 'Why, when, how to'
- FAQ
- News
- 6 languages + easy version
- Links and contacts
- Media service
- E-mail



The screenshot shows a Safari browser window displaying the website <http://www.digitaltvovergangen.se/>. The page title is "Digitaltvövergången". The navigation menu includes "Övergången", "Tekniken", "Nyheter", "Kommissionen", and "Press".

STATENS OFFENTLIGA UTREDNINGAR
Information från Digital-tv-kommissionen om digital-tv-övergången

Senaste nytt om övergången

- Digital-tv-dagen kommer till Västerås och Örebro!
- Östergötland och södra Sörmland helt digitaliserat
- Övergången i Östergötland och delar av Sörmland inledd
- Ytterligare 4 fri-tv-kanaler i marknätet

▶ Alla nyheter
▶ Senaste nytt som RSS (Vad är RSS?)

Östergötland och södra Sörmland helt digitaliserat
Klockan 09.45 den 27 februari 2006 upphörde de analoga tv-sändningarna från de större sändarstationerna i Norrköping och Kisa. Redan klockan 11.30 var bägge stationerna igång med enbart digitala sändningar. Därmed är övergången till marksänd digital-tv i Östergötland och södra Sörmland helt genomförd.

Inställningar

- ▶ Större text
- ▶ Lägre kontrast

Information på ditt språk
Ladda ner en informationsbroschyr på ditt språk. För att kunna se broschyren behöver du [Acrobat Reader](#).

- [Lättläst svenska](#)
- [In English](#)
- [Auf Deutsch](#)
- [En español](#)
- [Suomeksi](#)
- [Na bosanskom, srpskom i hrvatskom](#)
- [عربي](#)
- [فارسی](#)

Frågor om övergången

- ▶ [Berörs mitt hushåll?](#)
- ▶ [Varför går Sverige över till](#)

Vilka lösningar finns det?

- ▶ [Vilka lösningar & utbud finns det?](#)
- ▶ [Hur installerar jag?](#)

Call center / Helpdesk

0771-10 11 00

- **Opening hours: mon-fri 8-22, sat-sun 10-20**
- **Approx 500 calls / a week**
- **Basic information and help 'if concerned, how to'**

Advertising –focus and attention



- To keep up attention
 - Brochure
 - Local event
 - Last week before 'D-day'

Extra attention - ads on the street



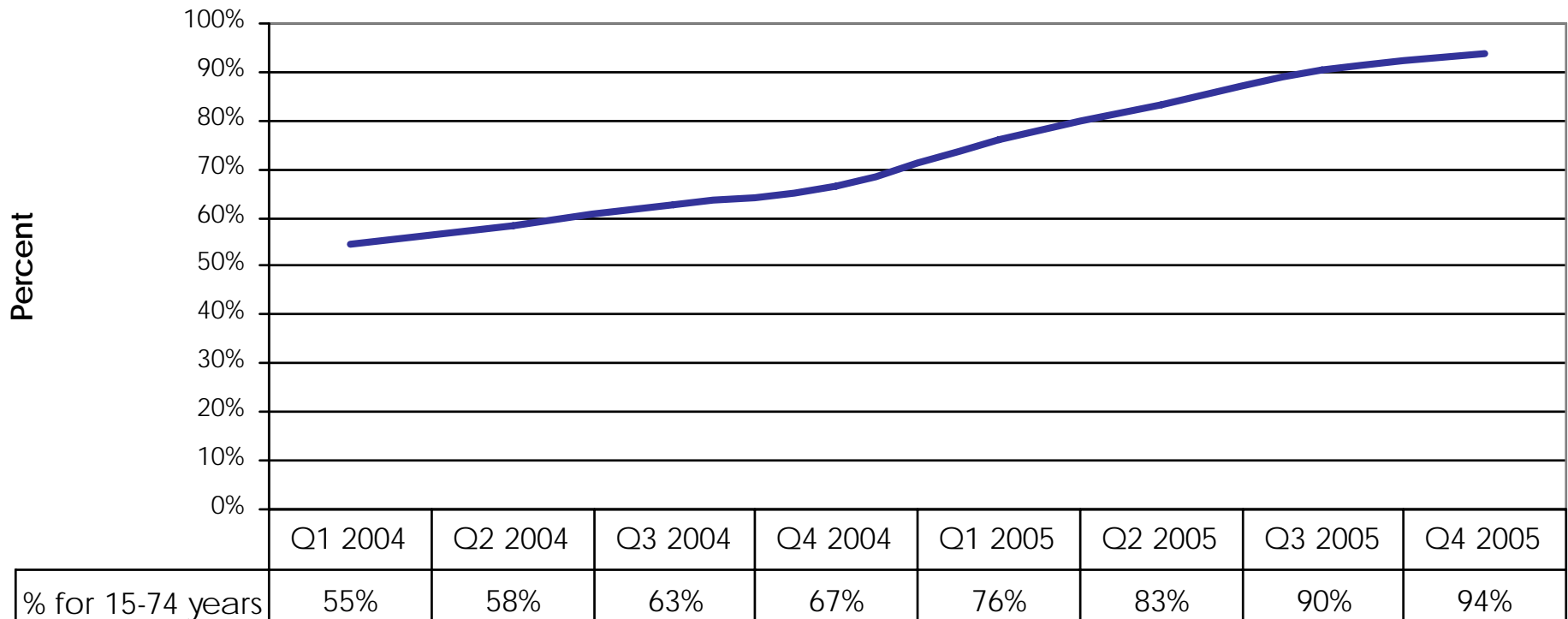
And last but not least....

- **Crawltext on the TV screen**
- **Public service - Trailers, Tele text, web**
- **Municipalities, organisations, retailers**
- **Local events, meeting people**
- **Media...**

...3000 hits in 2005

Knowledge about the switchover

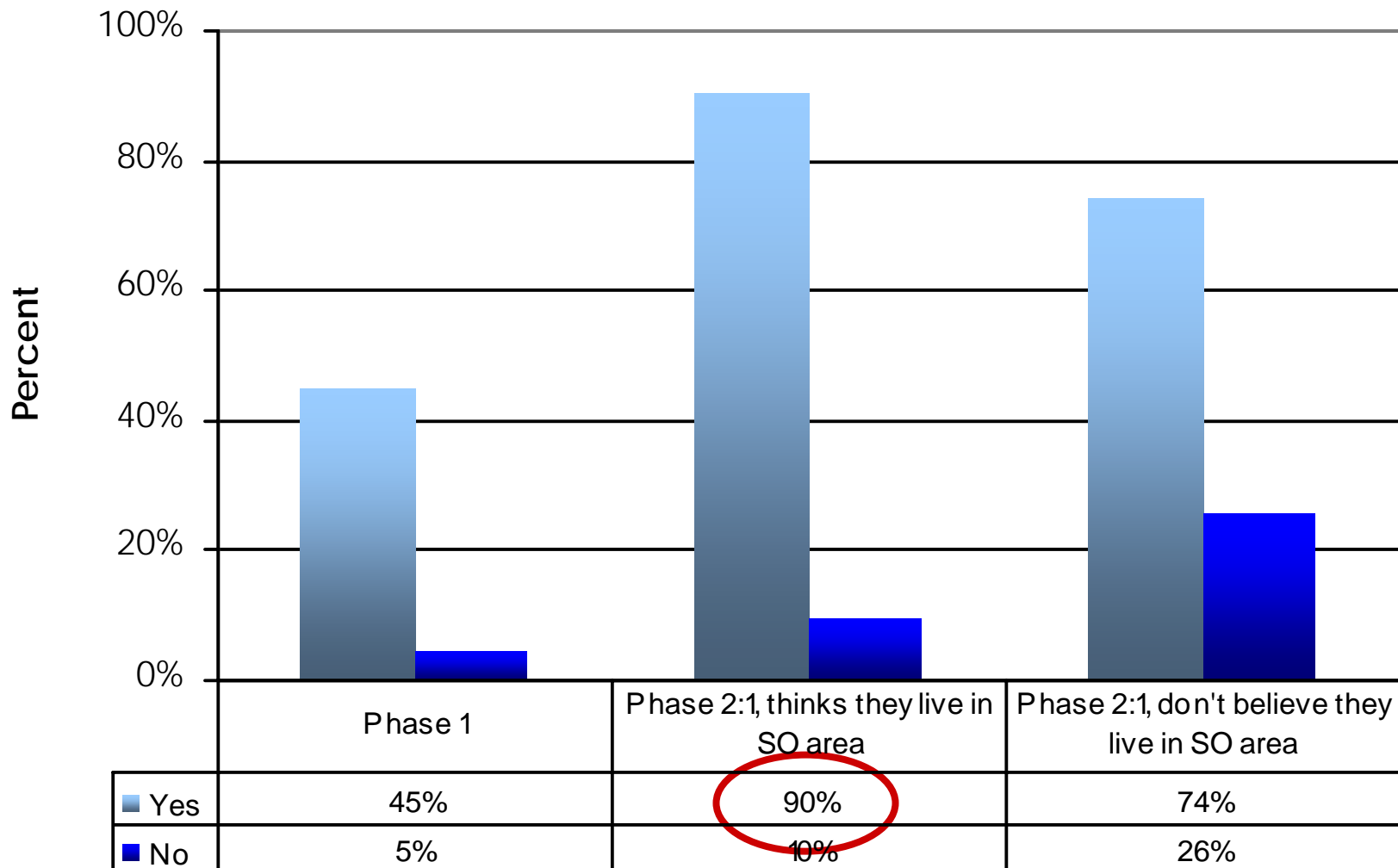
(Sweden)



Source: Mediavision



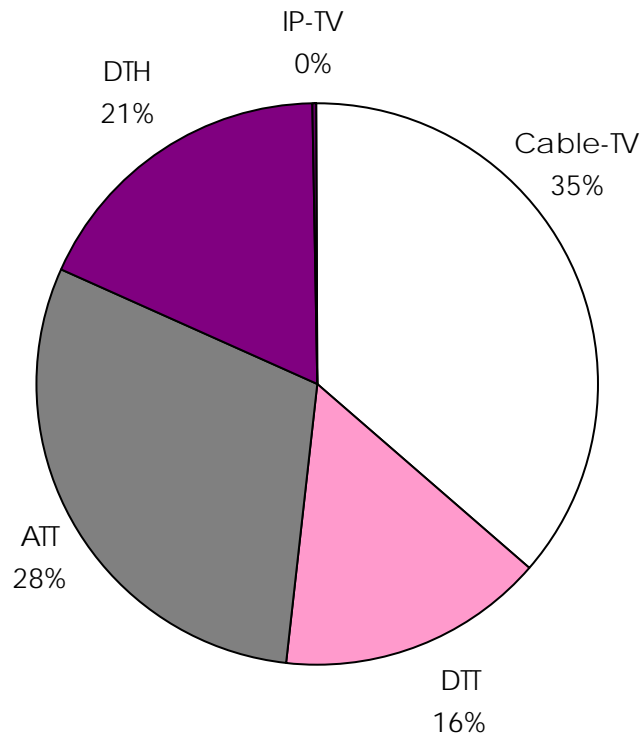
”Do you know what to do...”



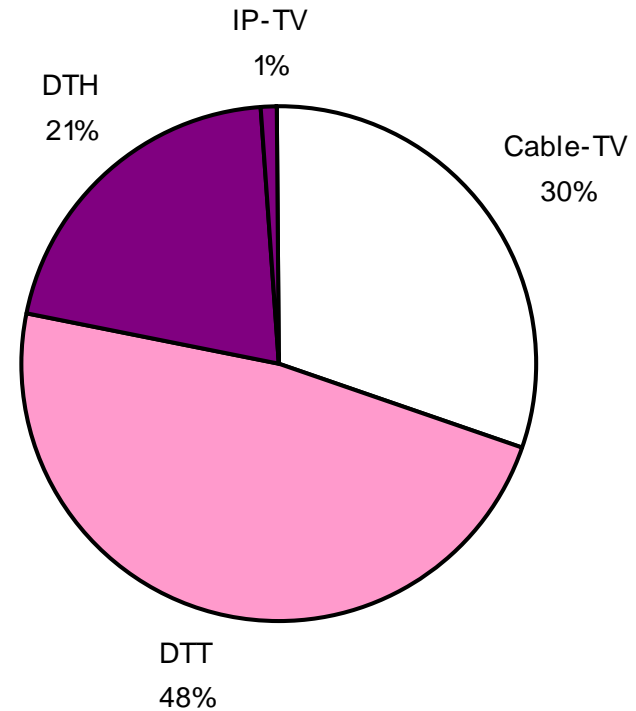
Before and after – example phase

2:3

-97,9% have at lease 1 TV set



6 months before SO

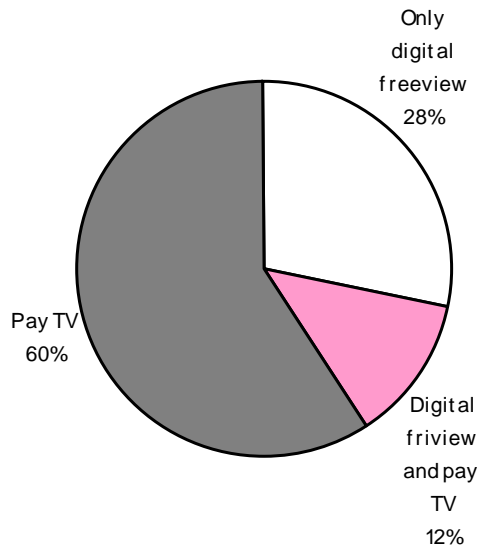


June 2006

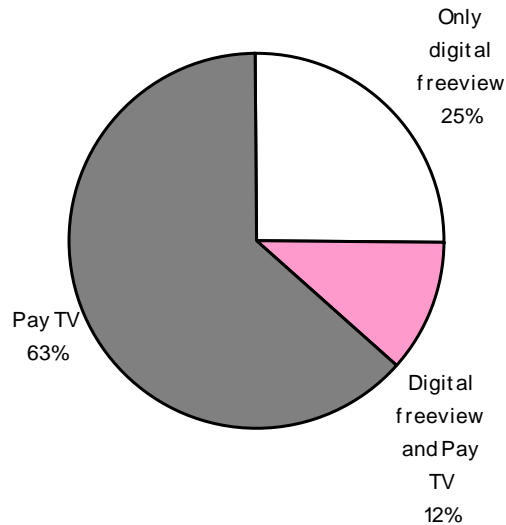
Households receiving tv on several platforms are counted double; after which the shares are summed up to 100 %.

Choice of freeview or pay TV

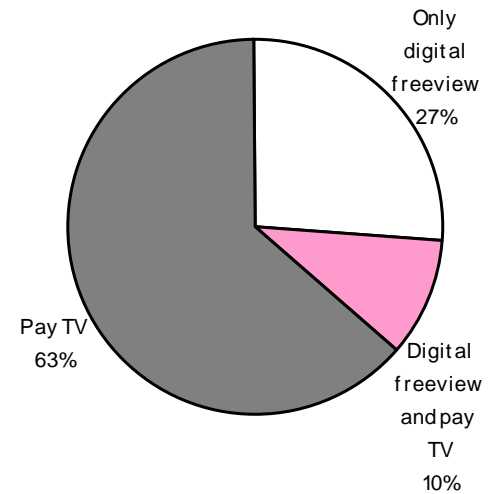
-Out of households with at least one tv receiving over the terrestrial network



Norrköping



Uppsala/Västerås



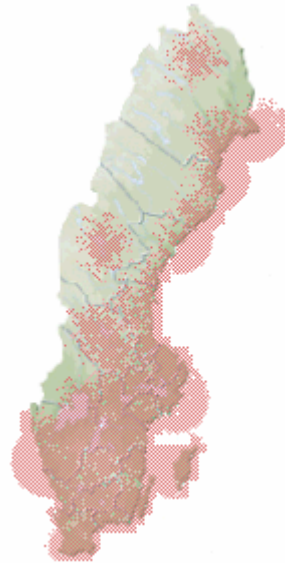
Dalarna

Experiences and lessons learned

- **Clearly mandated and independent taskforce**
- **Cooperation is key to information success**
- **All news are local - keeps the issue alive**
- **Information cycle is constant**

- **Consumers tend to wait – 'late majority'**
- **Pay-tv gains marketshares but freeview is important**
- **Consumers mix distribution of TV**
- **Very few (1–2%) do nothing**
- **Price is not a big issue**

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