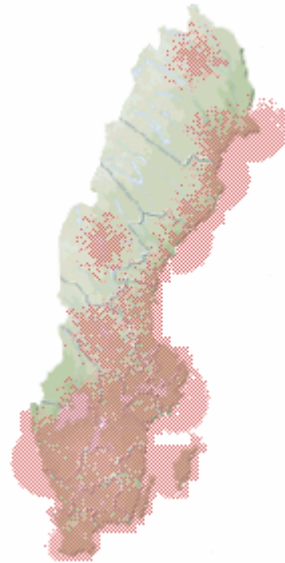


# SWEDEN'S SWITCH TO DIGITAL



**Sarajevo 22 May 2008**

**Malin Wallin**



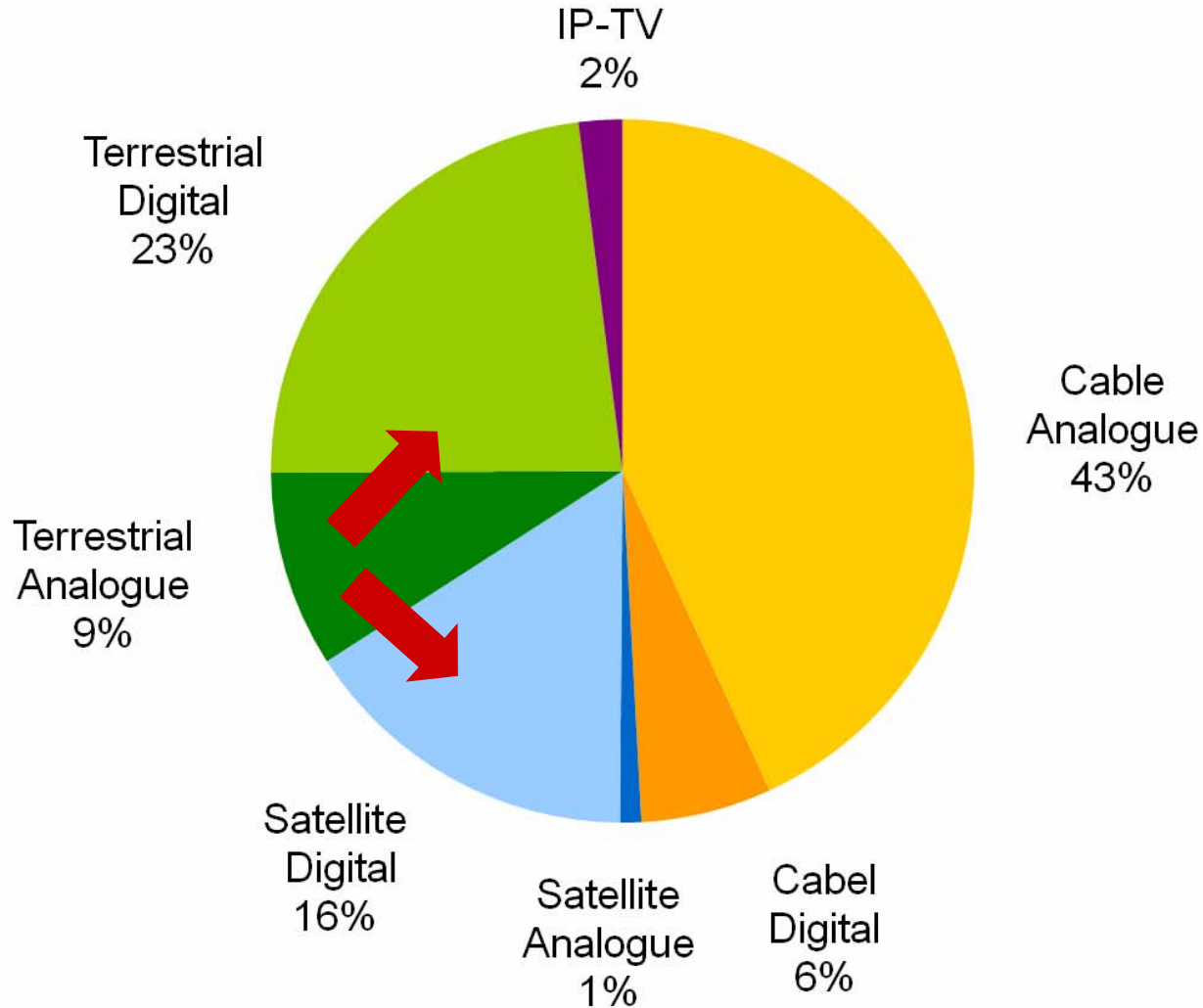
# Switch over decision and process

- 1999 - DTT launch
- 2003 - decision on Switchover
- 2004 - Digital TV Commission appointed
- September 2005 - First phase of Switchover
- October 2007 – Switchover completed
- 2007-2008: Dividend discussion

# Digital TV Commission

- 5 Board members, 6 Experts, 4 Administrative office
- Independent authority / Commission of Inquiry
- Gradual Switch Over 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

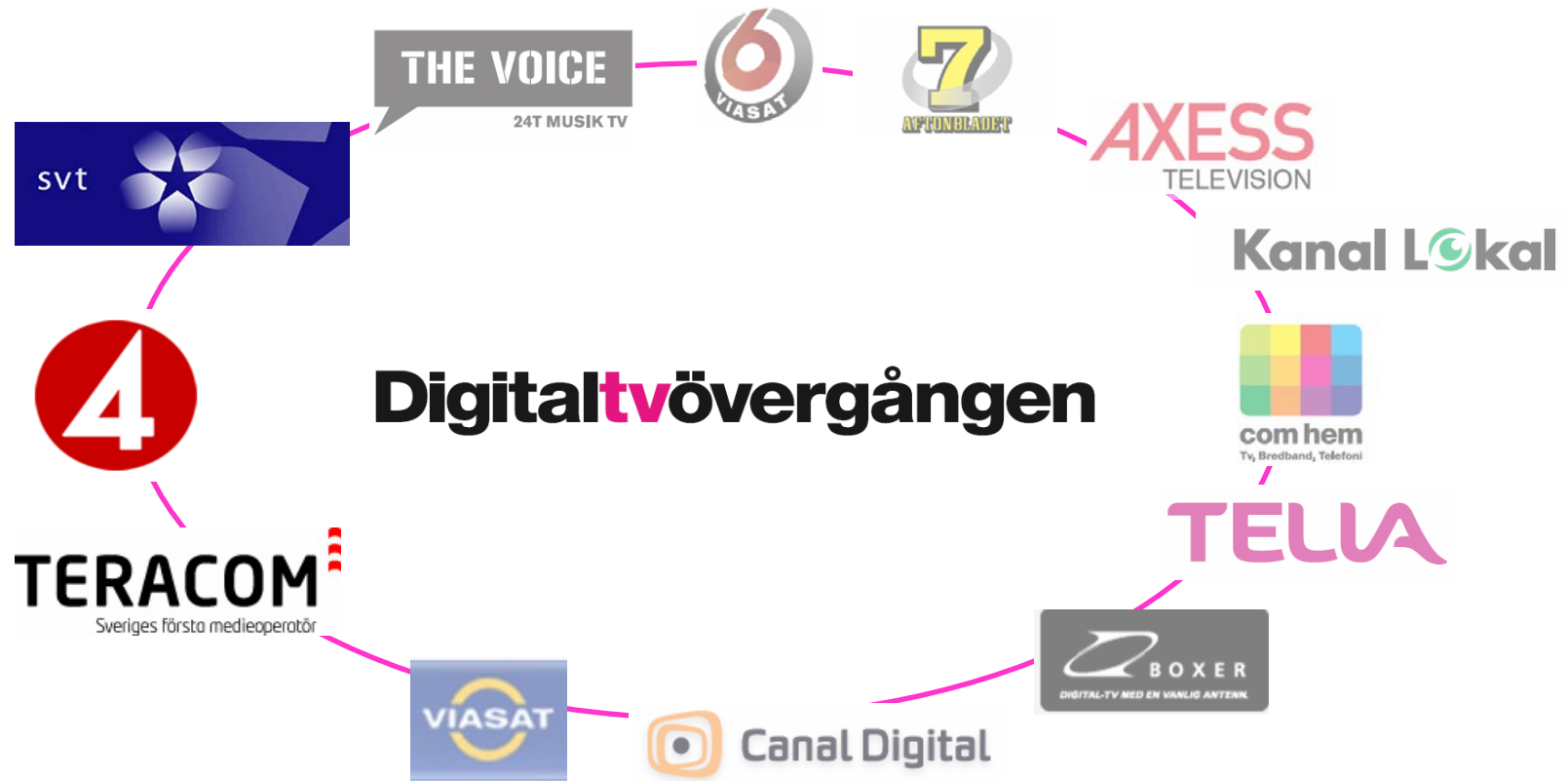
# Households' TV reception



# Challenges of Switchover

- **Overcoming political insecurity**
- **Establishing viable cooperations**
  - Terrestrial platform and other market actors
  - Municipalities, consumer ombudsmen, other organisations
- **Trial or no trial?**
- **Designing the migration plan**
- **Reaching the public with information**
- **Hesitation from both market and consumers**
- **Countering confusion: HDTV, Must Carry**

# Informal organisation based on cooperation



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

# Designing the migration plan

- **Co-operation: Teracom, SVT, TV4, retailers etc**
- **First phase, autumn 2005**
  - Not a trial! Purpose: Experience
  - Time for preparation – technical, information
  - Demographic and topographic variety
  - Volunteering municipalities – 3 subphases
- **Phase 2-4, 2006-2007 with 3 subphases each**
  - 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**

# Reaching the public

## Arguments 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

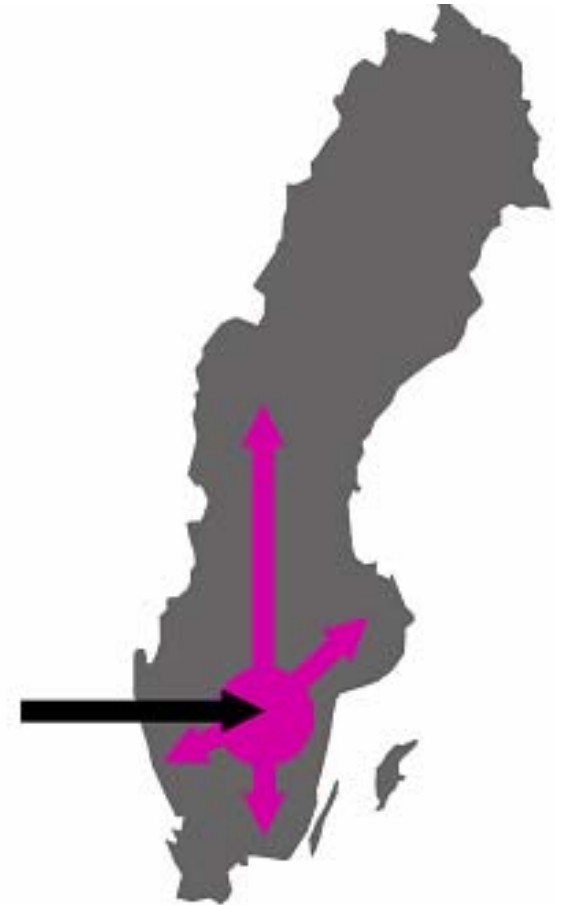
**Know:** 100% knowledge

**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

Safari Arkiv Redigera Innehåll Historik Bokmärken Fönster Hjälp  
Hem - Digitaltvövergången  
http://www.digitaltvovergangen.se/

## Digitaltvövergången

Övergången Tekniken Nyheter Kommissionen 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](#)

### Frågor om övergången

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

### Vilka lösningar finns det?

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

**STATENS OFFENTLIGA UTREDNINGAR**

# 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'**

# 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**
- **Media...**

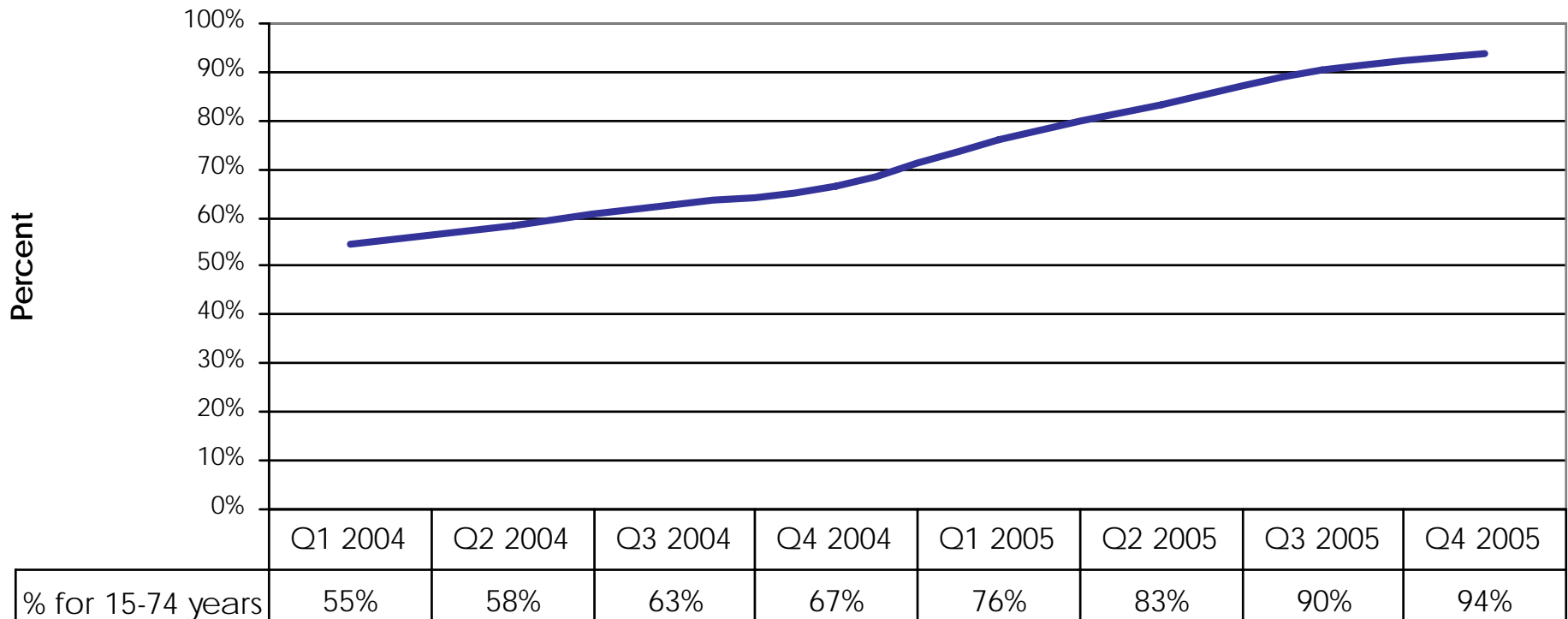
***...3000 hits in 2005***

# The switchover day – our format

- Co-operation with Teracom, SVT and TV4
- Switchover was Mondays at 09.45
- SVT2 & TV4 only – SVT1 continued for 2 weeks
- Information text on analogue channels & teletext
  
- Minor transmitters went 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
  
- Media activities
- Local presence for last minute help and information

# Knowledge about the switchover

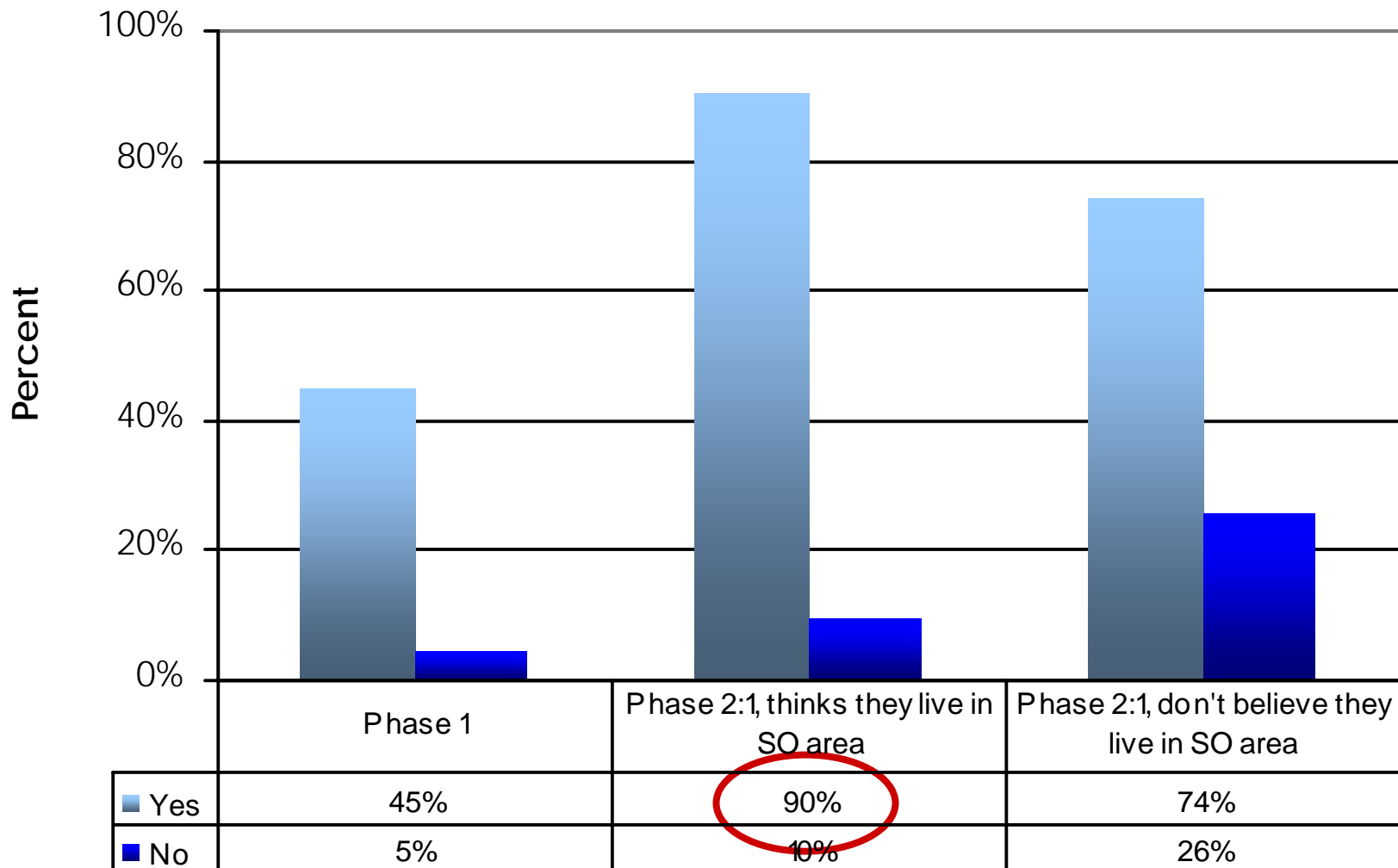
(Sweden)



Source: Mediavision



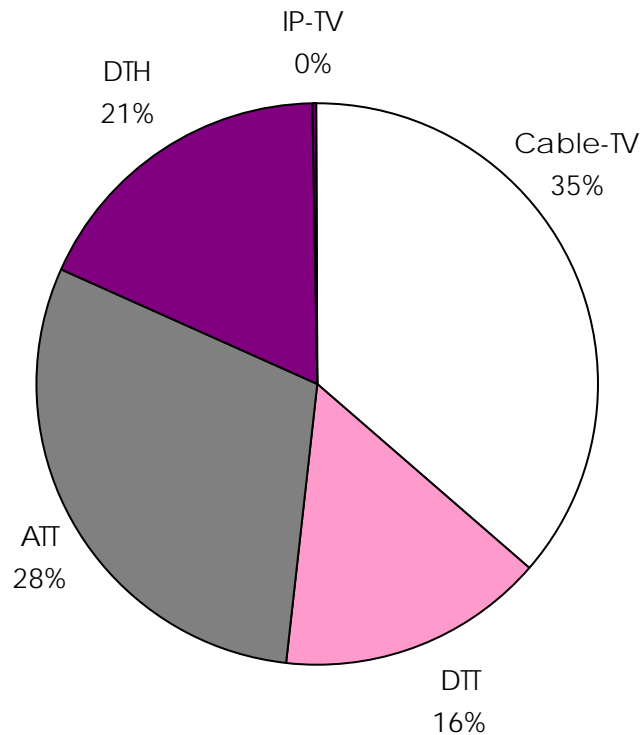
# ”Do you know what to do...”



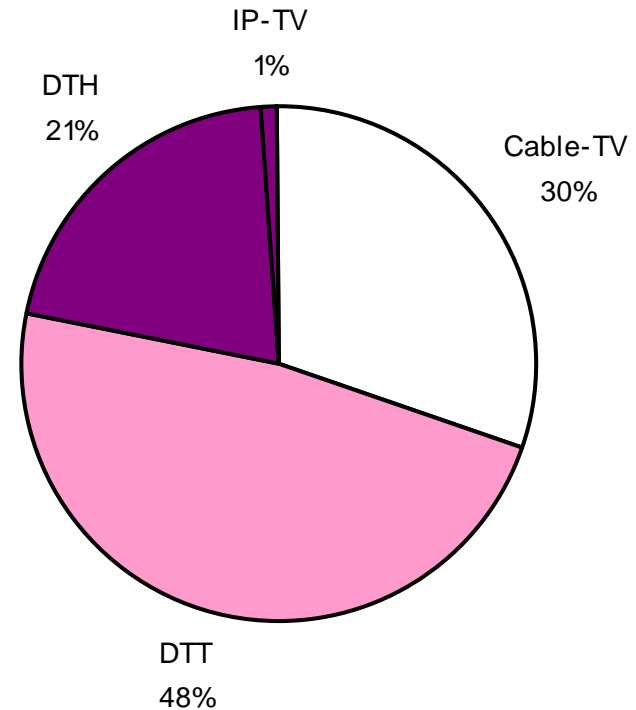
# Before and after – example phase

## 2:3

-97,9% have at lease 1 TV set



6 months before SO

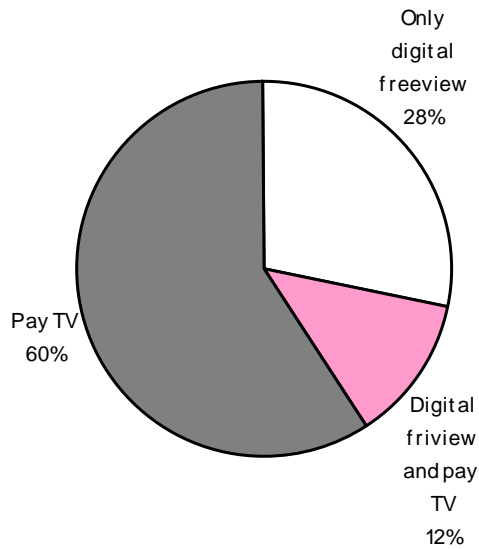


June 2006

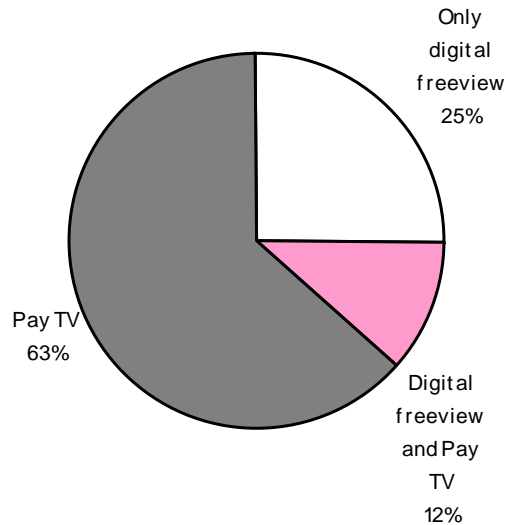
Households receiving tv on several platforms are counted double; after which the shares are summed up to 100 %.

# Choice of freeview or pay TV

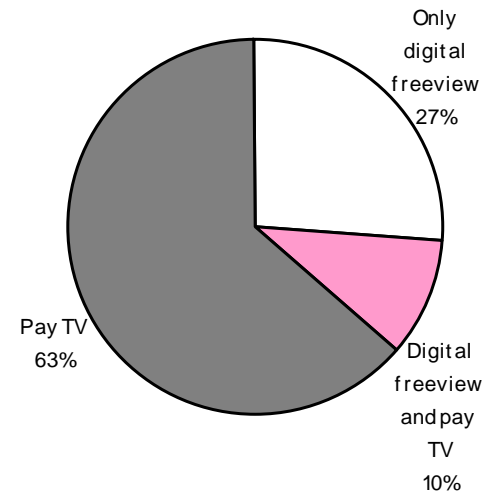
-Out of households with at least one tv receiving over the terrestrial network



Norrköping



Uppsala/Västerås

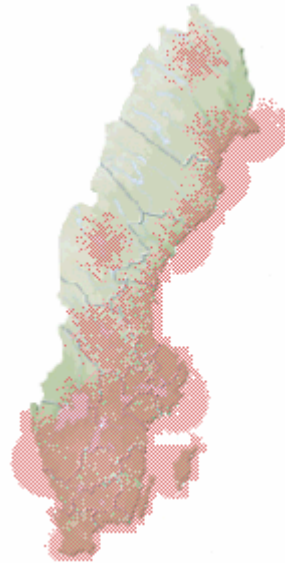


Dalarna

# Experiences and lessons learned

- **There will always be challenges - Just do it!**
- **Conditions will change - Keep flexible!**
- **A clearly mandated and independent taskforce will accomplish a lot - big or small**
- **Cooperation is key to information success**
- **Focus on the public**
- **All news are local - Keeps the issue alive!**
- **Never underestimate the force of habit**
- **Help the market to start rolling**

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**Sarajevo 22 May 2008**

**Malin Wallin, [malin.wallin@se.mags.com](mailto:malin.wallin@se.mags.com)**

