

# **Policy and regulation on Digitalbroadcasting**

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Consumer Protection  
in the Digital Age

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**Jaiok Kim**  
**Consumers Korea (CK)**

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## Transition to Digital broadcasting

- Analogue Switch-off (ASO) was implemented in Dec. 2013. Basic plan for switchover to digital TV service was established in 1997 and was developed to “Comprehensive plan for transition to digital service of terrestrial TV broadcasting”(Dec. 2000, Korea Broadcasting Commission).
- Transition to digital TV was conducted according to the special law, “Special law on digital transition and vitalization of digital broadcasting” (published in March, 2008). The special law regulates the analogues switch-off project and support for terrestrial TV broadcasters relating to digital transition.
- Channel relocation related to digital transition are regulated in the special law and “Wireless Telegraphy Act.”

## **Transition to Digitalbroadcasting**

- **New technology and consumers**

**DTV KOREA was founded for supporting digitalbroadcasting and viewers(consumers) in the transition to digital TV service. Terrestrial TV broadcasting companies set up supporting department for viewers, yet sufficient support for consumers are not provided.**

**New technology causes consumers confusion and inconvenience. Sufficient support in sense of technology and equipment should be provided by service providers and government.**

**Consumers Korea has continually called for support for consumers in the digital TV service.**

## Transition to Digital broadcasting

- An independent, non-profit organization(DTV KOREA) founded in 2008 to lead the digital TV switchover in Korea

**DTV KOREA Members include four terrestrial broadcasters, Samsung Electronics, LG Electronics, and Consumers Korea (consumer organization)**

**\* DTV KOREA's mission includes supporting viewers concerning transition to digital-broadcasting**

## **Transition to digital broadcasting**

### **◦Mission of DTV Korea : Support for terrestrial TV**

- Promote on terrestrial TV broadcasting**
- Improve reception of terrestrial TV broadcasting**
- Conduct researches and studies on terrestrial TV broadcasting**
- Conduct researches and studies on the improvement of the laws and regulations regarding terrestrial TV**
- Standardization and certification of equipment for reception of terrestrial TV broadcasting**



# Switchover to digital broadcasting

## IMPLEMENTATION

## POLICY & REGULATION



KOREA COMMUNICATIONS  
COMMISSION



미래창조과학부

Ministry of Science, ICT  
and Future Planning



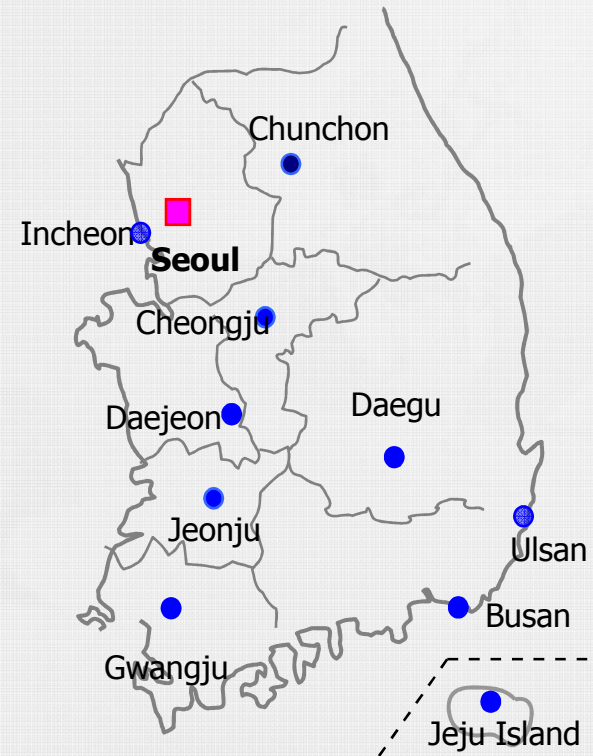
**Terrestrial Television Broadcasters,  
Representatives of Manufacturers,  
and Consumer Organization**



# TV Broadcasting in Korea

## *Terrestrial TV*

- ◆ 3 nationwide broadcasters  
: KBS(1, 2TV), MBC, EBS
- ◆ 10 Regional commercial broadcasters  
(Including SBS)
- ◆ Digital service since 2001
- ◆ \*source: DTV KOREA



# TV Broadcasting in Korea

## *Terrestrial TV*

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## *Cable TV*

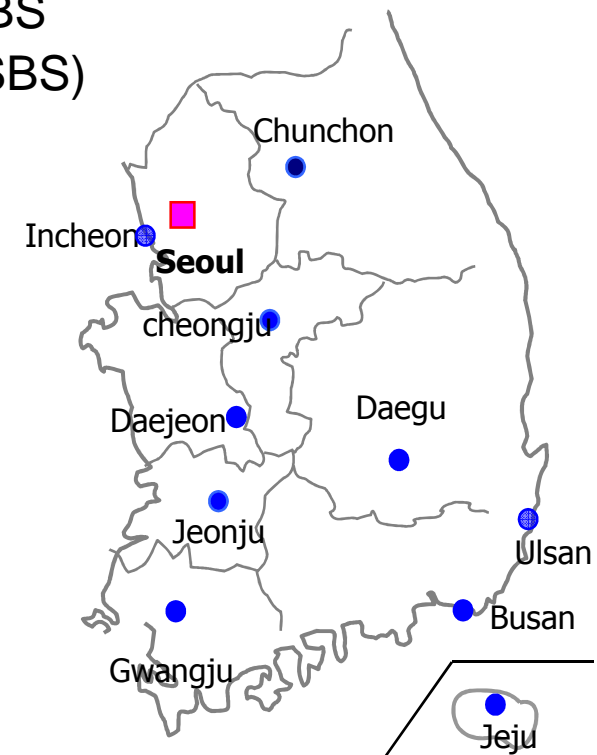
- ◆ 102 Cable SO (System Operators)
- ◆ Transition to digital from 2005

## *Satellite TV*

- ◆ 1 Satellite broadcaster (**SKYLIFE**)
- ◆ Digital service since 2002

## *IPTV*

- ◆ 3 Service Providers, License issued (KT, SK broadband, LG myLGtv)
- ◆ Service since November 2008





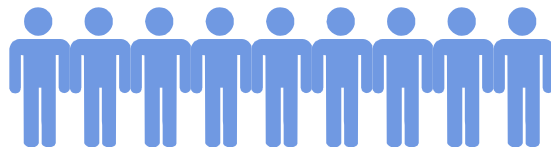
# Mobile Broadcasting

## *Terrestrial DMB*

- ◆ 6 nationwide broadcasters: KBS, MBC, SBS, YTN, QBS, U1
- ◆ Service channel: 7 Video channels, 11 Audio channels
- ◆ Service started in Dec. 2005
- ◆ Number of device: about 50 million
- ◆ DMB Coverage: about 85%

## *Satellite DMB*

- ◆ Service started in May, 2005 and closed Aug, 2012
- ◆ The profitability has gone down
  - Subscribers decreased with expansion of N-screen service

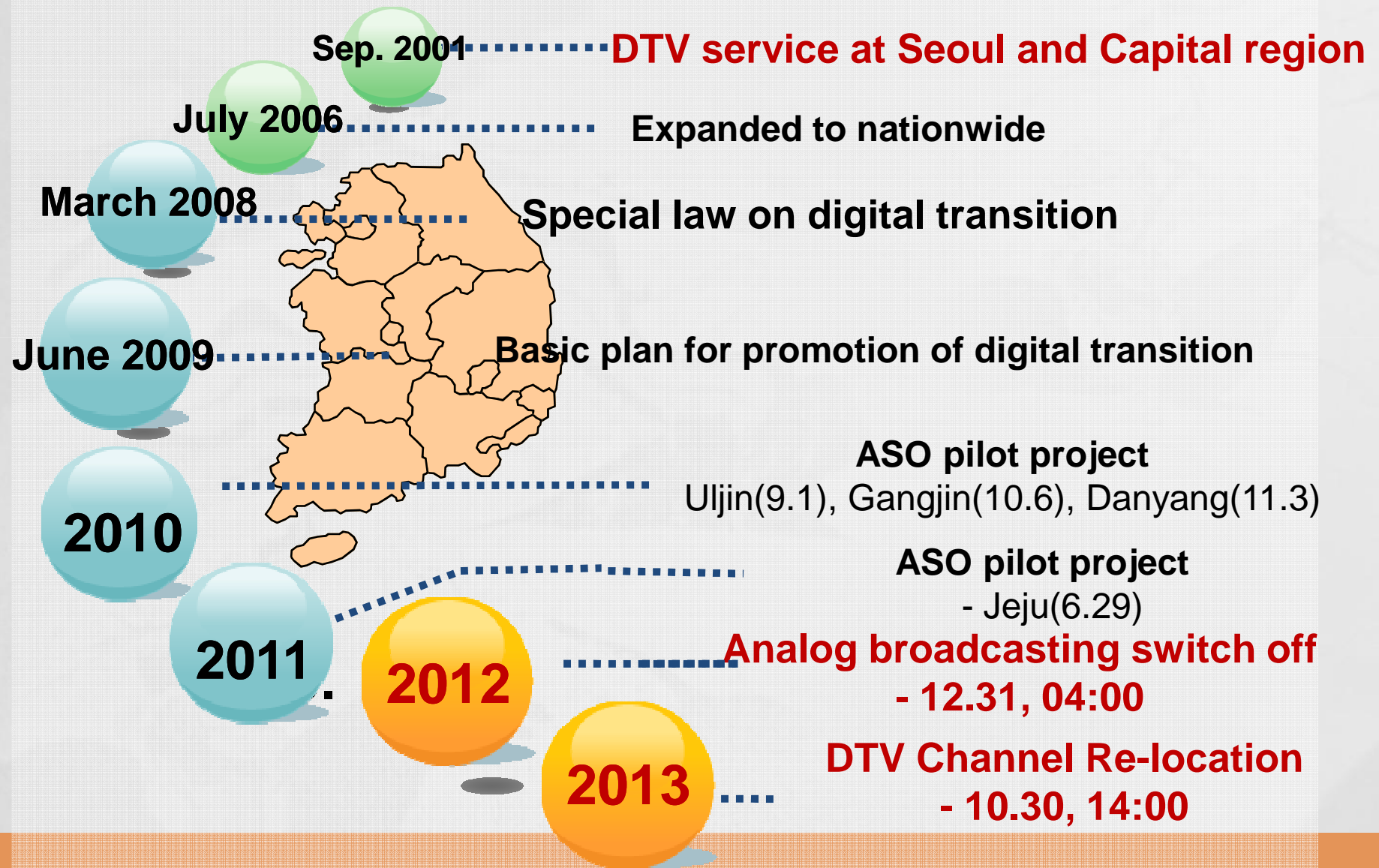


2009 : 2,000,000



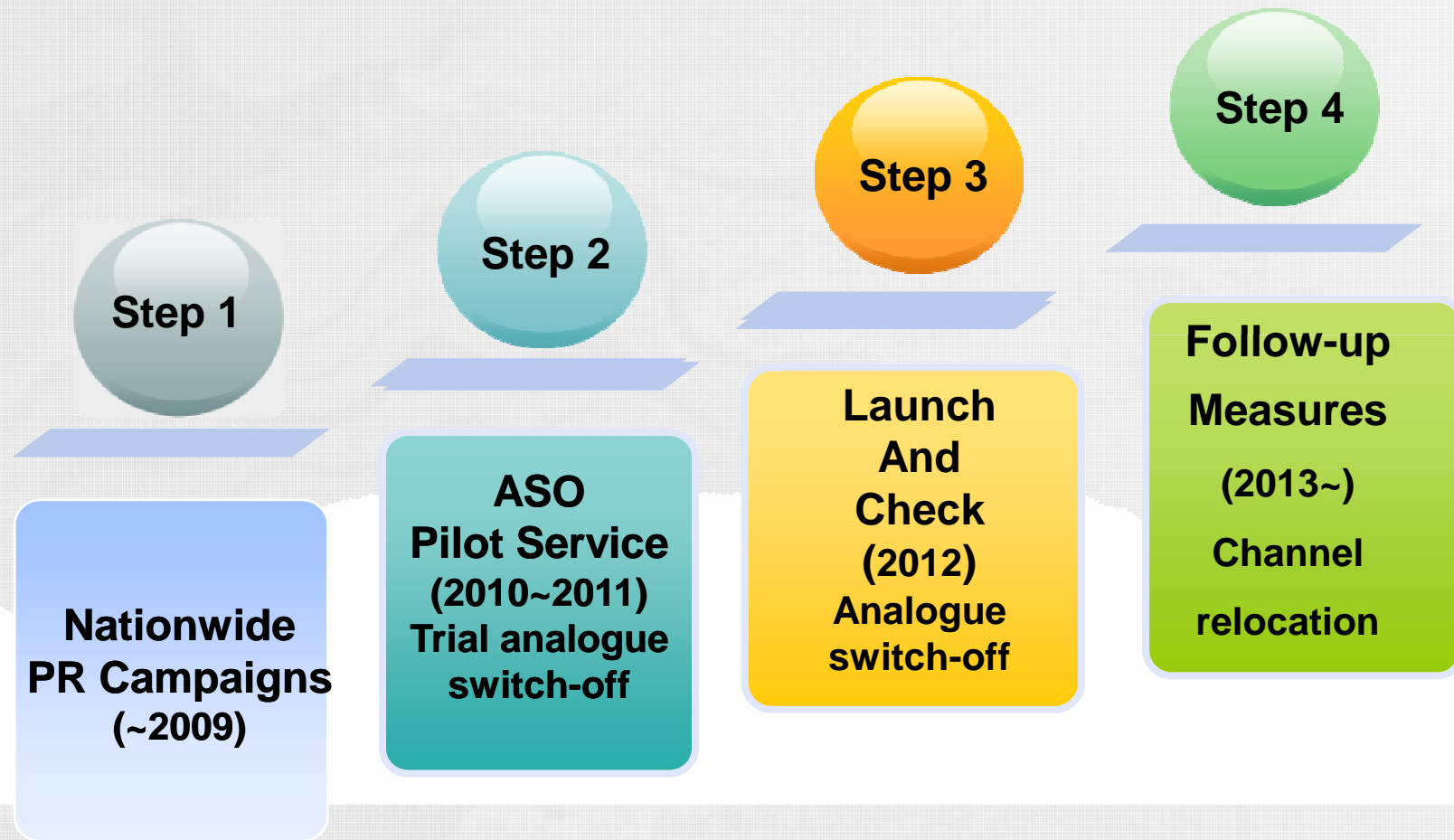
2012 : 40,000

# Digital Transition in Korea



# Transition to digital broadcasting

## ◆ Basic plan for digital transition



# 1997~2000

*1997*

- ◆ Established basic plan for switchover from analogue to digital TV
  - Plan for deciding of DTV standard
  - ASTC was selected as DTV standard (Nov. 1997)

*1999*

- ◆ Carried out trial DTV broadcasting (KBS)
- ◆ Establish switchover policies about
  - Coverage expansion plan by year, simulcast, cost, and etc.

*2000*

- ◆ Carried out demonstration DTV broadcasting.
  - Transmitting at Kwan-ak mountains (CH 15)

## 2001~2006

*2001*

- ◆ DTV service started in Capital region, Oct. 2001

*2000 ~2004*

- ◆ Controversy over DTV standard
  - Official complaint was proclaimed by KOBETA  
(Korea Broadcast Engineer and Technology Association)
- ◆ Disputes between ATSC and DVB-T
- ◆ Caused delay in analogue switch-off

*2001~2006*

- ◆ Coverage expansion
  - DTV broadcasting expanded to nationwide scale.



## 2007~2009

### *2007 ~2008*

- ◆ Key factor of digital transition like awareness of digital transition was in stagnant status due to dispute over DTV standard
- ◆ Special law on digital transition was needed to vitalize digital transition in social consensus
- ◆ National assembly had passed special law on digital transition (July 2008)
  - ASO(analog switch off) was postponed from 2010 to 2012 accordingly.

### *2009*

- ◆ According to the special law, government established basic plan and strategy of digital transition
- ◆ Yearly implementation plan for the basic plan was established until the completion of analog TV switch-off

# Switchover to digital broadcasting

◆ Specific support was provided for digital transition

## 1. Provision of coupons for DTV reception devices

- Provide coupons for converter box and antenna for DTV reception



## 3. Support for improving DTV reception

- Supporting users to repair or replace outdated or broken reception equipment

## 2. Nationwide PR Campaigns on analogue switch-off

- Notifying analog switch off by caption service and trial ASO

Caption service

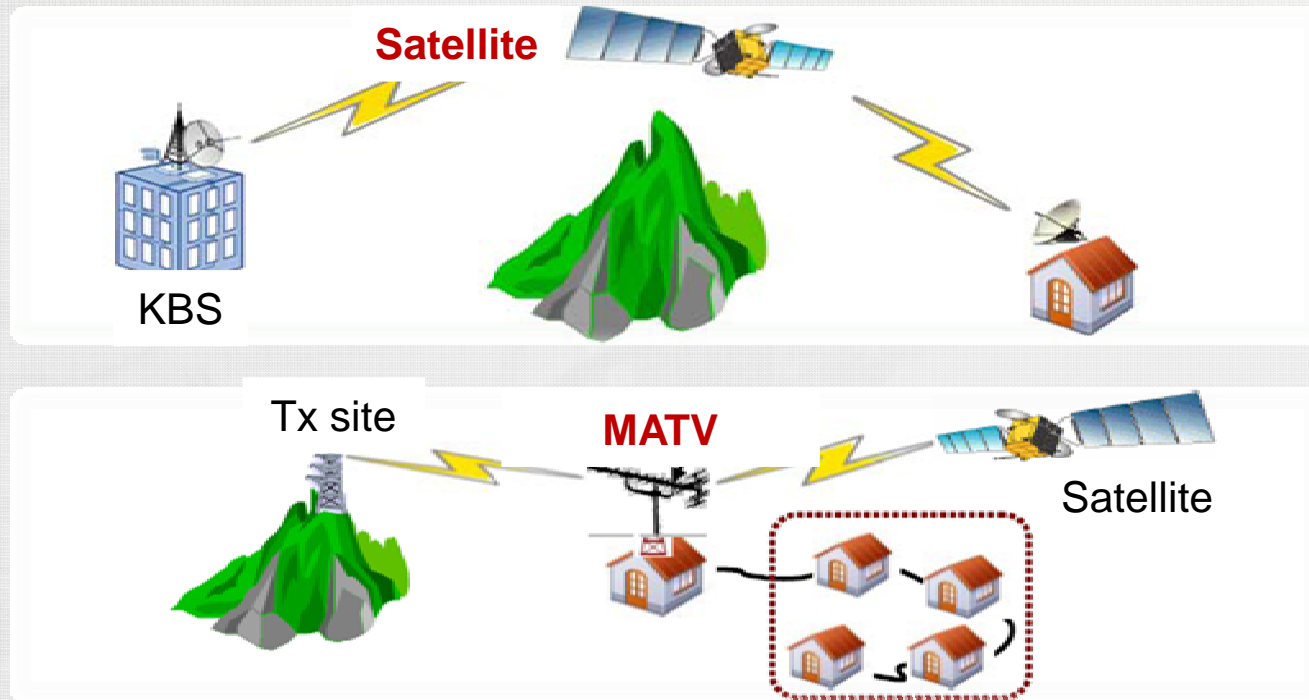


Trial ASO



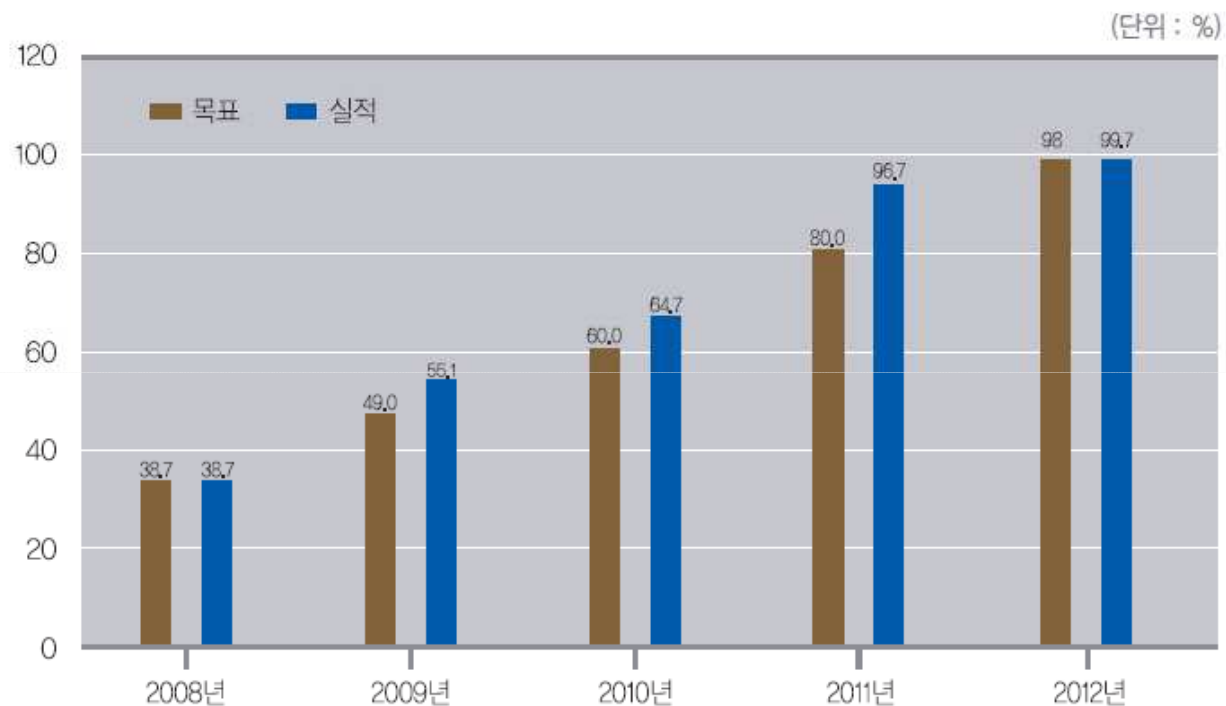
# Transition to digital broadcasting

- ◆ Improvement of TV reception at fringe area via satellite or town antenna.  
Repair or maintenance of MATV facilities (MATV: Master Antenna Television)
- ◆ Installation of low power on-channel repeaters



# Reception device for digital broadcasting

연도별 디지털  
방송 수신기기  
보급률





# Reception devices for digital broadcasting





# Preparation of UHDTV



## *UHDTV*

- ◆ Cable SO implement trial broadcasting in JAN, 2013 and commercialize in 2014.
- ◆ Satellite broadcaster implement trial broadcasting in OCT, 2012 and plan to commercialize in 2015.
- ◆ Samsung, LG launched UHDTV in 2012
  - Display size: 55 ~ 85 inch

## **Digitalbroadcasting and Consumer**

- Transition to digital service should include sufficient information provision and support for consumers using new technology.**
- Consistent and consumer-oriented information center and complaint addressing system needed.**

**Thank you**



[www.consumerskorea.org](http://www.consumerskorea.org)

[soree@consumerskorea.org](mailto:soree@consumerskorea.org)