



# **PROGRESS UPDATE ON THE IMPLEMENTATION OF BROADCASTING DIGITAL MIGRATION TO PORTFOLIO COMMITTEE ON COMMUNICATIONS**

**18 November 2021**

- ❑ On 29 September 2021 Cabinet approved the revised integrated Analogue Switch off (ASO) implementation plan to be achieved through the four key principles; namely:
  - **Principle 1:** Adoption of an expedited analogue switch-off approach at national level over a period not exceeding 31 January 2022
    - ✓ simultaneously terminating analogues transmission services in all provinces.
  - **Principle 2:** Adopt a Managed Integrated Model (MiM) with all media players contributing towards connecting households during analogue switch-off.
  - **Principle 3:** That all households registered by the 15<sup>th</sup> of October 2021 will be connected during analogue Switch-Off process, and households registered thereafter will be connected within 3 to 6 months period.
  - **Principle 4:** Allocate devices distribution and installation to Broadcasters and platform operators based on confirmed capacity,
    - ✓ and where STB Installations from one entity lacks behind, households will be re-allocated through statistical allocation approach.

- ❑ Following the Cabinet approval, the Minister of Communications and Digital Technologies had subsequently:
  - Established a Project Steering Committee to oversee the implementation of the Digital Migration comprised of.
    - ✓ Parties that are involved in the implementation of the programme
    - ✓ Parties to be affected by the Analogue Switch Off process.
  - Mandated department, entities and stakeholders to align plans to the analogue switch off plan.
- ❑ The project implementation is underway in line with the four principles of the implementation plan.

# ASO Model

AWARENESS CAMPAIGNS		STB REGISTRATIONS SYSTEM, FUNDING & DATA MANAGEMENT	STB INSTALLATIONS		ANALOGUE SWITCH-OFF (ASO)	AFTERMARKET SUPPORT
	 We deliver, whatever it takes.		900 000		All 288 sites inclusive of LPLC	 Department: Communications & Digital Technologies REPUBLIC OF SOUTH AFRICA
			 OPENVIEW HD			
	 CHANGE YOUR VIEW	100 000		84 Analogue Sites	Call-Contact Centre	
			1 100 000		91 Analogues Sites	
Outreach, Media Briefings and Stakeholder Engagements						STB Replacements
Radio and TV Ads						
Scrolling text and social Media						
Bulk SMSs						



# Awareness Campaigns

- The Steering committee approved Communications and Awareness strategy during October.
- Currently running national messaging on analogue receiving televisions
- Minister's media briefing on the 5<sup>th</sup> of October 2021
- Minister's live engagements on Morning Live, and 10 radio engagements.
- Live reads on 106 community radio stations across the country.
- Script translated to all 11 official languages
- Live reads on all African language stations on SABC ,PSA on S 1,2,3 and Social media activation
- Minister's awareness campaigns in the Eastern Cape, Free-State, North-West and Limpopo

- Following the previous cabinet meeting, the Minister made a national call for STB registrations to improve number of eligible households.
- STB registrations are improving nationally, as at the end of October we recorded 48,453 new registrations bringing the total number of registrations to 1,228,879.
- For the first two weeks of November, over 30 000 new applications were recorded.



# STB Installations



- STB Installations are underway in the 4 provinces of the Northern Cape, North-West, Limpopo and Mpumalanga. Installers are still active in the Free-State province to conclude new registrations.
- Sentech's is ramping up installer capacity for the remaining provinces, and National Treasury has recently approved the use of Broadcasters and Telkom in line with PFMA: Supply Chain Management Regulations
- We have Installed STBs in Northern Cape to enable provincial switch-off



# Analogue Switch Off

- The project has managed to conclude analogue Switch-off in the Free-State province at the end of October in accordance with the plan without TV black-outs.
- Project has reached the required Installation threshold to conclude analogue Switch-off in the Northern Cape Province.
- The project is also on track to switch-off North West in line with the approved Plan.
- To date, 113 analogue transmitters have been switched off compared to 105 when Cabinet approved the revised Plan.



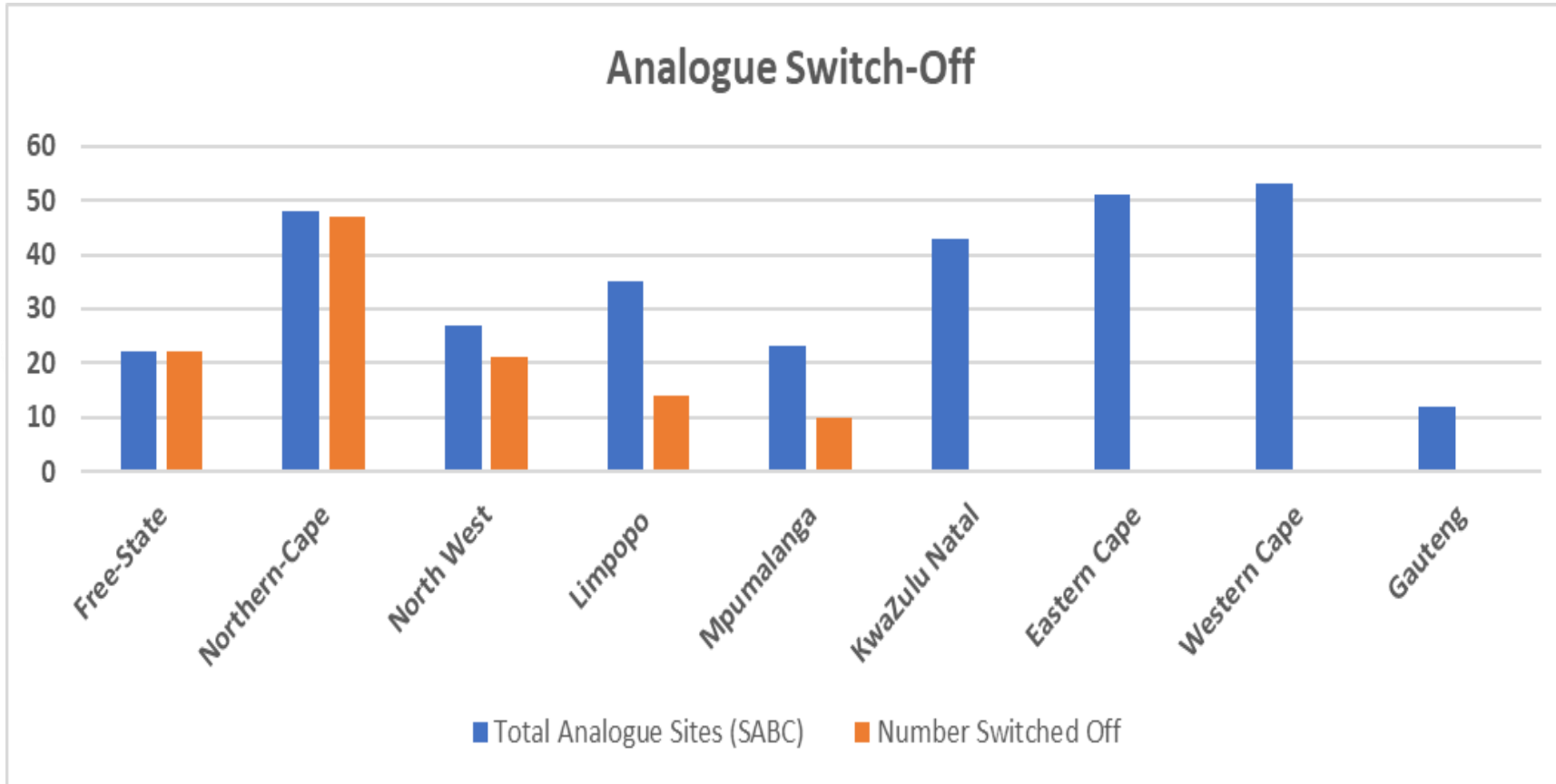
# Summary of Analogue Services Switched Off

## NATIONAL HIGH LEVEL ASO SUMMARY as at November 2021

PROVINCE	SABC ASO STATUS			ETV REMAINING
	ASO	REMAINING	TOTAL	
FS (1*)	22	0	22	8
NC (15*)	46	2	48	1
NW	21	6	27	6
MP	10	13	23	9
LP	14	21	35	4
EC	0	51	51	13
KZN	0	43	43	18
WC	0	53	53	20
GP	0	12	12	12
<b>TOTALS</b>	<b>113</b>	<b>202</b>	<b>314</b>	<b>91</b>

\* indicates ASO pre March 2021

# Analogue Switch Off



- FS province has been completed
- NC last site switch off approved. Switch-off event planned for 26 Nov 21.
- STB registration and installations commenced in Limpopo and Mpumalanga.
- Household registrations continuing and ramping up installer capacity

# Analogue Switch Off Plan – Towards successful migration

In line with 29 September 2021 Cabinet Decision, analogue switch off is targeted to be achieved as follows:

ACTIVITIES	September				October				November				December				January				February				March				April			
	W1	W2	W3	W4	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15	W16	W17	W18	W19	W20	W21	W22	W23	W24	W25	W26	W27	W28
STAKEHOLDER ENGAGEMENTS	STK ENGAGEMENTS																															
CAPACITATING & REORGANIZING	C&R																															
CREATION OF AWARENESS	NATIONAL AWARENESS PROGRAMS																															
FREE STATE ASO	STB INSTALLATIONS				FS ASO																											
NORTHERN CAPE ASO	STB INSTALLATIONS				NC ASO																											
NORTH WEST ASO	STB INSTALLATIONS				NW ASO																											
MPUMALANGA	INS CAPACITY BUILD				STB INSTALLATION				MP ASO																							
EASTERN CAPE	INS CAPACITY BUILD				STB INSTALLATION				EC ASO																							
KWAZULU NATAL	INS CAPACITY BUILD				STB INSTALLATION				KZN ASO																							
WESTERN CAPE	INS CAPACITY BUILD				STB INSTALLATION				WC ASO																							
LIMPOPO	INS CAPACITY BUILD				STB INSTALLATION				LP ASO																							
GAUTENG	INS CAPACITY BUILD				STB INSTALLATION				GP ASO																							

- The aftermarket support plan has been approved by the BDM steering committee on the 22<sup>nd</sup> October 2021.
- The objective of the plan is ensure that registered households are supported in all languages during and after STB installation process.
- The existing Call Centre within Sentech is being transitioned to the After-Market Support Centre and engagements are ongoing with SABC.
- The call centre is operational with a call and whatsapp contact numbers.

- ❑ Drive Households registrations
  - In collaboration with provincial governments, district and local municipalities
  - Accelerated Awareness and Communications campaign
- ❑ Finalize the Master-SLA with all the Stakeholders
  - To ensure project governance and accountability
- ❑ Elevate Communication & Awareness Campaign Implementation
- ❑ Finalize the allocation delivery & funding model with Broadcasters
  - To commence with the distribution to qualifying registered households
- ❑ Finalize the engagements with National Treasury for deviations to be authorized



# Critical Success Factors

- Timeous approval of deviation by National Treasury to ensure effective governance.
- Timeous conclusion of SLAs / MOUs with entities to ensure accountability.
- Timeous decoder availability accompanied by efficient distribution and installations by the newly formed collaboration with broadcasters
- Impactful communications and media engagement interventions.
- Full collaboration of provincial governments, district and local municipalities

