



## Keen to be Green

Multiple Physical Layer Pipes -  
an Overview



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# Making the right choice



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For more information, please see: <http://dtcreports.com/dtv.aspx>

Although a growing number of regions within Western Europe have completed transitions from terrestrial analog TV to DVB-T, there are still many countries (especially in Eastern Europe, the Middle East, and parts of Africa) that are only beginning the work of building their DVB-T or DVB-T2 systems.

In fact, approximately 70% of the world's countries have yet to begin commercial digital terrestrial TV services and those countries that are just now beginning their plans have the opportunity to learn from those who went before them. Although transitions have been mostly successful, missteps have occurred and, in many cases, those missteps serve as cautionary tales for broadcasters and government regulators. One, however, is frequently repeated: The exclusion of nontechnical stakeholders (politicians notwithstanding) in the very beginning of planning a DTT system.

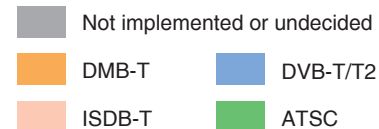
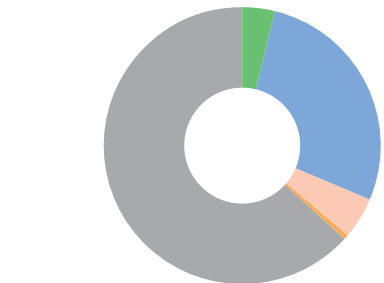
The drive and vision to create a DTT system understandably comes from broadcast engineers. It seems natural that decision making about analog to digital TV transitions is, at the very core, a technical one. After all, it is the engineers who will be responsible for building the system, integrating it with other delivery platforms and maintaining it long after the first DTT transmitters are erected.

Many in the industry instinctively think of an analog to digital transition as a technical problem to be solved, not as a transformation of an old system to a new system that can help improve the communications of an entire population and government. Although it may seem that retailers, government policymakers, and business leaders can parachute into the planning process once the technical specifications, standards selection, and spectrum mapping studies have been completed, these decisions have a profound

impact on all aspects of a transition. To name only a few: the degree of ease in which retailers can source DTT receivers; whether citizens can access their favorite programming in a neighboring country post analog shut off; and how government subsidy programs are designed.

In the end, the ability for all citizens to affordably acquire a receiver is paramount. The adoption of a common transmission technology (i.e., DVB) across a large region helps to accomplish this goal with operational, equipment and human capital efficiencies. Those pan regional efficiencies, in part, have made DVB-T (and T2) the most widely adopted digital terrestrial standard in the world.

### Transmission Standards Selected by Countries Around the World



Source:  
DTC