

Digital switchover and related legislation in Hungary

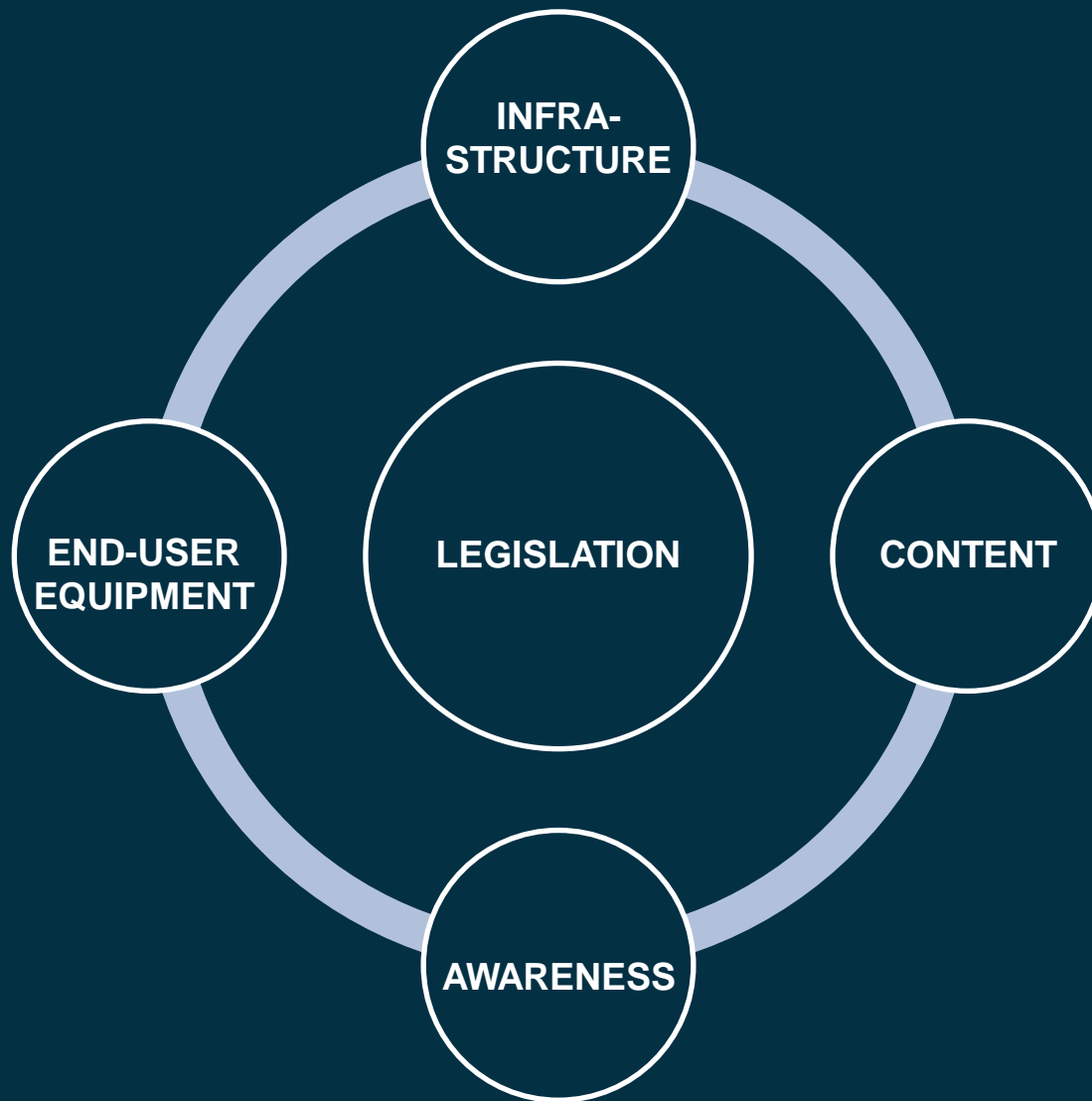
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Hungary**

VITEL Conference – October 2010



Enablers of digital switchover



Role of legislation – a regulator's perspective

Legal framework of the terrestrial digital switchover

Technology and service neutrality

Transparent environment for all stakeholders

Meeting the special needs of socially disadvantaged groups

No tv-viewer should lose television

Appropriate representation of consumer's interest

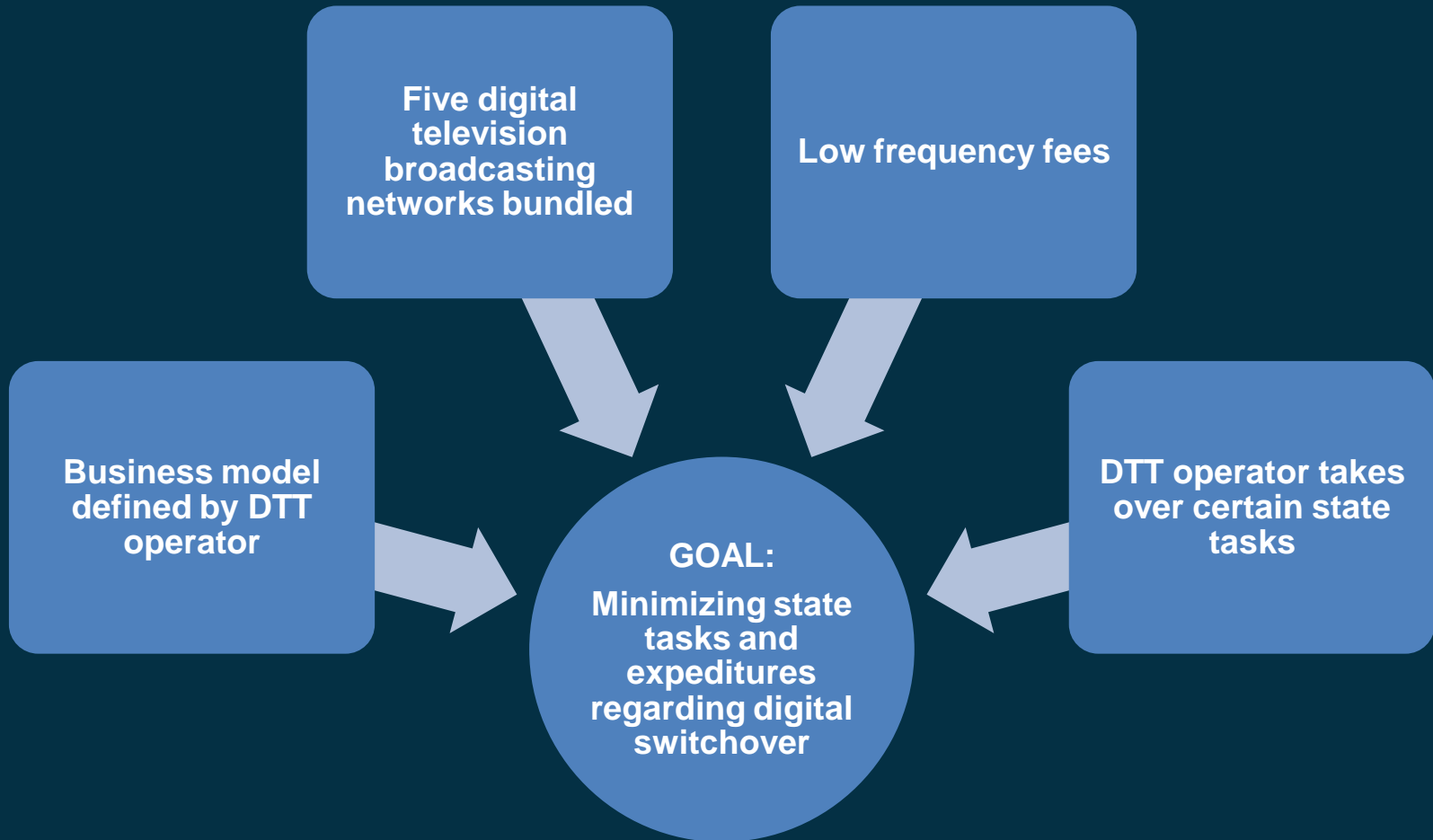
Enhance consumer awareness

Efficient management of frequencies as a scarce resource

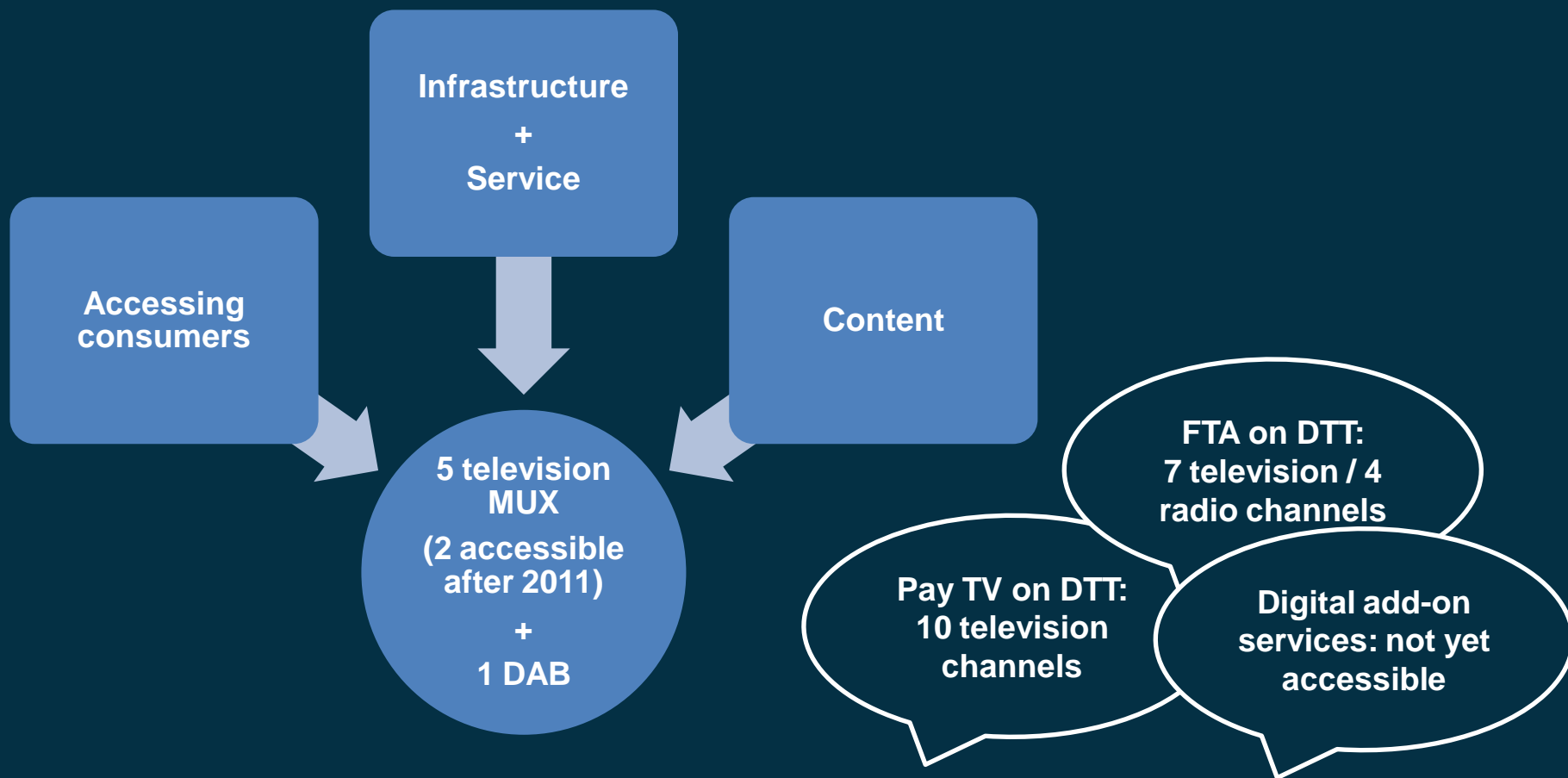
Realize digital dividend benefits as soon as possible



Licensing model in Hungary: strong multiplex – single multiplex operator



Authority contract



Digital switchover in Hungarian legislation

2005

- 1021/2005. (III. 10.)
Governmental Decree on
Priorities of
Governmental
Tasks in
Relation to the
Transition to
DTT

2007

- 1014/2007. (III. 13.)
Governmental Decree on the
Strategy of
Digital
Switchover
- 2007. LXIV. Act
on Digital
Switchover

2008

- DTT, DAB+
authority
contract signed

2010-11

- Elaboration and
implementation
of bylaws and
specific actions

2012

- Analogue
switchoff to be
completed



Status of digital switchover in Hungary

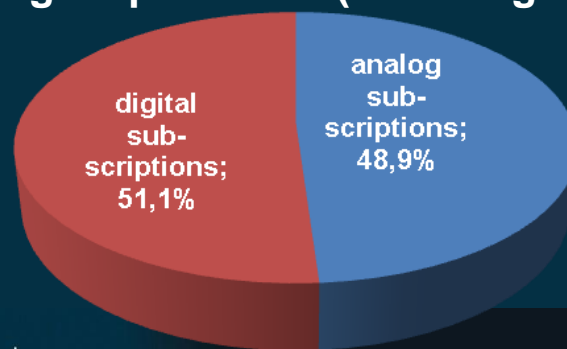
Transition to digital terrestrial television

- » DTT coverage: 88%
(by the end of this year it has to reach 95%)
- » Analogue vs digital terrestrial television:
3 vs 7 FTA channels
- » MPEG-4 end-user equipment (TV/set-top-box):
price change -18–36% (2009/2010)*
- » Sustainable competition on the broadcasting market



Status of digital switchover

- » More than 50% of television subscriptions are digital** (DTT users ~ 2,4% of households, analogue terrestrial users >20% of households)*
- » Subscription services are available on all digital platforms (including DVB-T)
- » Add-on digital services (VOD, NVOD) increasing



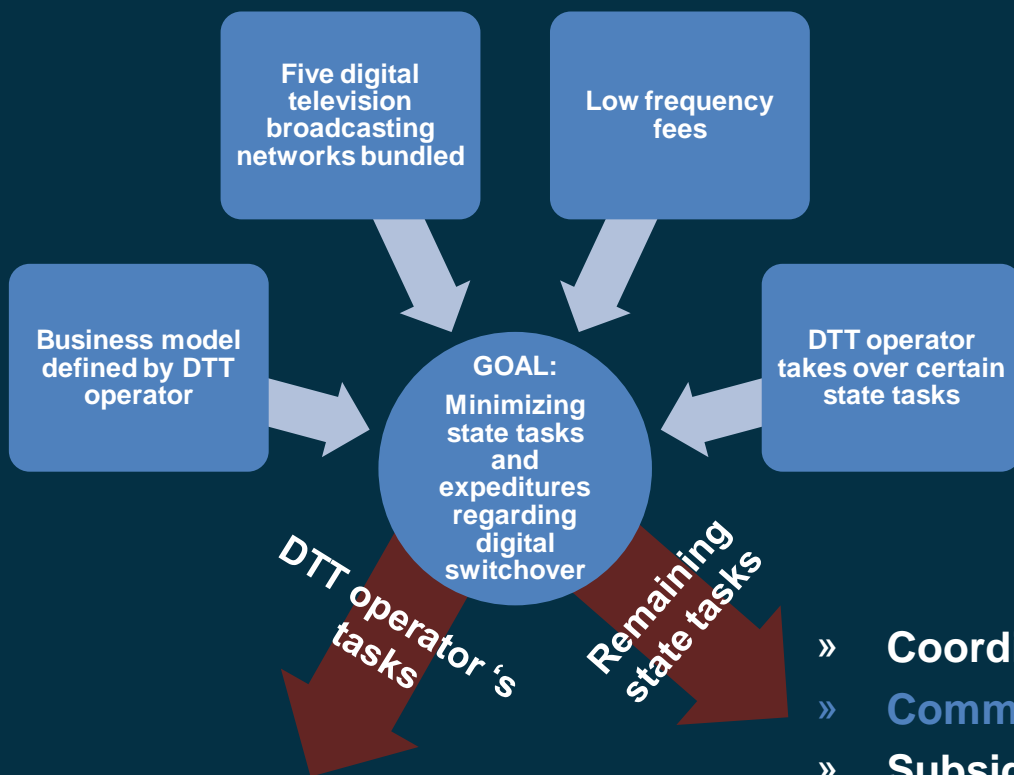
*Source: BellResearch, 2010

**Source: NMIA, 2010



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Next steps towards realizing ASO



DTT operator / market stakeholders tasks

- » Communication
- » End-user equipment

- » DTT coverage rollout
- » Compliance with authority contract

- » Coordination
- » Communication
- » Subsidy for socially disadvantaged groups
- » Roadmap
- » Elaborated bylaws
- » Financial resources



Thank you!

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