

## NOTHING IS THE SAME

These are the four words around which the fourth National DTT Conference is based, planned for the 20th and 21st of January. A direct message showing how, after the Sardinian switch-off (creating the largest all-digital area in Europe) and the approval of the national switch-off calendar by the Ministry for Economic Development and Communication, 2009 will be the year in which all the changes necessary for digital switch-over will effectively take place.

Changes that will involve public, private, national and regional broadcasters, as well as national and regional institutions, businesses and, first and foremost, consumers. Fifteen million Italians, who, just as in the rest of Europe and as detailed in the report in this issue of DIGITA, will switch-off definitively to DTT in 2009.

A conference guaranteed to be once again rich in contributions, proposals and novelties, and which aims to provide answers to all those unsolved questions that must be addressed in order to successfully complete all the activities that lie ahead. And, in the full knowledge that nothing is the same and that the future is well and truly on our doorstep, all of us at DIGITA wish our readers the warmest digital greetings for the coming festive season.

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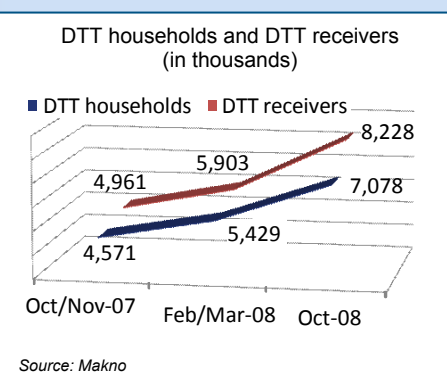
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### DTT PENETRATION

#### 7.1 MLN DTT HOUSEHOLDS

According to the latest estimates by Makno, at the end of October the number of DTT households (those with at least one DTT receiver in the main family home) had risen to 7,078,000. A growth of around 166,000 with respect to September.

Moreover, in October, the number of DTT receivers in households exceeded the 8 million mark (8,222,034). Also to be noted is the significant increase in DTT equipment for second and third TV sets.

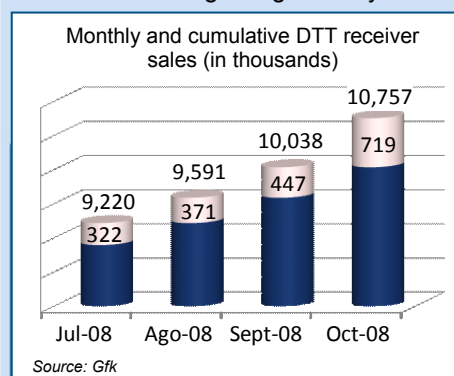


### SALES OF DTT RECEIVERS

#### STRONG GROWTH IN OCTOBER

October saw a large increase in DTT receiver sales, according to GfK, with around 719,000 receivers sold with respect to 447,000 in September. Of these, around 60% (427,000) were integrated DTT receivers, whereas the remaining 292,000 (30% of total) were stand-alone STBs.

At the end of October, cumulative sales of DTT receivers since February 2004 overtook the 10.7 million mark. Over 3.5 million DTT units have been sold since the beginning of this year.

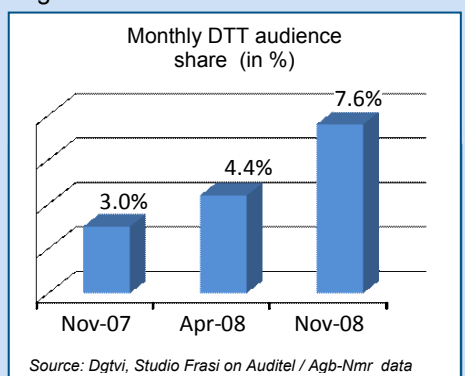


### DTT AUDIENCE FIGURES

#### DTT SHARE OVERTAKES 7%

In November audience share in Italy was 7.6%. A figure that satellite TV only reached after more than ten years and that DTT has reached in just three years.

According to Auditel AGB-Nmr data processed by Studio Frasi, DTT audience share grew by around 18% with respect to October. The digital switch-off in Sardinia and the increase in integrated receiver sales are accelerating the speed of transition to digital TV.



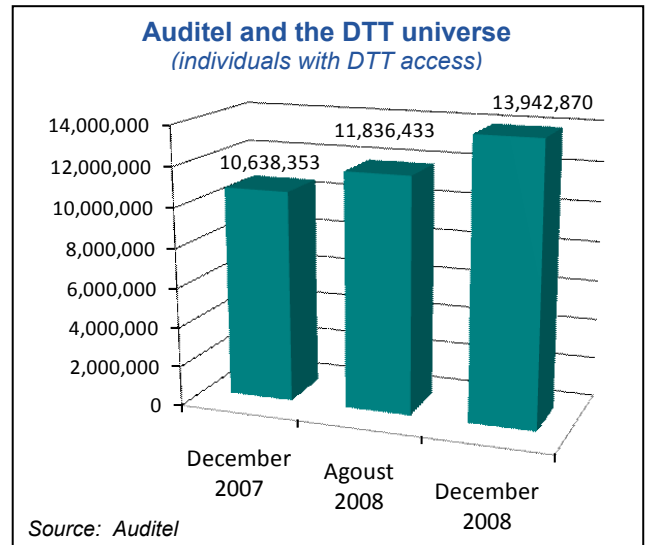
# DIGITAL TERRESTRIAL TV VIEWING

(by Studio Frasi)

In December 2008 the number of individuals with access to DTT overtook those with satellite TV, even according to Auditel (the Italian TV monitoring company). In fact in December the number of people with DTT monitored by Auditel reached the 13.9 million mark.

Auditel tracks TV equipment in Italian households by means of 3.000 door-to-door interviews carried out every month by Ipsos. The results of the survey provide data for quarterly platform updates in the Auditel panel.

The increase from the previous estimate, made by Auditel in August, is 18% and equal to 2.1 million individuals. This new way of measuring the number of DTT consumers has aligned the results by Makno (DTT households), Gfk (DTT receiver sales) and Auditel (DTT viewing).



## NEW IN ITALY

### SWITCH-OVER ACTIVITIES TAKE OFF IN THE 2009 ALL DIGITAL AREAS

The Rai 2 and Rete 4 digital transition in the province of Trento is in full swing. In 104 municipalities in the province of Trento and in 12 adjoining municipalities these two national channels will switch-off definitively to digital between the 15th and 16th of February 2009. An advertising campaign promoted by the Province of Trento, including posters, radio and local TV advertisements has been running since 15th November. Starting on the 10th of January a crawl will be broadcast on Rai 2 and Rete 4; this consists of a superimposed running text providing information on the switch-off and will only be visible to the viewers affected.

The Ministry for Economic Development has made a contribution of €50 to every Rai licence holder aged 75 years or older, while the Trento Province local authority is planning additional assistance to the less well-off. As far as western Piedmont is concerned, the Rai 2 and Rete 4 switch-off in the provinces of Turin and Cuneo has been fixed for the 21st April. The advertising campaign planned by the Piedmont Regional Government will start in the last week of January. From the 2nd February a state contribution of €50 will be available for every TV licence holder aged 65 years or more, with an annual income of less than €10,000. Lastly, the Rai 2 and Rete 4 switch-off in Lazio has been fixed for the 16th of June and for Campania on the 15th September 2009.

### CNID: AGCOM KICKS-OFF FREQUENCY ALLOCATION IN TRENTO AND IN PIEDMONT

The third meeting of the Italian National Digital Committee (CNID) took place in Rome on the 10th of December and was chaired by the Undersecretary for Communications, Paolo Romani. From the subjects discussed by the committee, including the initial activities carried out by the all digital areas' task forces, the following main points emerged. AGCOM, represented by Stefano Mannoni, vice president of CNID, announced the development of technical plans for the allocation of frequencies in the all digital areas of Piedmont (the provinces of Turin and Cuneo) and in the autonomous provinces of Trento and Bolzano. Work carried out by AGCOM for these technical plans is vital to broadcasters for the switch-off process.

The Sardinian switch-off experienced some technical problems in certain STBs and integrated TV sets which were not fully compliant with the technical requisites required by law. The Ministry for Economic Development and Communication has ordered spot checks on receivers and digital TV sets for sale throughout Italy, to be undertaken by the government's local inspectorate. All non-compliant equipment will be taken off the market.

At the same time Agcom will kick-off activities required by the 216 bylaw approved in 2000, which indicates the technical specifications required by the law for digital receivers. The Undersecretary Romani announced the creation of a round table, to be held at the Ministry, with representing members from all national and regional broadcasters with the aim of reaching a unanimous agreement on channel numbering.

And finally, the subject of financial resources was discussed. While waiting to know what the 2009 resources made available by CIPE will be, the Undersecretary Romani has started delineating the criteria for allocation of these resources. 80% will be used to assist the weaker segment of the population, whereas the remaining 20% will be allocated to other activities (communication, call centres etc.)

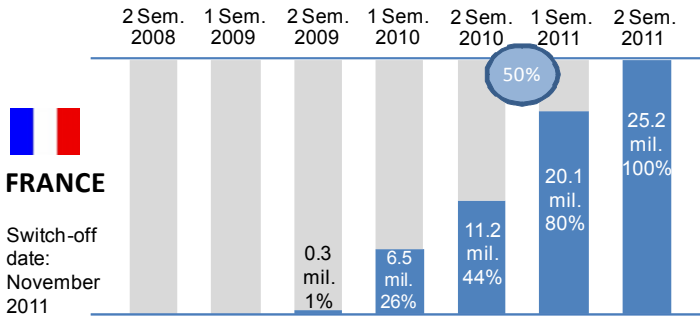
➔ **THE RADIOTV FORUM** is the event promoted by the local broadcasters' association AERANTI-CORALLO and dedicated to the world of TV and radio broadcasting, programme production and postproduction. This fourth edition promises to be rich in novelties and will take place in Rome at the Hotel Melià Congress Centre (via degli Aldobrandeschi 223) on Tuesday the 19th and Wednesday the 20th of May 2009. Further information is available on [www.radiotvforum.it](http://www.radiotvforum.it), which can also be accessed via [www.aeranticorallo.it](http://www.aeranticorallo.it).

## THE EUROPEAN SWITCH-OFF SCHEDULE

With the publication of its switch-off calendar a few weeks ago, France was the last of the main European countries to draw up a specific digital transition plan, thus becoming aligned with UK, Spain and Italy.

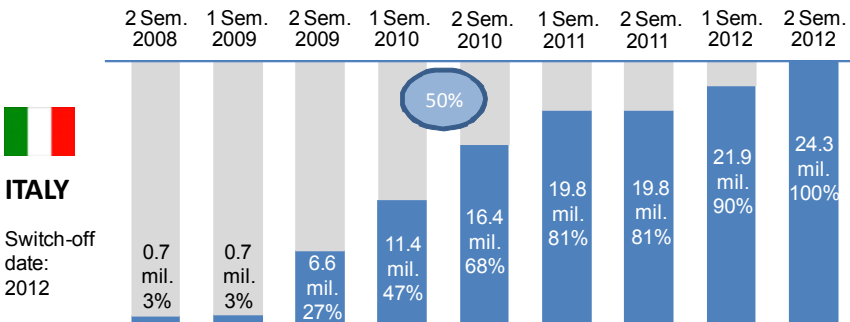
e-Media Institute has carried out a comparative analysis of these four countries estimating, semester by semester since 2008, the number of households that will be progressively affected by the switch-off.

Cumulative number of households affected by switch-off (million) and % of total.



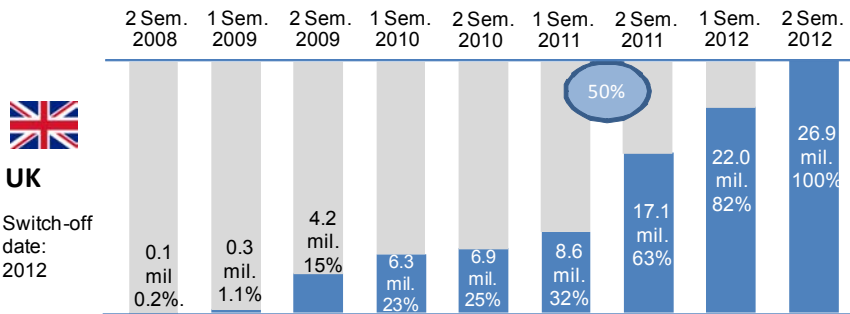
The CSA Authority in France has only recently published a switch-off schedule. After a few minor projects planned for the last quarter of 2009, the transition process will be in full swing by 2010 involving around 11 million households.

Of the regions with the highest population the first to switch-off will be Brittany and the Loire. During the eleven months between January and November 2011, 14 million households will be affected by switch-off. The last transition will be completed in Provence.



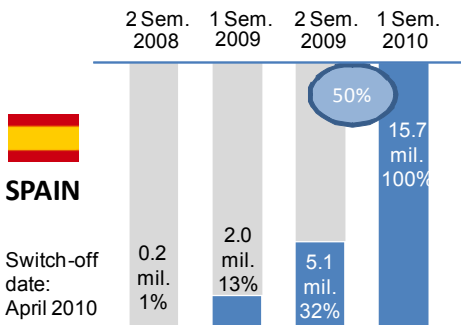
The September 2008 switch-off schedule listed 16 technical areas. Unlike other countries which have tested switch-off in a limited number of pilot areas, Italy has already converted approximately 700,000 households in Sardinia to digital.

For the next four years a more gradual transition is scheduled, with an average of 25% of the population involved per year. With the scheduled switch-off planned in some of the most densely populated regions (Lombardy, Lazio etc.) over the next two years, by the end of 2010 almost 70% of the households will have switched-off. In 2012, the process will be completed in Sicily and Calabria.



The United Kingdom already scheduled its national switch-off in 2005. The calendar was planned region by region and divided into 14 technical areas.

The first phase of switch-off will take place in 2009/10, and involve 25% of households. The process will accelerate during 2011/12 and involve 20 million households. These include 5 million households in the London area which will be entirely digital by the first half of 2012.



Of the countries analysed, Spain has drawn up the most ambitious switch-off plan. According to the Government's September 2007 National plan, 90 switch-off projects are scheduled in 73 technical areas, divided into 4 groups.

By the end of 2008 only some pilot schemes will be completed (about 200,000 households in total). By the end of 2010, with the conclusion of the A and B group schedule, 30% of households will be digital, leaving the remaining 70% (group C) to be completed in the first half of 2010.

Source: e-Media Institute processing of CSA, ISTAT, DGTvi, Ofcom, Digital UK and Impulsa TDT data. For the UK, where regions are further divided into sub-regions, the regional switch-off is determined by that of the last sub-region. Spain's calendar indicates the deadline by which switch-off must be completed (but may be completed earlier).

### DIGITA

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