

# Digital Terrestrial Television The French Experience

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*Sarajevo  
November 2008*



**the Broadcasting Act defines the regulatory framework and gives  
CSA a major responsibility in :**



**Spectrum planification**



**Selection of private channels by a call for tenders : « beauty contest ».**



**Allocation of frequencies for public tv broadcasting, without a call for tenders, and private channels after the selection**



**Launching of DTT**

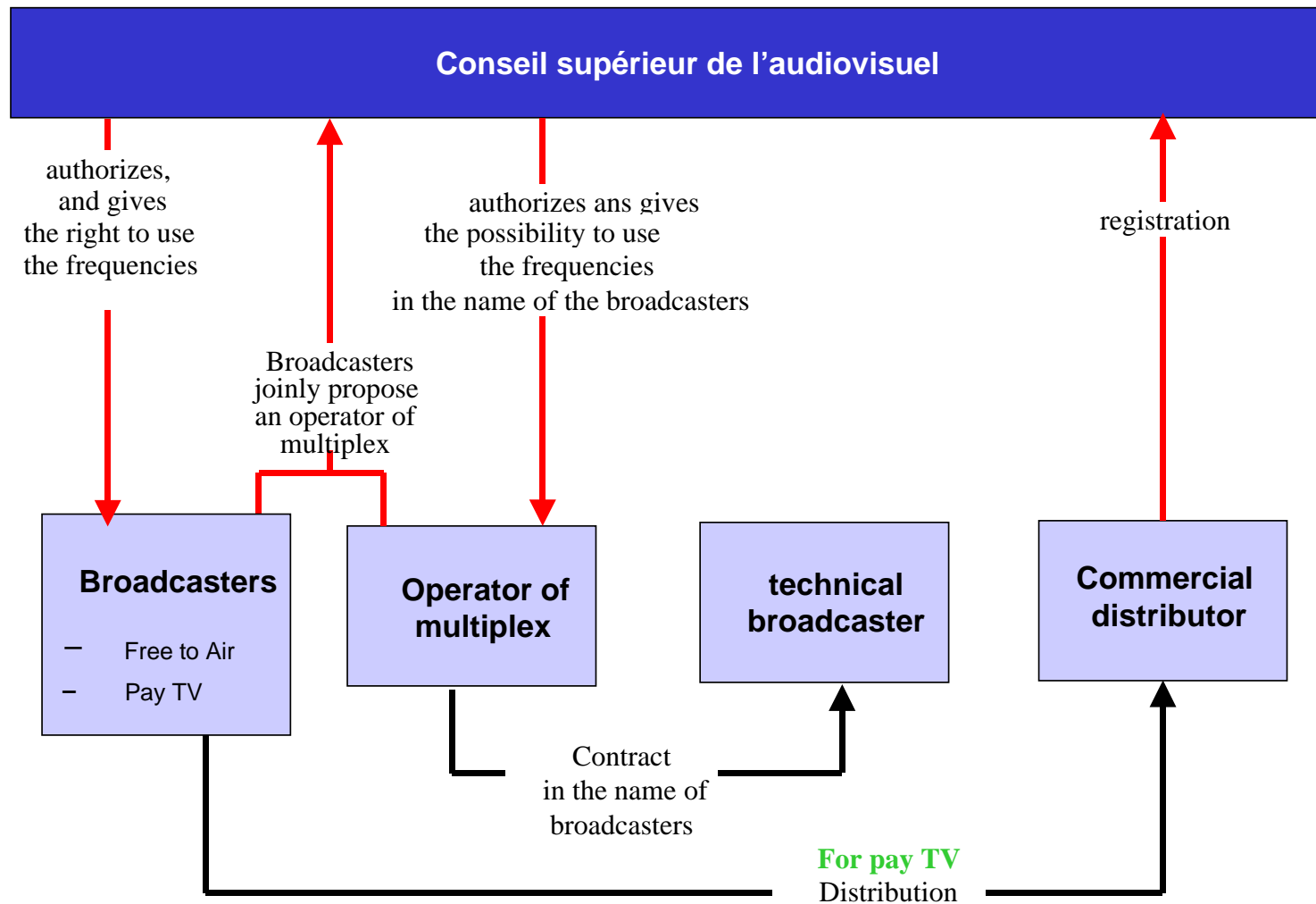
In this presentation, we will present :

**The main actors involved in DTT**

**The legal procedure for the channels selection**

**The DTT platform**

**The advantages offered by digital television**



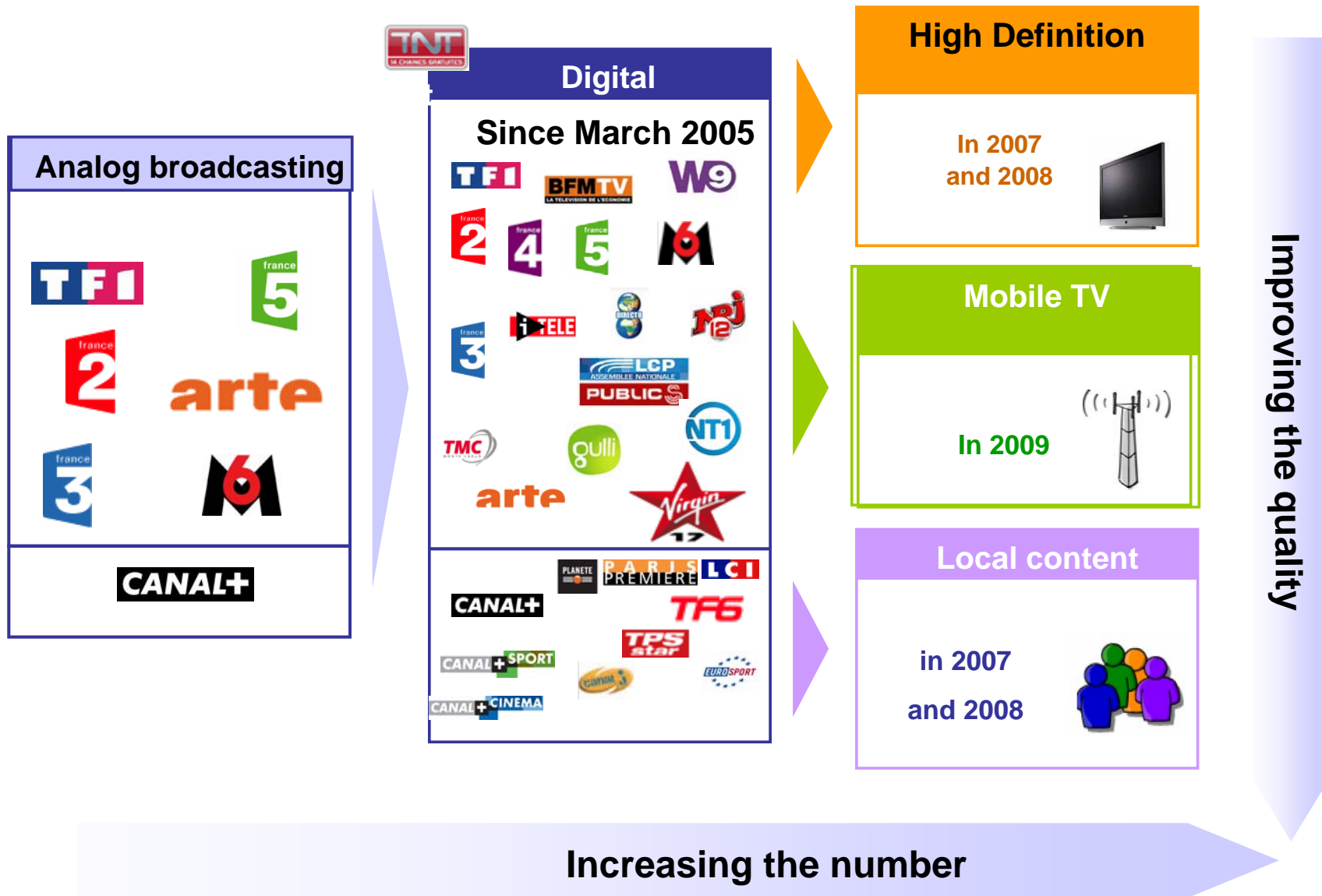
- ▶ **Public channels benefit from a priority right of access to the spectrum, due to their public service missions**

**These missions are defined by the law**

- ▶ **Private services are authorized by the CSA after a call for tenders (beauty contest..) including a public hearing of the applicants**

**A legal agreement is entered into by the CSA and each broadcaster in order to define their obligations concerning :**

- contribution to production ;
- broadcasting of audiovisual works...



### Incumbent private channels



### New incomer DTT channels



Already on cable  
and satellite



### Public channels



Already on cable  
and satellite



Launched for  
DTT

## GENERALISTS



## PUBLIC CHANNELS (SELECTED BY THE FRENCH GOVERNMENT)



## NEWS



## MUSIC AND ENTERTAINMENT



## YOUTH



## PAY TV





**for the public**



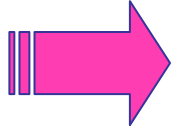
**for broadcasters**



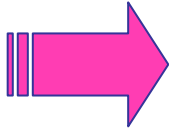
**for the Government**



▶ **DTT is a success in Europe and, of course, in France**

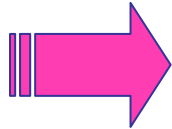


*Because of a rich offer*

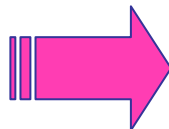


*Because of cheap set Top boxes : around 30 €*

▶ **The result is a significant penetration of DTT**

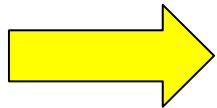


*DTT was introduced in 2005*

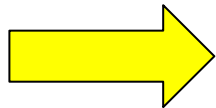


*DTT is used by almost 30 % of the population in 2008*

- ▶ **In counterpart to their migration on DTT, existing analog channels have been granted :**



**At least a second licence for another channel : the maximum is of 7 licences for a same group**



**Extension of the licence duration :**

**The duration of the analog licence is of 15 years. after the migration to DTT, an analog broadcaster was given a renewal for another 15 years period**

**But, in exchange, the channel must cover at least 95 % of the french population**

- ▶ **Digital means a better use of the spectrum : 5 to 6 services are carried on a frequency instead of one in case of analog broadcast**
- ▶ **But a simulcast broadcasting (analog + digital) is necessary during a transitory period**
- ▶ **It must be as limited as possible because, during this period, broadcasters have to pay for the analog as for the digital broadcast**
- ▶ **Thus, the switch off must be prepared as soon as possible.....**

**merci !**

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