

The analog switch-off in France 2009-2011

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France televisions : the french public TV organisation



france



Main National programme (17% market share) on analog and digital networks.

france



Regional Programme (49 different locations and 13,5% market share) on analog and digital networks.

france



National programme for young adults, only on DTT

france



Educational and documents programme (2,6 % market share) on analog network in day-time and on DTT full-time

france



Cultural diversity programme (brand new)



The French TV landscape

The « historical channels »: these channels have been broadcasted on the analog channel for many years; they are:

- France 2, France 3 (public), ARTE (a franco-german public consortium)
- TF1, M6 (private)
- Canal + (private and by subscription).

The DTT channels: 18 free-to air channels + 10 channels by subscription, most of them being controlled by the above mentioned organisations.

+more than 30 local private channels



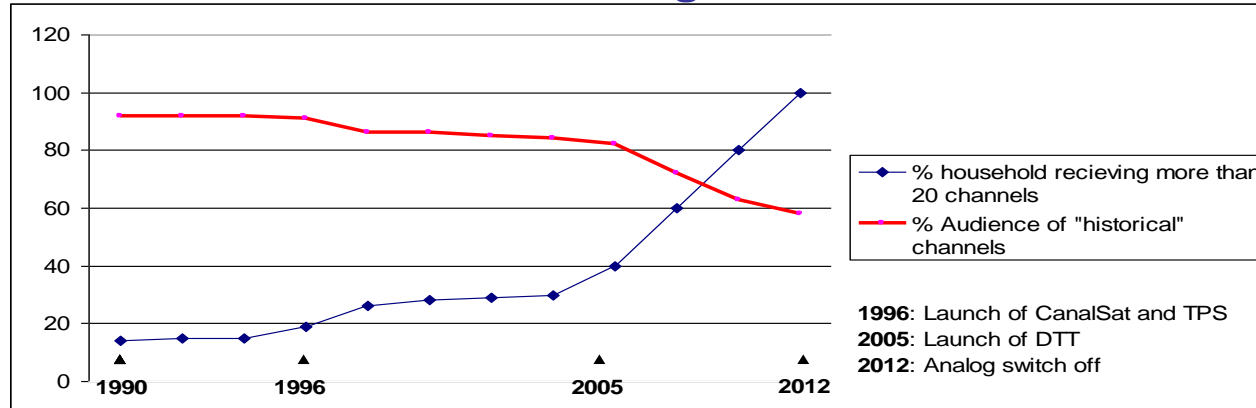
The Cable and satellite channels: more than 200 different french channels are available.

The control and the authorisation of transmitting are ensured by an independent college, the **Conseil Supérieur de l'Audiovisuel (CSA)**.



The french TV households (25 000 000)

Evolution toward digital:



Reception mode for the main TVset :

Terrestrial	55%
Satellite	20%
Cable	15%
IPTV	10%

Due to multiple equipment, 75% households are using terrestrial reception.



The analog switch-off

First step: the launch of DTT

DTT was launched in France in march 2005.

The main network was completed by the end of 2006 (140 transmitters covering 80% population)

The target is to cover by the time of the switch-off more than 95% population and at least 91% in each district (France is divided into 100 districts) by using 1626 transmitters.

Today, analog transmitters are 3 300, covering 99% population.

The decision was made to have a complementary coverage by free-to-air satellite and the law published the 5th of March 2007 makes compulsory for the cable and satellite operators to provide free of charge the DTT programmes.



The analog switch-off

The framework

The March 2007 law set the day for achieving the analog switch-off on November 2011 the 31st.

A Strategic Committee for Digitalisation was created at the Prime minister level, the Prime Minister being the chairman of this Committee. This Committee pilots the project and coordinates the various Ministries involved.

A governmental help was decided in order to financially support households that had to buy new equipment.

In parallel a mixed structure between government, public and private “historical” broadcasters, was created (called FTN: France Tele Numerique) in order to manage and fund the switch-off operations.



The analog switch-off

The tasks and budget



FTN has several missions:

- 1- to ensure that everybody is aware of the switch-off and knows what he has to do to continue receiving TV.
- 2- to coordinate the technical operations during switch-over and to manage immediate help to people.
- 3- to manage the distribution of the various financial helps in regard with the criteria determined by law.

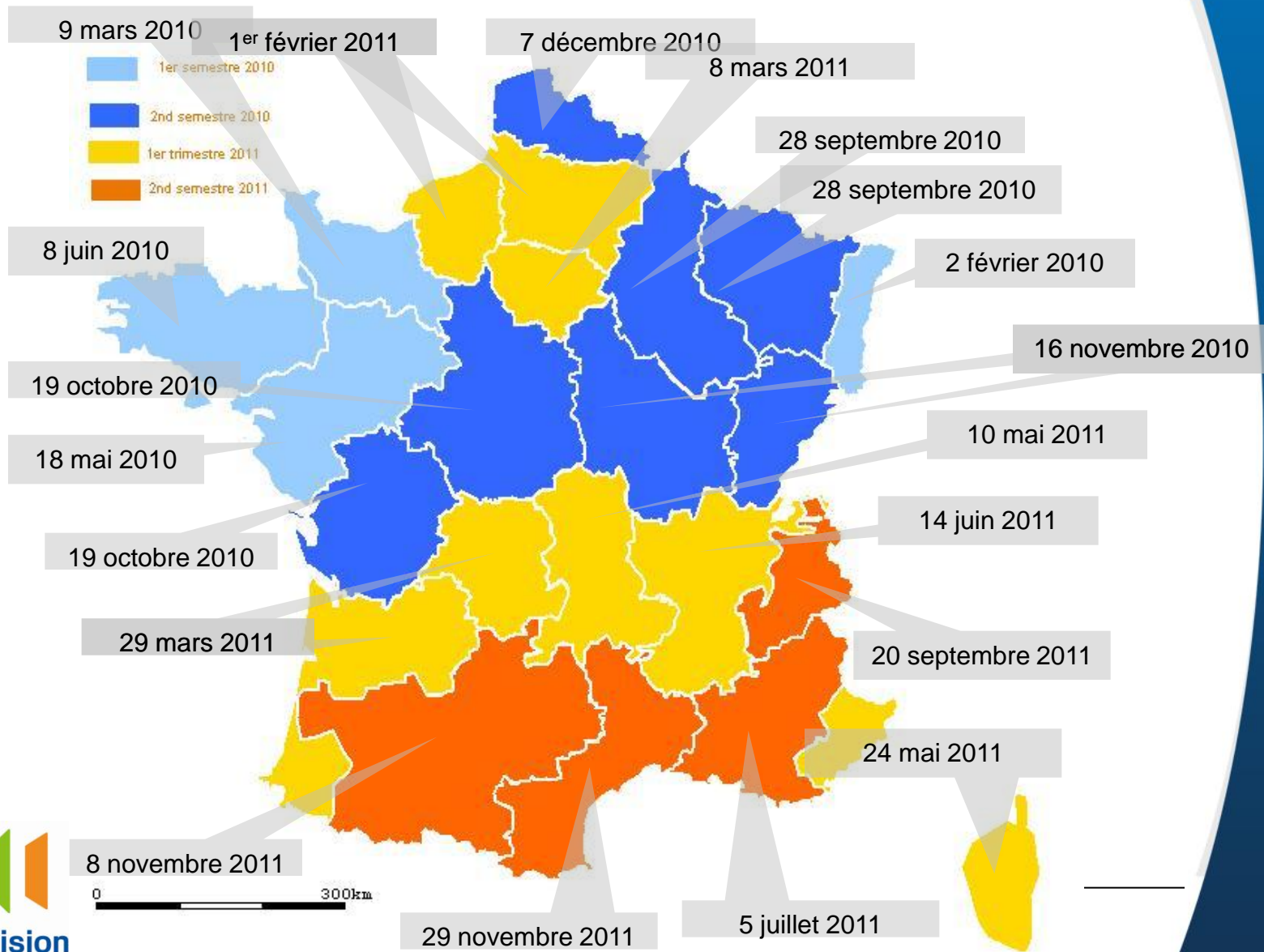
FTN has a budget:

1 - various financial helps:	200 M€
2- national communication campaign	20 M€
3- regional communication and actions	150 M€
4- overseas operations	10 M€

total 380 M€



Switch-off is performed by group of regions (24 regions in France) starting end 2009 and finishing end 2011.



The analog switch-off

The process

The national campaign is based on:

- TV advertising.
- An internet site.
- A call-center

For each region:

- 1- a regional communication campaign is starting 2 months before the D day (local media, demonstrations vans, leaflets distribution....)
- 2- the FTN internet site allow each person to know if he can receive or not the DTT
- 2- captions are added to analog TV programmes to inform that the channel is going to be switched-off.
- 3- the call-centre is reinforced as from the D day.
- 4- during the night analog transmitters are switched-off, and digital transmitters are switched-on (new transmitters, or existing transmitters which are changing of frequency)
- 5- teams of “Digital Helpers” are available and go to the homes of old or disable people who ask for help.



The analog switch-off

The follow-up

Most of the time, no negative reaction just after the D day. People are aware that TV is being disturbed and don't worry about the "black screen". Many calls refer to normal difficulties which are solved by the existing means.

A few days later, some households or some small areas are still not receiving, or receiving poorly (which means for DTT, with many services breaks). A technical team, led by the CSA investigates to find the reasons:

- Poor installation of the household.
- Scrambling between transmitters.
- Differences of coverage between analog and digital broadcasting.

The diagnostic is reporter to broadcasters and CSA who try together to find solutions. If not, the person is told to have to get a satellite reception, but with financial help.



The analog switch-off

The story

No major political return, except some city mayor, mostly to communication problems. The (important) financial help is much welcomed and useful to solve individual problems.

The problems are mostly in the collective buildings where TV is distributed, and distribution is under the responsibility of the owner(s) (public or private): technical difficulties and lack of reaction and anticipation of the owners (or their delegates).

For the time being, the switch-off is in line with the calendar....and should stay in line....



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