

# MEETING OF THE CARIBBEAN SPECTRUM MANAGEMENT TASK FORCE

“Jamaica’s Switchover Experience and  
Lessons  
Learned”

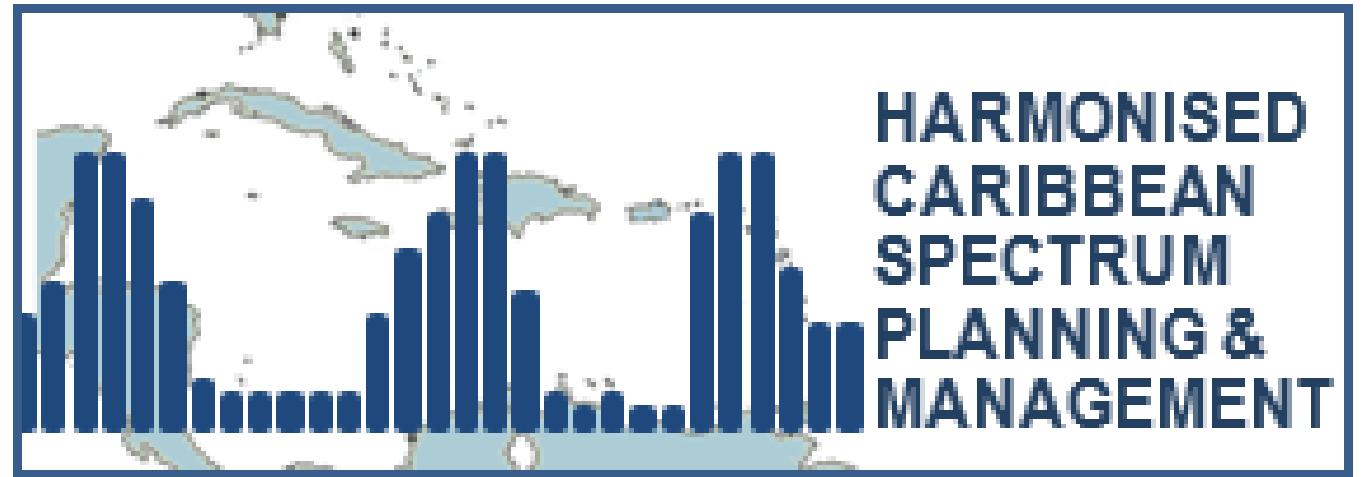
Presenter:

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Group Chief Executive Officer

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Group Chief Technology Officer



UWI



## RG Communications Group Television Channels

- Television Jamaica (OTA and OTT)
- TVJ Sports Network (Cable TV and OTT)
- Jamaica News Network (Cable TV and OTT)
- Reggae Entertainment Television (Cable TV and OTT)

# Three Switchovers in 20 Years

Analogue Production  
to Standard Definition  
(SD) Switchover - 2003

SD Production to High-  
Definition Switchover -  
2017

Analogue to ATSC 3.0  
Digital (Transmission)  
Switchover – 2022/2023



# OUR LESSONS SO FAR INCLUDE (1)

- DSO requires immersive learning of what is involved with the new technology, while managing your analogue network operations.
- It's been helpful to appoint a DSO Engineer and have him drive exposure of the entire engineering team to DSO developments.
- DSO is not only about the engineering. It is also about the research, the programming approaches, the marketing communications, the business model changes, the cashflow and other financing needs and in a DSO BUSINESS PLAN.

# OUR LESSONS SO FAR INCLUDE....(2)

Our Boards of Directors are critical stakeholders, so there are special Board Sessions introducing and updating them on DSO; and there is special monthly reporting to the board on DSO developments.

It was also important to know when to start and to elevate attention to shareholders understanding of what DSO would mean for investment requirements and consumer impact.

It was critical to monitor when analogue equipment depreciation was being completed to support a DSO timetable for acquiring digital equipment going forward.

# The Policy and Regulatory Journey

CONSTANT HAS BEEN:  
GOVT. HAS NO MONEY  
TO FUND THIS.



Technical Standards' preferences have changed: DVBT-2, ATSC 1.0, ATSC 2.0, ATSC 3.0



Consultation has been truly BROAD (sometimes too broad)

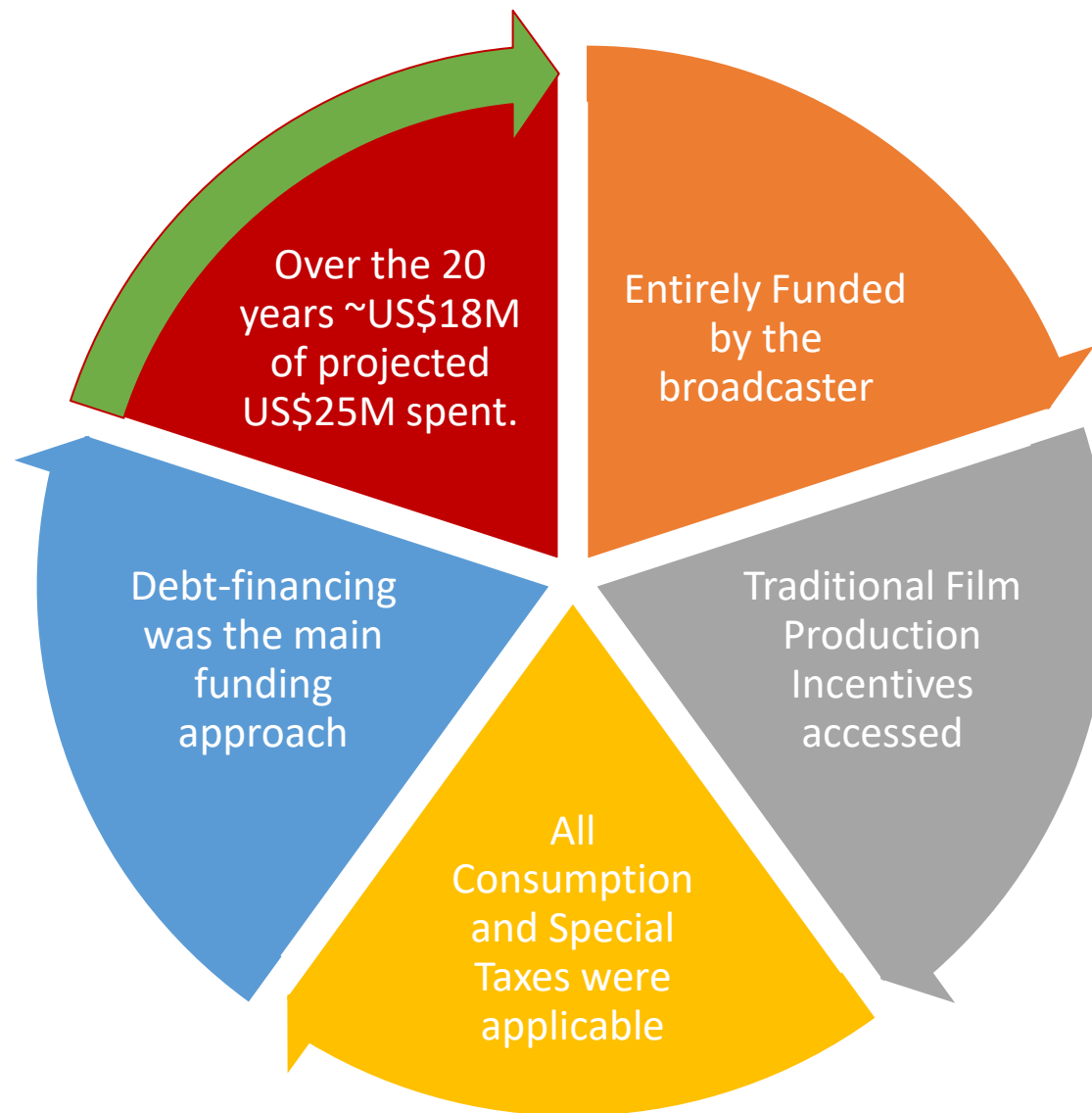


Periods of Acceleration have been when focus has been ONLY on those who MUST switch



After Standard determination: regulatory, engagement and collaboration have been very positive

# The Financial Path Travelled







THE EIGHT-  
BUCKET  
SUMMARY OF  
WHAT HAS  
BEEN  
ACHIEVED!



# WE HAVE.....

Switched from analogue to SD then to HD productions (studio/field)

We established an internal DSO leadership team –Board – staff - external stakeholders (including shareholders)

We visited events, participated in conferences/seminars, done training and engaged with DSO experts globally

We turned on our ATSC 3.0 service in keeping with the Governments stated timeline of January 2022

We used an all-Jamaican engineering team on the ground to inaugurate the World's third ATSC 3.0 transmission service and were the first to go from analogue to ATSC 3.0 transmission.

We have since commissioned into service a second ATSC 3.0 transmission service;

We have gone to market and are evaluating proposals for the 18 other transmitters we will use to achieve 95% population coverage.

We have been testing and providing feedback for over a half a dozen STB manufacturers globally.



An aerial photograph of a winding asphalt road that curves through rolling green hills. The scene is captured during the golden hour of sunset, with long shadows and a warm, orange glow. The road is bordered by a dark wooden fence. The hills are covered in lush green grass, and the overall atmosphere is serene and contemplative.

What will drive us on the  
rest of the journey?

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# What will drive us on the rest of the journey?

- Continued close dialogue with regulators and policymakers
- Timely decision-making; clear communication to stakeholders
- Responsiveness to the needs of users – on STB Box availability, pricing, incentives (subsidies), etc.
- Clear and consistent public awareness campaign.





# What will drive us on the rest of the journey?

- Research and regulatory guidance required for our region in key areas, especially around Single Frequency Networks (SFNs): our geographical terrain, the concept of regional versus national networks of this type.
- The early debate around using the VHF band for better penetration of building (particularly those meeting our hurricane-designated building codes);
- How to facilitate OTA access in multi-dwelling complexes – based on current restrictions re multiple antenna installations.



**HAPPY FOR MY CTO TO TAKE QUESTIONS**