DIGITAL TERRESTRIAL TELEVISION

Malaysian Government's Migration Plan

2007
SKMM SRSP 521 DTT
Requirements for Digital Terrestrial TV & Digital Sound

2009
MCMC
REVISED SKMM SRSP-521 DTT VERSION.2, INCLUDES DVB-T2

2011 - 2015
RANCANGAN MALAYSIA KE 10

2012
MCMC
(TENDER) APPLICANT INFORMATION PACKAGE NO.1 OF 2012 TO SUBMIT THEIR APPLICATION TO IMPLEMENT DTT SERVICES.

2014
16 APRIL
LETTER OF AWARD TO PUNCAK SEMANGAT FOR THE A.I.P PACKAGE NO.1 OF 2012 FOR BUILDING AND OPERATING DTT MALAYSIA

MYTV DIGITAL TERRESTRIAL TELEVISION
Malaysian Government's Migration Plan
MALAYSIAN DIGITAL TERRESTRIAL TELEVISION

“The future is still TV, it’s just not how we used to know it”
MYTV was appointed Central Integrated Infrastructure Provider to transform the nation’s broadcast system from analogue to digital by developing Digital Terrestrial Television infrastructure, network facilities for digital TV services in Malaysia and operate it for the next 30 years.

This National Broadcasting Digitalisation Infrastructure is part of a national agenda to transform the country's broadcasting industry through digitisation with the aim of improving the living standards of Malaysians as the country gears up towards a developed nation status by 2020, as well as gearing up for SPV 2030.
KEY RESULT AREAS

- PRODUCTS AND SERVICES
- TECHNICAL OPERATION & STANDARDS
- BUSINESS OPERATION & STRATEGY
- SALES & FINANCIAL
CONCESSION KEY RESULT AREAS

TECHNICAL OPERATIONS AND STANDARDS DEVELOPMENT

- COMPLY TO TECHNICAL STANDARD
  - MALAYSIA: CMA98, MALAYSIAN TECHNICAL STANDARDS FORUM BHD, SPECTRUM REG.
  - GLOBAL: DVB, 3GPP, HBBTV, OTT

- UTILISE ALLOCATED RF SPECTRUM UP TO 8 MUX
  - FREQ RESTACK TO BELOW 694MHZ
  - 95.3% FIXED ROOFTOP AND 100% DTH COVERAGE; FUTURE: OTT, MOBILE TV
Enablers are systems and operations that enable products, built by CIIP for use in its own platform.

- **myFreeview** is a DTT Service, a single identity representing the Content industry and identifiable to the market.

- **DTT products** development always require collaboration between CASP and CIIP.

- **CIIP products** are products offered to CASP (i.e., EPG, HbbTV, PayTV, Audience Rating).

- Development with CMA licensees shall align to CIIP roadmap (i.e., 5G Broadcast, Mobile Reception, T-Banking, T-Voting).

- **Content or Application** is key to drive consumer adoption, hence Customer Experience impact the rate of consumer adoption.

- Enablers built in accordance to DTT roadmap and complies to Tech Codes (i.e., Encoders, Playout System, HbbTV).

- **myFreeview** DTT brand offers Services has the acceptance and buy-in by all viewers.
As the enabler of DTT services, MYTV will continue to look into consumption trends and collaboratively work with broadcasters and device manufacturers.
THANK YOU!

MAZLAN BIN MAHDI
CEO, MYTV

Website:
http://www.mytvbroadcasting.my