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CASE STUDY

Preparing for a Digital TV Transition on an Island

Landscape

A small island in the Caribbean was transitioning the nation's broadcast system from analog to digital terrestrial TV, or DTT. In addition to educating consumers, the government broadcast regulator also needed to prepare those who would ultimately assist in the transition, including broadcasters, retailers, suppliers and other DTV stakeholders. Communication and education needed to focus on the reasons for the transition, how it would impact individual groups and what they needed to do to receive signals.

Key Business Issues and Challenges

As a government agency on a small island nation, manpower and transition expertise were limited. Daily demands on the agency made it difficult to manage a project of this magnitude without assistance. Several other nations had successfully adopted this new technology, so the agency wanted to leverage best practices for a similar transition.

DTC Customized Solution

DTC designed a five-prong strategy to assist the government agency in preparing and educating multiple audiences for the nationwide transition from analog to digital TV.

DTC designed and implemented all five tactics, including:

- **Broadcaster Training:** Training on technical and market trends for local broadcasters and government officials.
- **Retailer Training:** A seminar that provided an overview of the new TV system, the types of receivers to stock, and how to help consumers.
- **Retailer Guide:** A resource book that included retailer-specific information on DTT broadcasts; hybrid digital/analog receivers and how they work; availability of set-top boxes; integrated DTV receivers and other receivers; and shopping tips to help consumers select a receiver.

- **Video Program:** A video—produced in the island’s native language—that ran on local stations, in stores and on a government website, providing a consumer-friendly overview of system and the reason for its availability; new equipment; instructions on connecting set-top boxes and antennas to existing televisions.
- **Transition Website:** A website that explained in simple terms why consumers would want DTV; how to get it; and local resources and retailers who could assist. The site also included sections for retailers and broadcasters.

Client Benefit

The result was a centralized, coordinated effort throughout the country. All stakeholders received clear, consistent information that made way for the digital upgrade.

ABOUT DTC

DTC was founded in 1997 by Myra Moore. Today, the global DTC research team has become highly sought after for both the depth of knowledge and practical know-how they bring to the industry. From the United States to Europe and Asia, DTC analysts provide clients with the most up-to-date intelligence on consumer digital markets, making the company one of the most trusted industry resources for its extensive expertise and experience.