

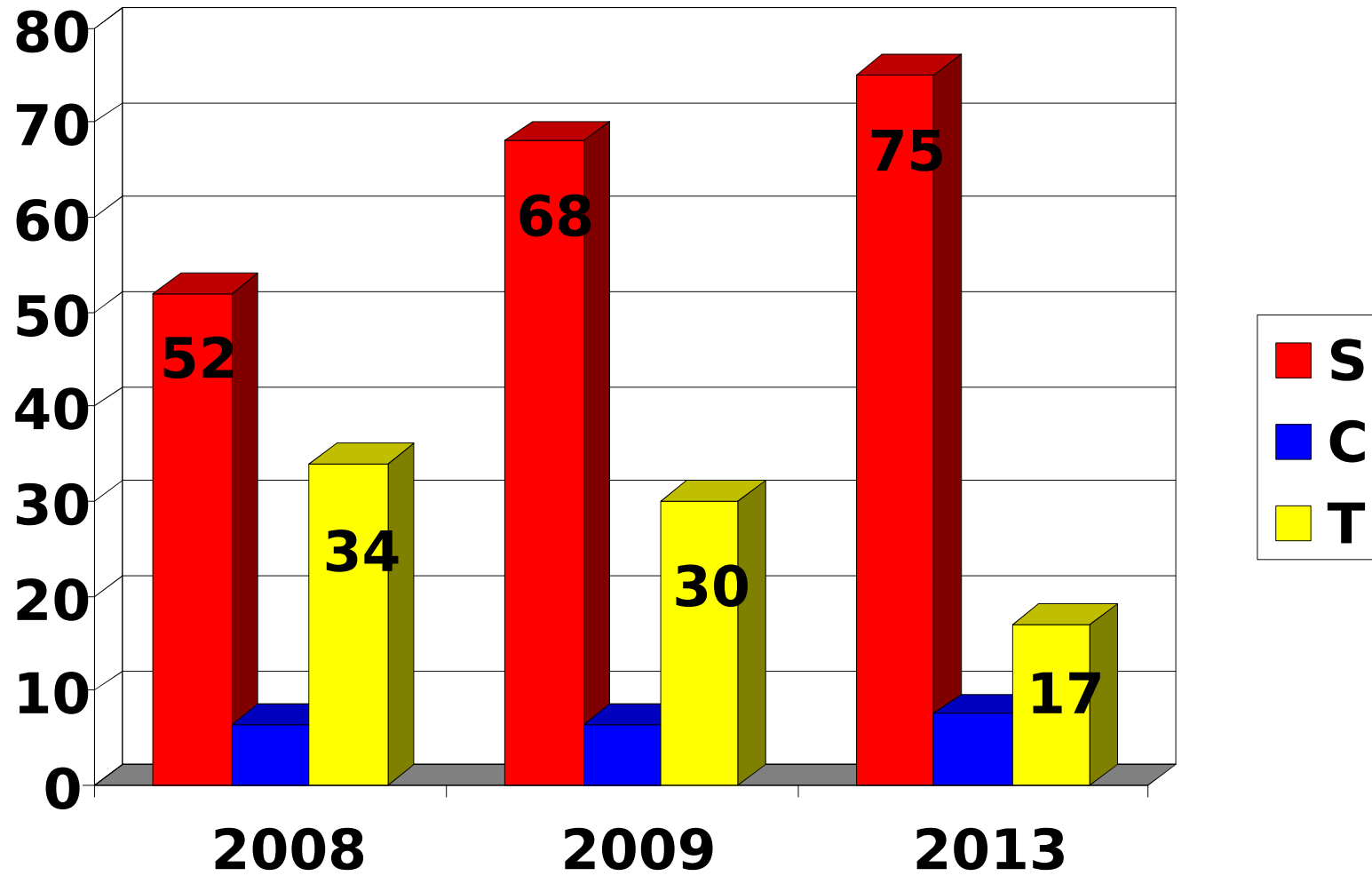
# Turkey finally launching DTT

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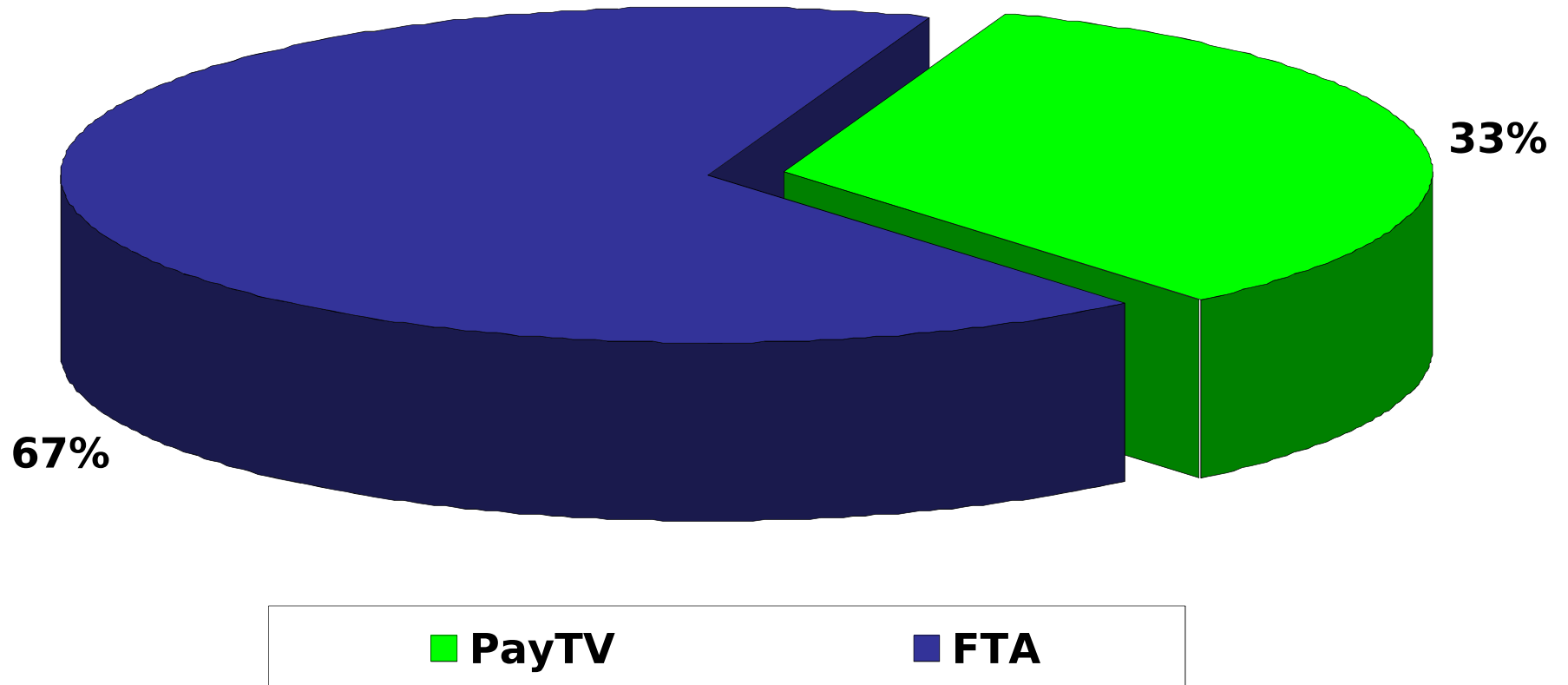
# Turkey

- ~ 19 millions of households
- 2 DTH PayTV platforms
- 1 Cable, 1 IPTV operator
- Analogue terrestrial less then 20 %
- FTA Satellite more then 60 %
- DVB-T2 will start on 1.11.2013
- ASO on 03.03.2015

# history



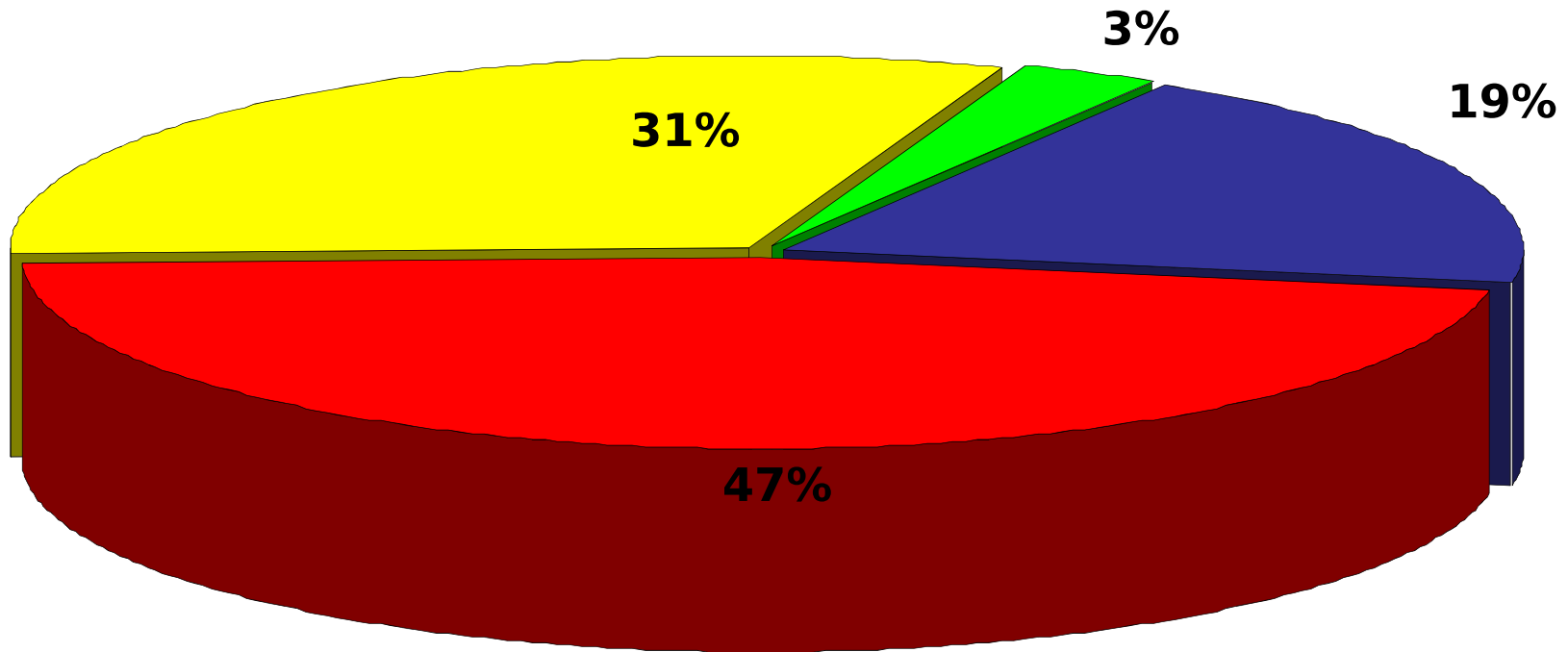
# Turkey



# Pay TV market share

- IPTV ~200.000
  - Turk Telekom Tivibu
- Cable ~ 1.240.000
  - TURKSAT (digital & analogue)
- Satellite: ~ 5.000.000
  - Digiturk 60 %
  - DSmart 40 %
- TOTAL ~ 6.440 (%33)

# Pay TV Market Share



# DTT Licence Tenders

- National (33)
  - 8 HD General
  - 3 HD Thematic
  - 11 SD General
  - 11 SD Thematic
- Regional (4 x 7)
- Local (7 x 81)



# DTT Licence Tenders

- ~ 330.000.000 € for 33 national licences
- ~ 5.900.000 € for 20 regional licencees
- ~ 15.590.000 € for 212 local licencees
- These licencees are for 10 years.
- 10 years sat./cable licence is ~ 85.000 €
- 10 years DTT HD licence is ~ 20.000.000 €



# DVB-T2 parameters

- Portable indoor / portable outdoor
- 32 k
- 64 QAM
- 2/3 coding
- Pilot pattern PP4
- Guard level 19 / 256
- 27 Mbit/s channel capacity
- SFN network

# DVB-T2 parameters



- 952 emission points
  - 359 5 W / 12,5 W
  - 438 20 W / 100W
    - 155 > 100 W

# Set Top Box / idTV

- 60 pages of document defines the minimums that STBs and idTVs should have
- Document is at RTUK's web site
- There will be a lab to give DTT+ tic.

Türkiye DVB-T2 Alıcı Gereksinimleri

Türkiye Sayısal Karasal  
Televizyon (DVB-T2) Alıcıları  
Gereksinimleri

(Üst Kurul tarafından  
onaylanan metin)

# ANTEN AS

- DTT network will be built and operated by a single company.
- This company should have at least 10 shareholders of which can have atmost 10 % of share.
- The shareholders should have national DTT licencee.
- All other broadcasters, except TRT, will have service from Anten AS

# ANTEN AS

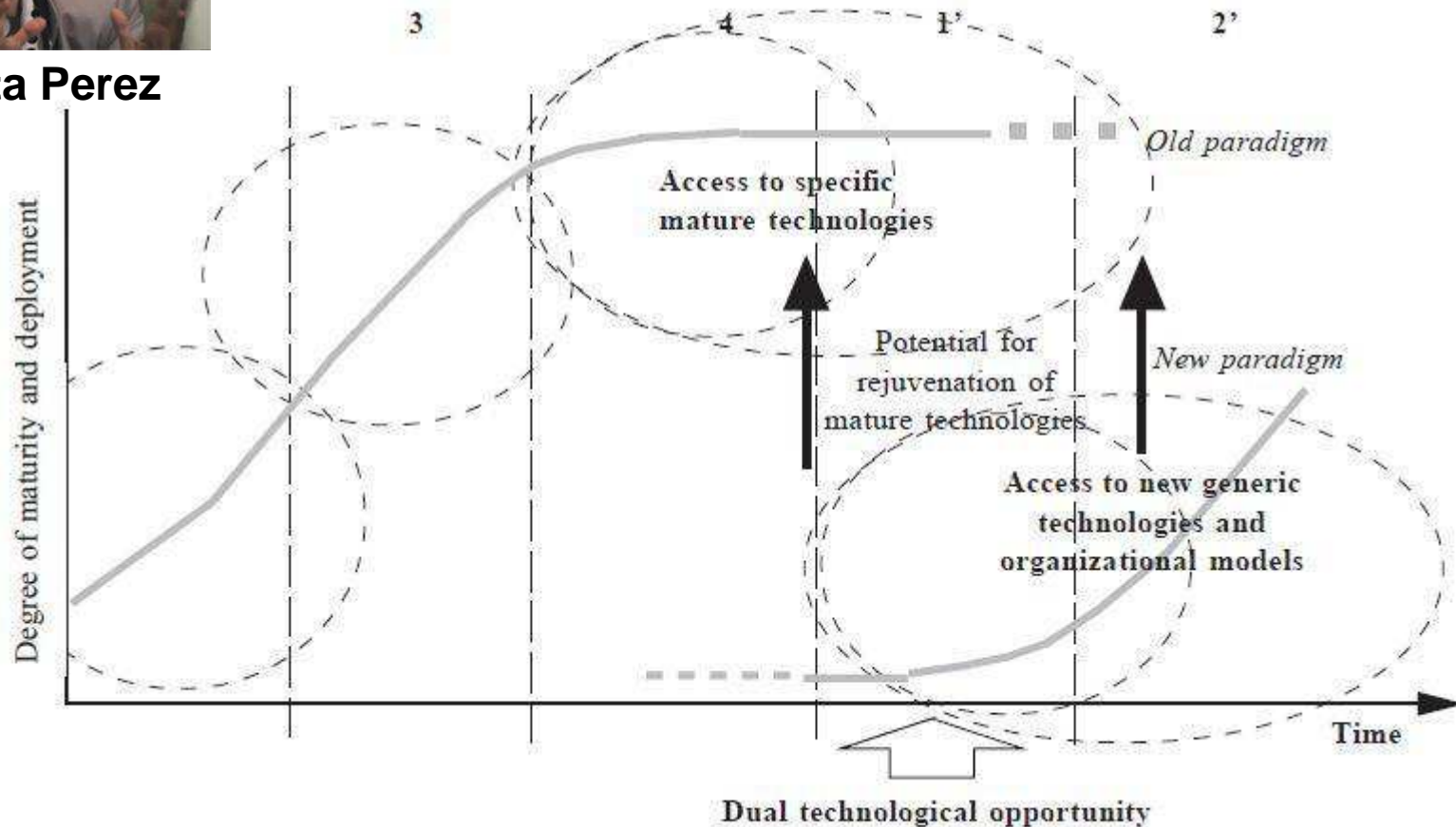
- Currently DTT licence tender process is over, with some legal issues not solved yet.
- ANTEN AS started some tests in Ankara.
- DTT will start in Ankara, hopefully on November 2013, probably on January 2014

# window of Opportunity



**Carlota Perez**

Transition as the best opportunity for making a leap forward



# German way ?

DIGITAL TERRESTRIAL TELEVISION

- Thinking of closing DTT ?
- Thinking of not building DTT ?
- Allocating frequencies to other services and sending TV over sat + IP

## DTT Quo Vadis

– Germany as a case study

Ulrich H. Reimers

*Technische Universität Braunschweig*

This article looks at the prospects for DVB-T and DVB-T2 in Germany, in view of the fact that the future of classical terrestrial TV broadcasting in the country is undi

hence

- It is quite late, but may be an opportunity?
- Mostly DTH will be affected
- Hybrid offers will gain power
- DVB-T2 + IP boxes
- Price of the boxes is important
- Mostly for second TV set
- Interactive applications may be important



# Q / A Comments

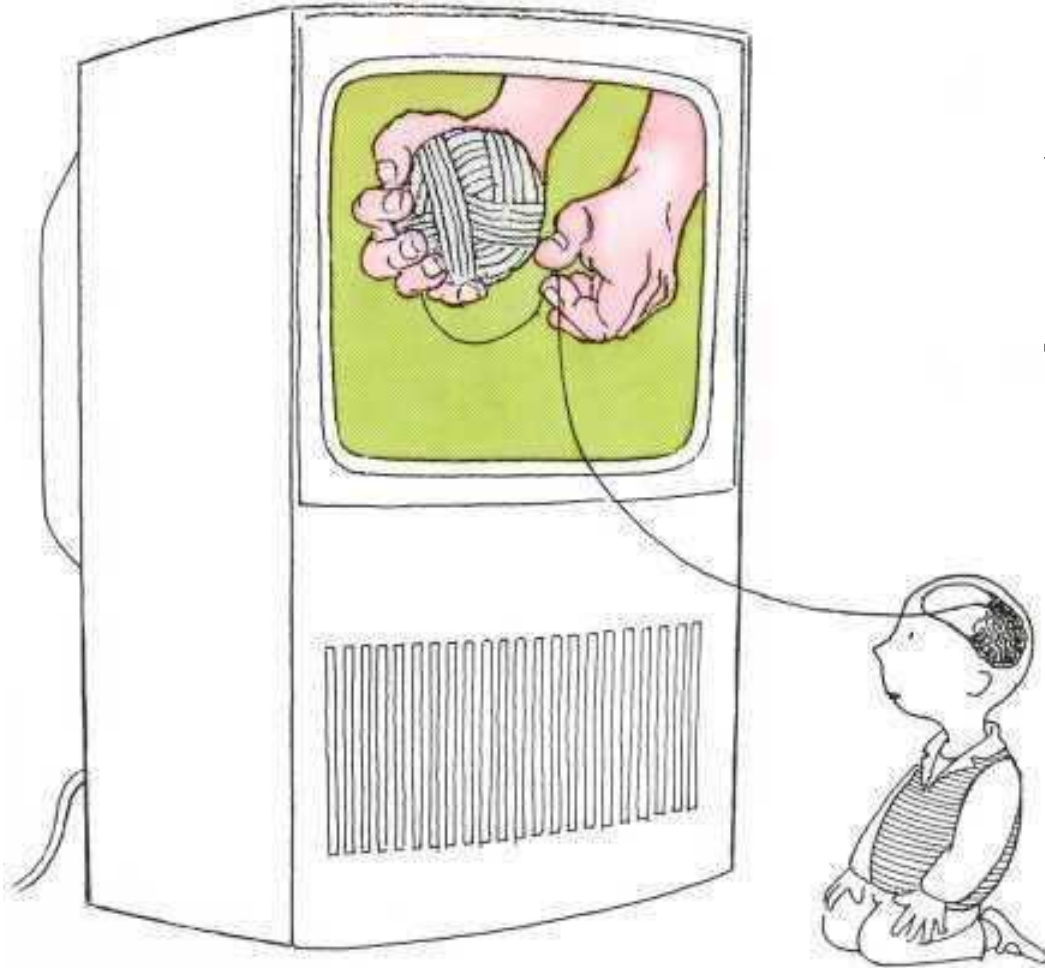
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*CARTOON*