

## **Digital switchover communication tasks**

### **Request for Information for the advertising and media agencies**

#### **I. RFI Info**

Antenna Hungária – as a winner of the digital terrestrial television and radio networks' operation tenders published by NHH on July 25, 2008 – issues a Request for Information for the advertising and media agencies in connection with the digital television switchover process' communication activities. Antenna Hungária would like to invite the advertising and media agencies to share their view about the key issues of the digital television switchover.

In order to facilitate the execution of Antenna Hungária's tender commitments and to have an extended social base for it, the aim is to form of an industry platform encompassing the whole value chain – 'Digitalisation Organisation' – uniting the stakeholders interested in the smooth and successful digital transition from the points of view of technology, business and supervision in the form of an information interest representation forum. Such an organisation will be able to ensure the success of a common communication of the digital switchover more efficiently and in larger volumes.

This RFI constitutes a first step for the preparation of the launch of the activities of this Digitalisation Organisation. According to Antenna Hungária's plans, other market players and organisations can join the Digitalisation Organisation as well, invites all of the stakeholders, relevant government and state administration bodies, civil organisations and market operators in a newly established organisation. The Digitalisation Organisation will assist the stakeholders affected by the digital transition, the market supervision bodies, directly affected customer organisations in their communication and negotiations of interests among each other.

*Members to be invited:*

- Governmental institutions (NHH, ORTT, MEH, Ministries)
- Public and commercial content providers
- Set-top-box and IDTV manufacturers and distributors
- Organisations of representation of interests

Antenna Hungária publishes this RFI on the following places:

- Kreatív ([www.kreativ.hu](http://www.kreativ.hu))
- Magyar Reklámszövetség ([www.mrsz.hu](http://www.mrsz.hu))
- Marketing & Média ([www.marketingmedia.hu](http://www.marketingmedia.hu))
- Médiainfo ([www.mediainfo.hu](http://www.mediainfo.hu))

The deadline for the submission of the proposals is **August 25, 2008**, the documents can be sent by e-mail or by post to András Tóth, Head of Communication, Antenna Hungária Zrt. (e-mail: [totha@ahrt.hu](mailto:totha@ahrt.hu), address: 1119, Budapest, Petzval J. u. 31-33.)

The proposal should contain the information for the 2008-2012 transition period. The answers for the RFI should contain:

- Focuses of an optimal ATL and BTL campaign strategy;
- Guidelines about the creative concept of the switchover;
- Timing of the campaign;
- Media-mix of the campaign;
- Optimal budget of the campaign;
- Proposals for cost saving methods  
(e.g: Advertisement of Public Purposes - TCR - utilisation);
- Guidelines about the structure of a digital organisation;
- Guidelines about the sticker system operation.

After submission of the answers for the RFI, the documents may be used by Antenna Hungária for the purposes specified in this RFI. There is no obligation for Antenna Hungária to execute the switchover campaign with any of the agencies participated in this RFI and AH can stop the process at any time. AH reserves the right to allocate the tasks indicated in this RFI as a whole or by parts in a following process to be concluded in September 2008.

## **II. Background information**

### **1. Digitalisation, as an issue**

Digitalisation of the terrestrial networks brings more content, better quality, SD and HD channels, value-added services and mobility.

There are several main platforms in the digital era:

- Satellite: all operators provide digital services already.
- Cable: the operators started the digitalisation, their interest is a long simulcast, no binding deadline for their ASO (analogue switch-off).
- Terrestrial: the legislation halted the launch of the commercial services, the target group was eroding significantly in the past years. Only the terrestrial platform affected by a compulsory switchover deadline (end of 2011). The households using the terrestrial platform should actively contribute to the process (if not, after the ASO their tv screens goes blank) that's why communication is crucial in the simulcast period.

The communication campaign should focus on raising attention about the analogue switch-off and activate the viewers to buy and install the set-top-box to be able to watch television after the ASO.

Further info about the digitalisation:

[http://www.ahrt.hu/Digitalis\\_atallas/Digitalis%20televiziozas.aspx](http://www.ahrt.hu/Digitalis_atallas/Digitalis%20televiziozas.aspx)

## 2. The tendering process of the digital terrestrial networks' operation

- Antenna Hungária started its digital terrestrial pilot in 1999.
- Several failed attempts regarding the legislation in the 2000's.
- EU-directive was approved: EU-members should manage the ASO on their terrestrial platforms until the end of 2011.
- The process was boosted by the approval of the Act on Digitalisation in 2007, the call for a tenders (5 television and 1 radio multiplexes) were issued in March 2008.
- Antenna Hungária submitted its applications to both tenders in April 2008.
- The decision about Antenna Hungária's winning both tenders were made in July 2008 published by NHH.
- The commercial service of the first three multiplexes can start at the end of 2008 in several areas (almost 60% coverage of the population).
- The coverage of the digital services will increase significantly between 2008-2010 up to 96%.
- ASO until the end of 2011, additional 2 multiplexes can be launched.

Further information:

Call for a tenders: <http://www.nhh.hu/index.php?id=hir&cid=4172&mid=346>

Tender results and the winner's proposals at: <http://www.nhh.hu/?id=hir&cid=5151>

## 3. NHH market survey about the target group

The majority of the target group forms a marginal layer in a social-economic respect, meaning that their information demand and media consumption habits are lower than the national average. The campaign should focus on an intensive local and regional information dissemination.

- Only terrestrial households ratio decreased to 23.3% due to the strong pay-tv satellite (DigiTV has risen to 9%)
- Only terrestrial households: more 1-person household, less qualified (50% of those has only primary school degree), less active workers and the average age is the highest (53.3 years)
- Almost 50% of the only terrestrial households is in the countryside, in villages (only 15% in Budapest)
- Only terrestrial households living in much worse financial conditions than the average
- Almost 60% of the population hasn't heard anything about the digital switchover (67% at the only terrestrial households)

Further info: <http://www.nhh.hu/index.php?id=hir&cid=3490&mid=1706&lang=hu>

## **4. Tendering requirements of the digital terrestrial television network operation**

### **4.1 Information Centre**

Information Centre: the winning tenderer has to start the operation of the Information Centre 183 days before the simulcast transmission is started or, should this date precede the conclusion of the official contract, within 30 days following the execution of the official contract and continue operation at least 183 days following the completion of the transition. The Information Centre consists of: Information Point, Call Centre, Information Webpage.

a. *Information Point*: to be established in a place, easily accessible using public transport or by car, to be open to make personal inquiries 10 to 18 o'clock on business days with customer relations officers in a number suited to the needs of the customers.

b. *Call Centre*: has to be operated as part of the Information Centre. The free of charge green number shall be available for the population round the clock all days in the whole year so that for 12 hours a day a call centre staff member will also be available in the call centre. The average waiting period before the call centre staff member is connected should not exceed 90 seconds for 95% of the cases.

c. *Information Webpage*: the winning tenderer has to operate an internet site 183 days before the start of the simulcast transmission, or if this date precedes the conclusion of the Authority contract, within 30 days from the conclusion of the contract, and operates the site continuously for at least 183 days following the ASO.

### **4.2 Communication campaign**

The winning tenderer has to undertake that it finances an information campaign, the financing obligation has to be given annually from 2008 until 2012. The campaign should focus on the meaning, process and effect of the digital switchover, with special regard to the timing and method of ASO for each coverage area. The campaign should start at least 60 days before the commencement of the simulcast transmission, and carries on all the time during the simulcast.

### **4.3 Leaflet**

The winning tenderer has to print out and disseminate an information leaflet in at least one million copies until the completion of the ASO. The leaflet will be distributed free of charge from the 60th day before starting simulcast transmission up to the end of the simulcast transmission and the contents of the leaflet have to be updated on a quarterly basis.

#### **4.4 Sticker system**

The sticker system should ensure that customers could make sure instantly and clearly at the place of purchase by visual observation of the digital receiver decoder or its packaging whether the digital decoder is suitable to receive the signals from the digital terrestrial broadcasting (DVB-T).

The sticker should be provided to all receiver sets which are suitable of receiving the programmes transmitted by the DVB-T network, if the manufacturer requires so and the set-top-box tested complies with the pre-defined technical requirements. The operation of the sticker system should start at the same time when the system to market the digital decoder is put into operation and to be in operation at least until the marketing system of digital receiver decoders is in place.

Further information in the call for a tenders:

<http://www.nhh.hu/index.php?id=hir&cid=4172&mid=346>

#### **5. Communication content**

**'The digital television'** package contains the basics of the process, and primarily appears on the overall ATL communication.

**The 'Switchover'** package contains all the necessary information regarding the flawless switchover procedure at home.

The last package is the **'Analogue Switch-Off'**, which encourages people to be able to detach from the analogue before the ASO comes into effect, so that all the passive users (those, who have not prepared for the switchover) start solving their problem before their television screen goes blank.

#### **Further information:**

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