



MINISTRY OF INFORMATION AND COMMUNICATIONS  
OF THE SOCIALIST REPUBLIC OF VIETNAM  
AUTHORITY OF RADIO FREQUENCY MANAGEMENT

# Implementation of digital migration & Digital dividend

*Viet Nam case*

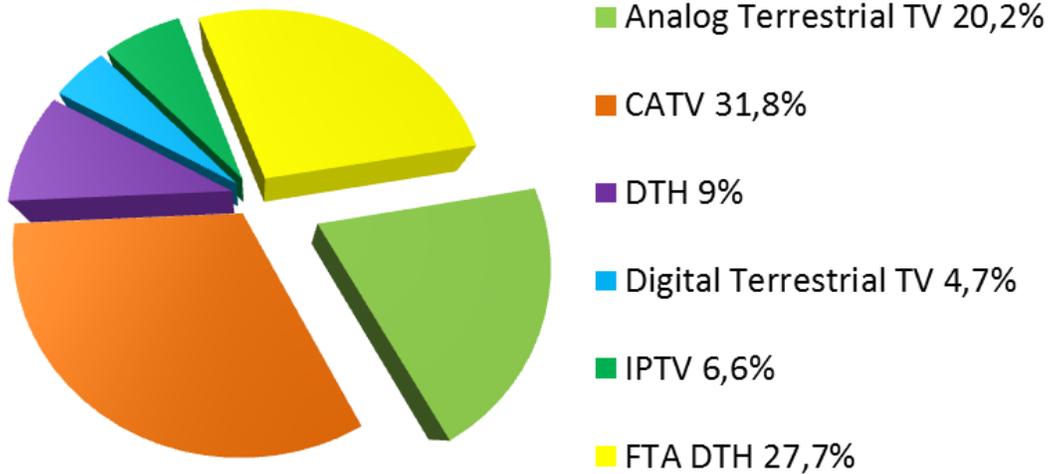
*Aug 2017, Philippines*

# Outline

---

- 1. Viet Nam broadcasting market at a glance**
2. Digital TV transition in Viet Nam
3. Digital dividend for IMT

# Viet Nam broadcasting market



Vietnam's broadcasting market

Source: Kantar Media Vietnam (2014)

**DVB-T: 2001**  
**DVB-T2: 2010**

## DTT operators



**03** National operators

- 
- 
- 



**02** Regional operators

**RTB**



# Outline

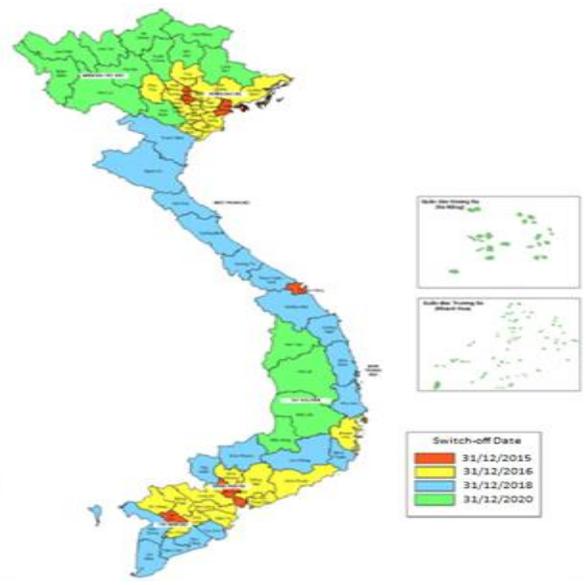
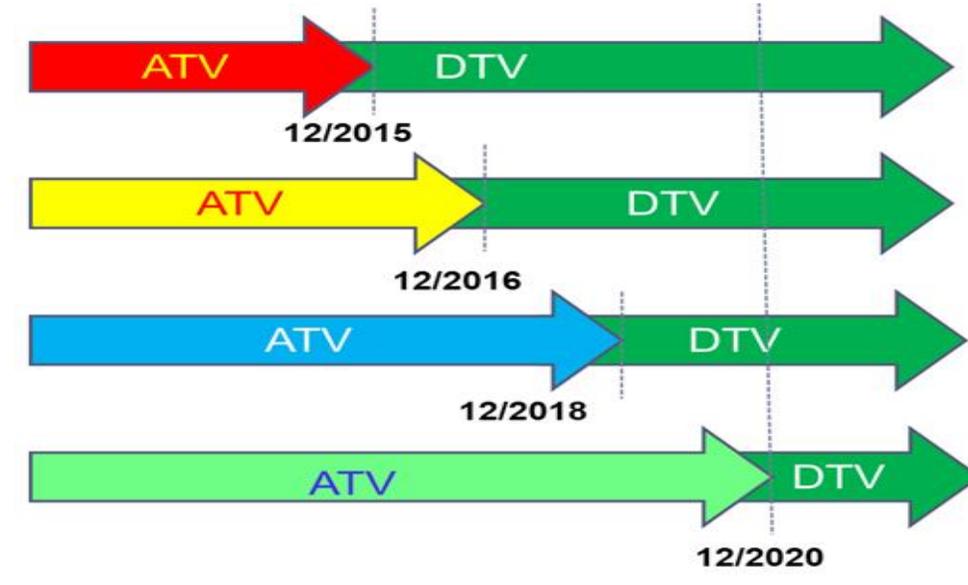
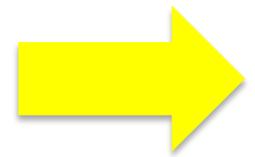
---

1. Viet Nam broadcasting market at a glance
- 2. Digital TV transition in Viet Nam**
3. Digital dividend for IMT

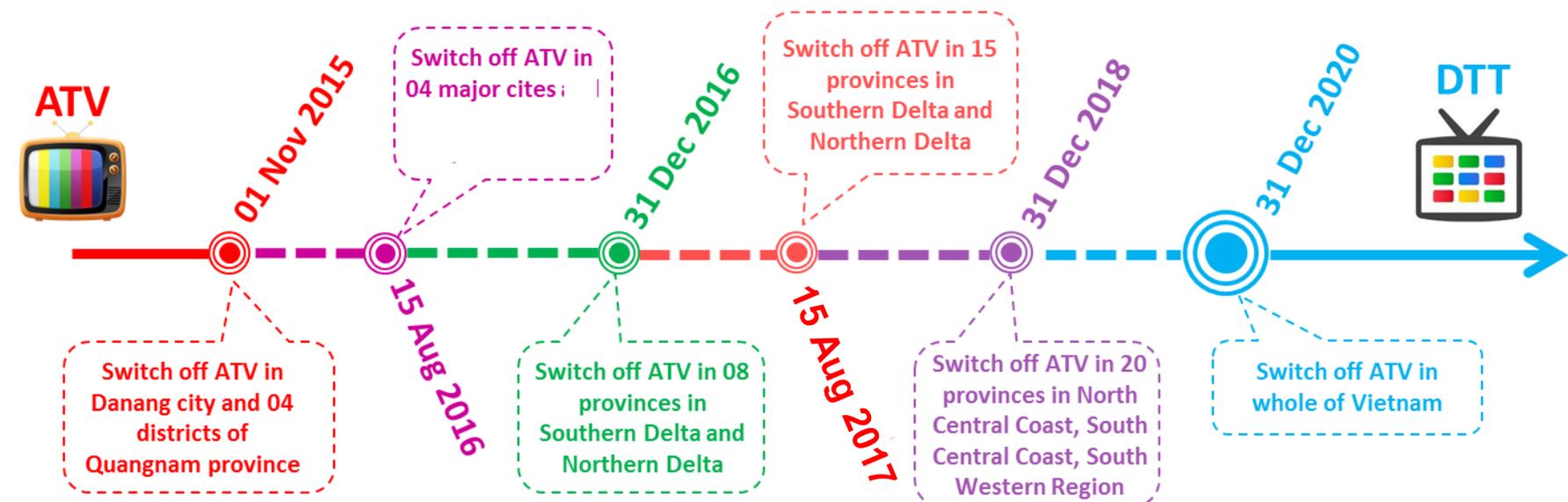
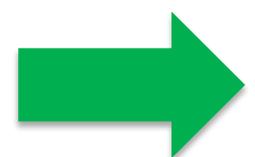
# Digital TV transition in Viet Nam

## Roadmap to results

Roadmap



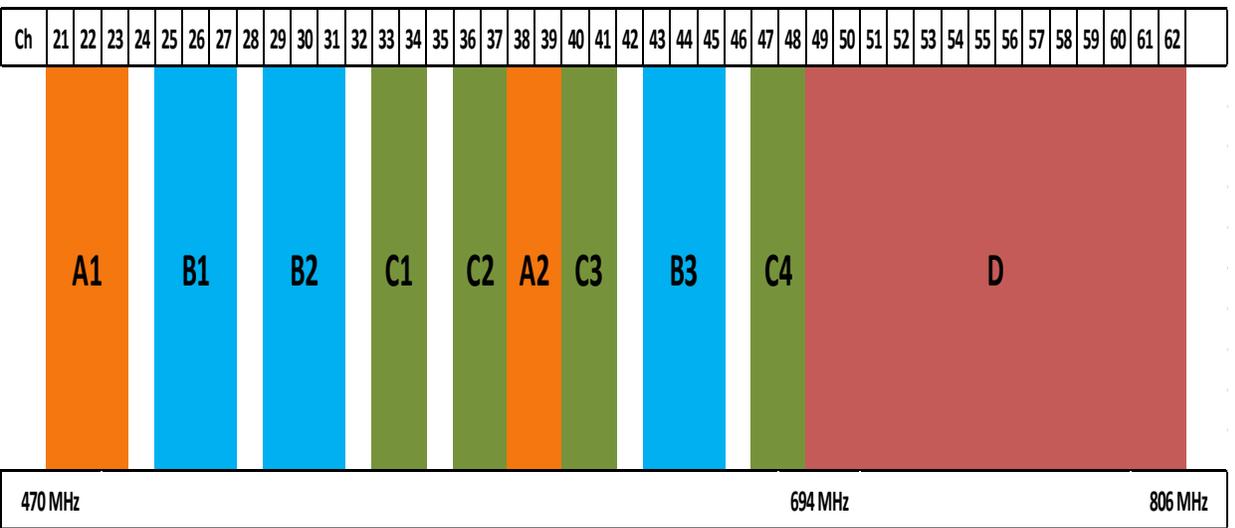
Results



# Digital TV transition in Viet Nam

## Experiences & Lessons

### 1. UHF band plan with SFN orientation



### 2. Regulation on DVB-T2 receivers



**2013:**  
Approving National technical regulation for DVB-T2 Receivers



All TVs imported or manufactured in Vietnam must be integrated the function of receiving DVB-T2/MPEG-4

# Digital TV transition in Viet Nam

## Experiences & Lessons

### 3. Promoting public awareness



Advertising on TV and radio on a regular basis



Advertising on press (newspapers, e-newspapers,...)



Outdoor advertising (billboards, bus,...)



Website: receiving digital television guide  
[http://thudtv.rfd.gov.vn:99/user\\_interface/](http://thudtv.rfd.gov.vn:99/user_interface/)



Advertising on community wireless broadcasting networks plays very important role.

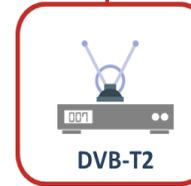


Call center **0511 1022**

### 4. Subsidizing Set-Top Box for low income households



Vietnam Public Utility  
Telecommunication Service Fund  
Budget: **1710** Billion VNĐ (~ **\$76.8** Million)



or



05 major cities and 19 surrounding provinces  
**528.334** STBs

15 provinces in Southern Delta and Northern Delta  
**584.789** STBs

TOTAL:  
**1.113.123** STBs

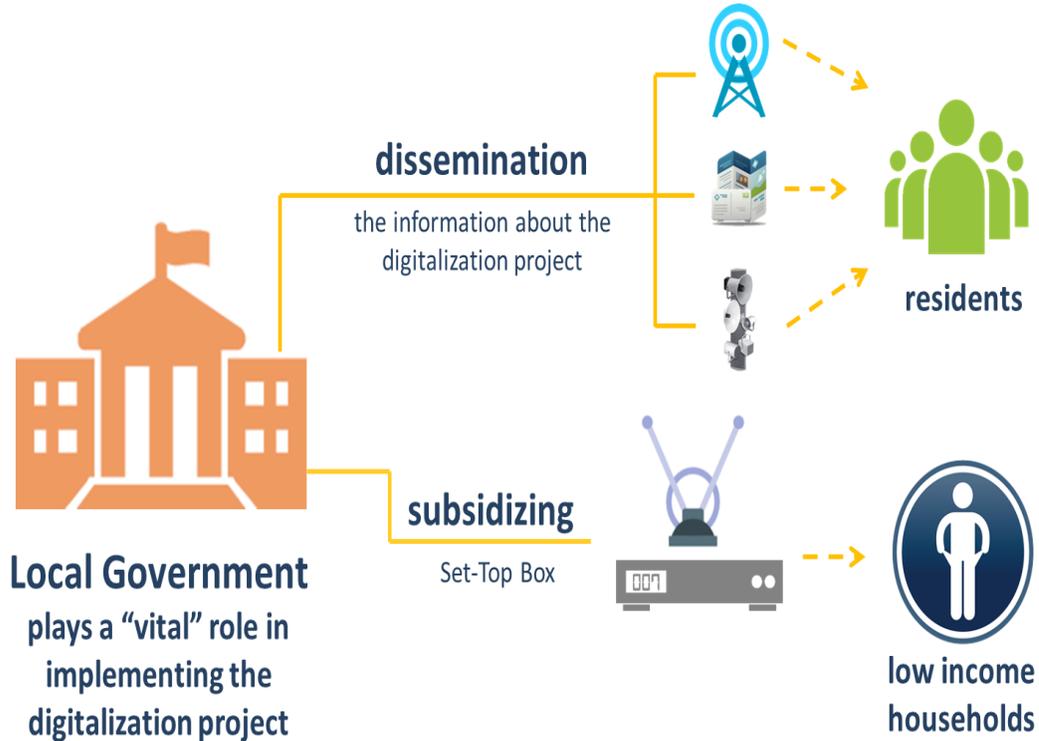


low-income households owning TV and inquire to watch DTV.

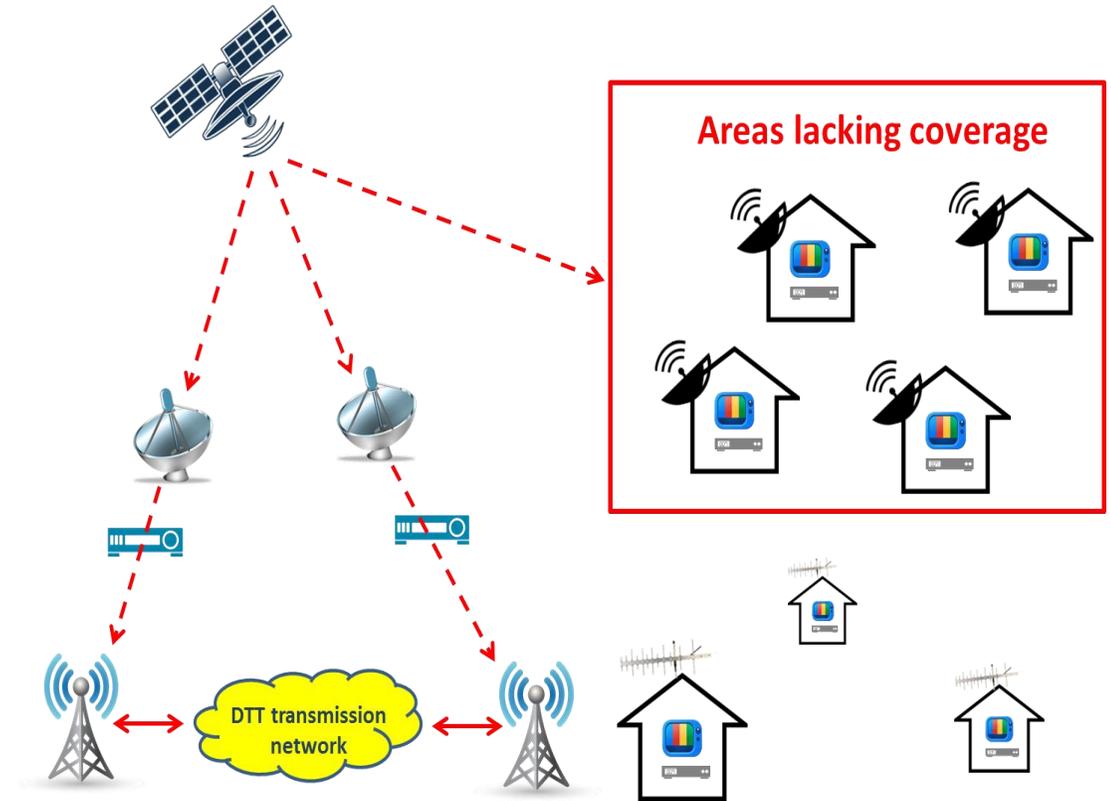
# Digital TV transition in Viet Nam

## Experiences & Lessons

### 5. Local government plays an important role in the DTV transition



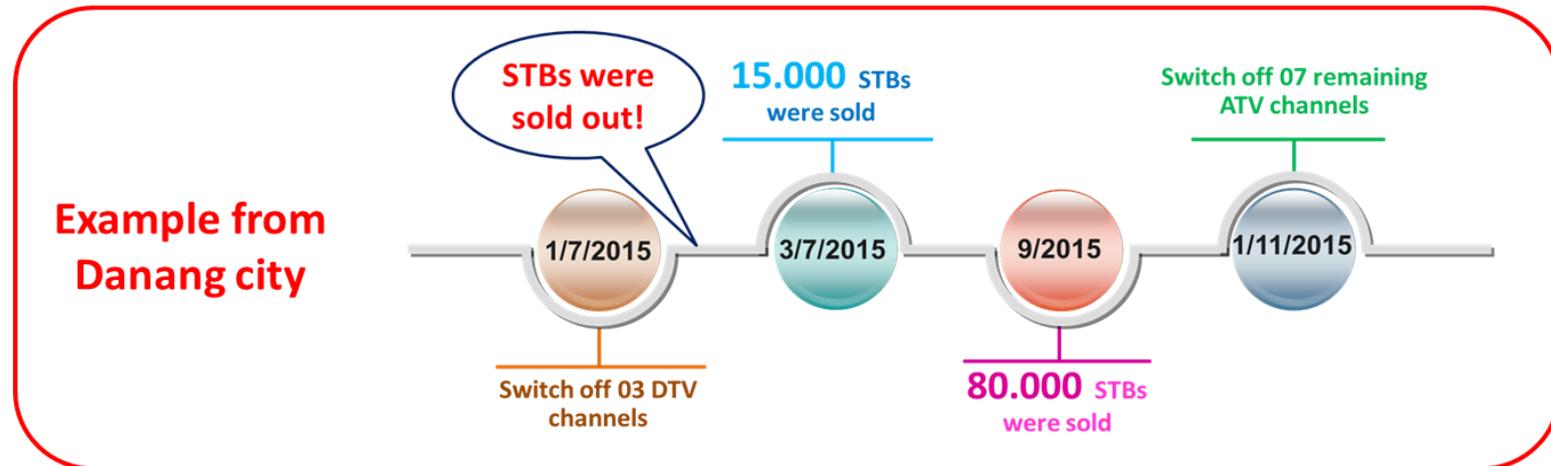
### 6. DTH transmission will replace DTT at some areas



# Digital TV transition in Viet Nam

## Experiences & Lessons

### 7. “Soft” analogue switch off



# Outline

1. Viet Nam broadcasting market at a glance
2. Digital TV transition in Viet Nam
- 3. Digital dividend for IMT**

# Digital dividend for IMT

## 700 MHz band plans

- Support APT700 FDD full duplex (2x45 MHz)

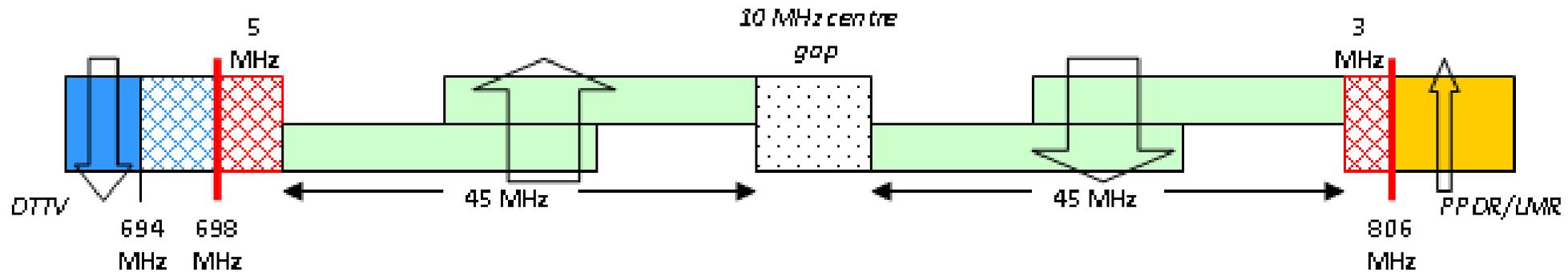
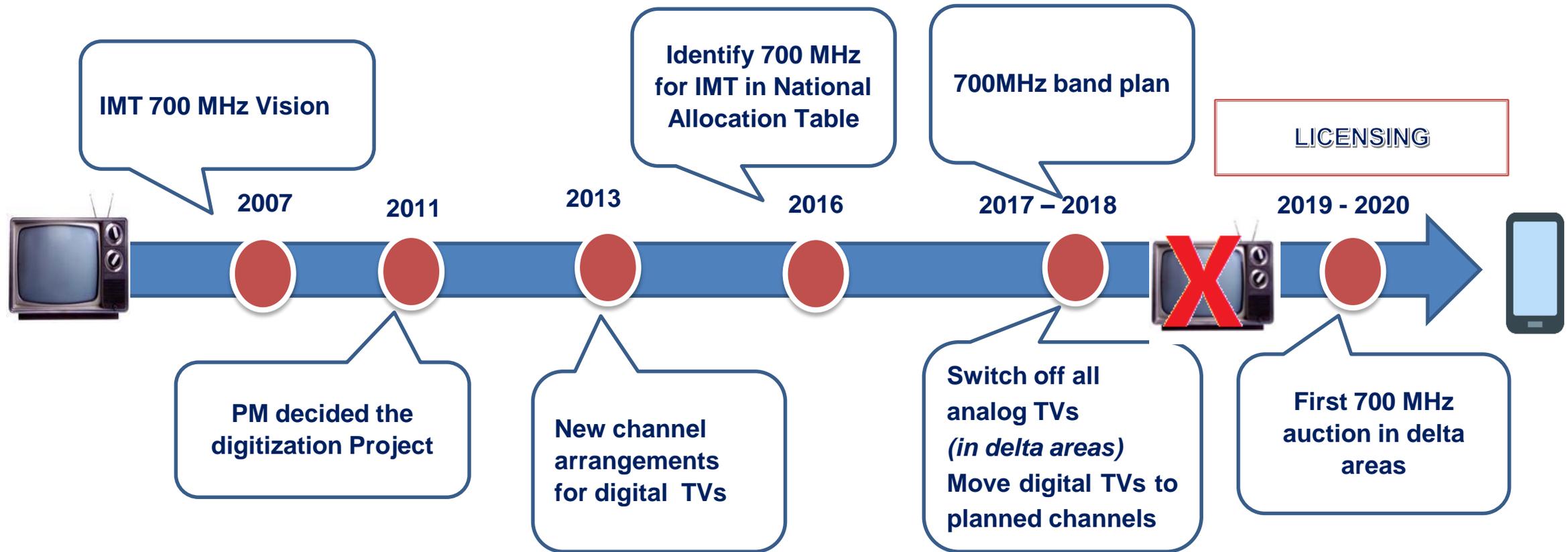


Figure 1: Harmonised FDD Arrangement of 698-806 MHz band

- Largest amount spectrum of 700 MHz band for IMT
- Harmonize with other Asean countries

# What is Roadmap for 700 MHz Band ?

Expect to release 700 MHz band plan in 2018 and first auction this band in 2019



# Conclusion

---

- **ASEAN members should accelerate the implementation of digital migration**
- **700 MHz band – a key band for coverage & rural connectivity**
- **Viet Nam supports APT 700 band plan (2x45 MHz FDD) for IMT**

**Thank you for your attention !**