



Ensuring a smooth digital transition: a roadmap for the MENA region

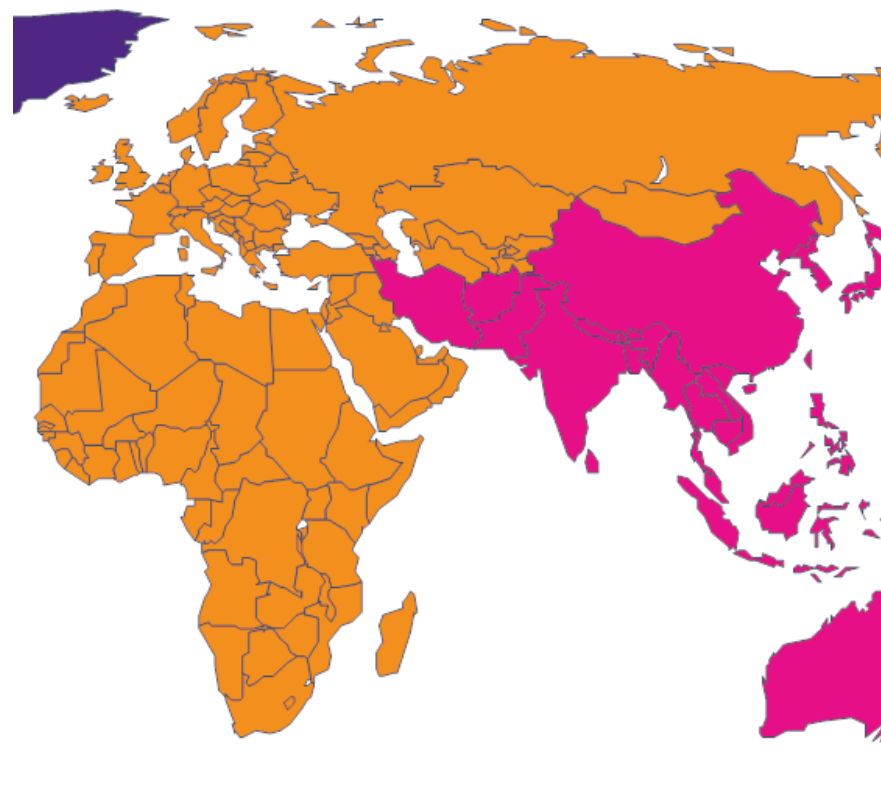
Tim Miller

The Middle East & North Africa Spectrum Management Conference

11 December

The need for harmonisation

- Borders between ITU regions cause difficulties
 - Many decisions consider “Region 1 and Iran”
- Harmonised policies lead to consumer benefits:
 - Handsets and equipment
 - Higher quality connections
 - Better roaming experiences
 - Cheaper tariffs

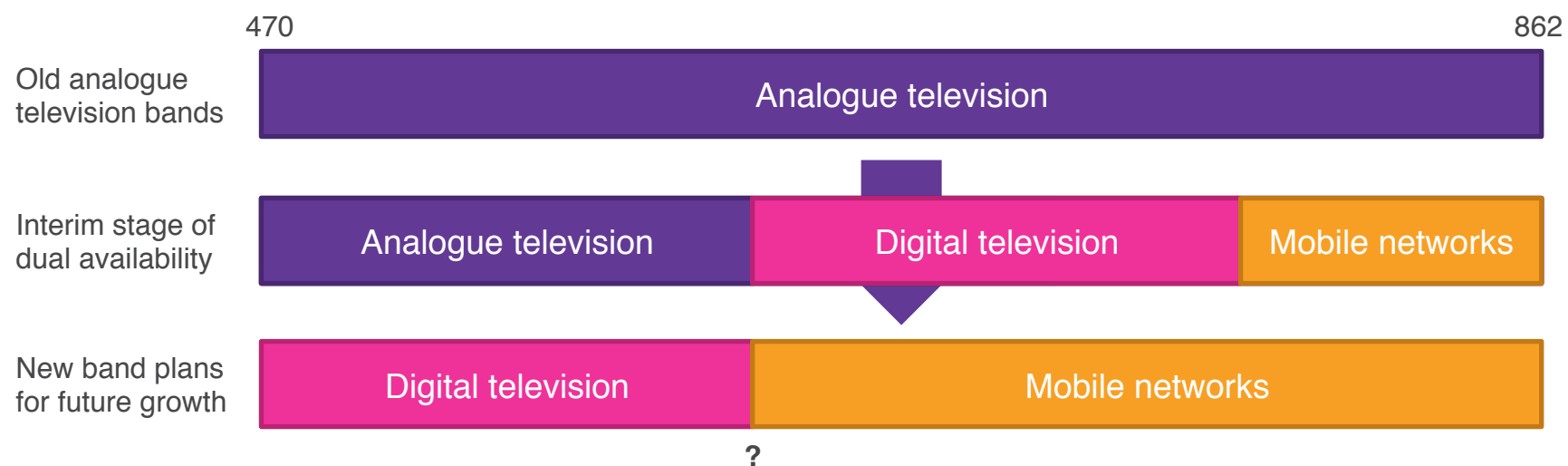


Region 1

Region 3

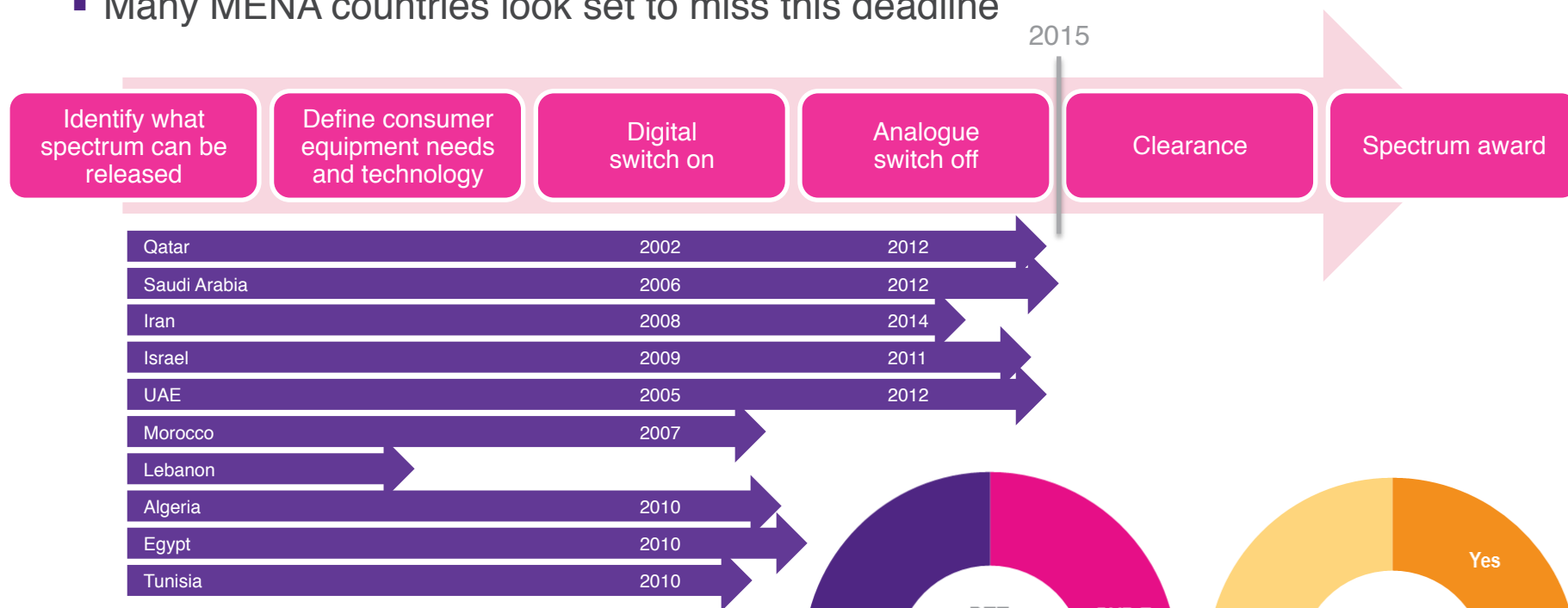
Releasing digital dividend spectrum

- “Spectrum freed up by moving television from analogue to digital transmission”
 - Not every country uses the same spectrum
 - Amount needed for DTT varies by demand and supply
 - Moving to new platforms requires consumer engagement
- The good news? You’re not the first!

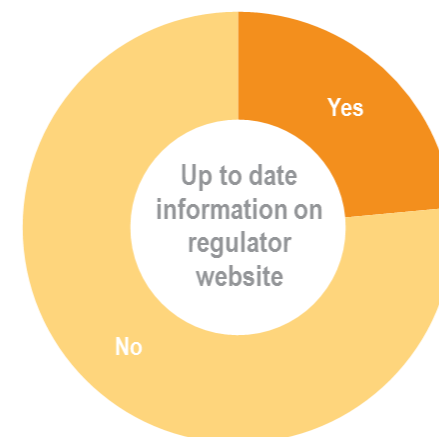
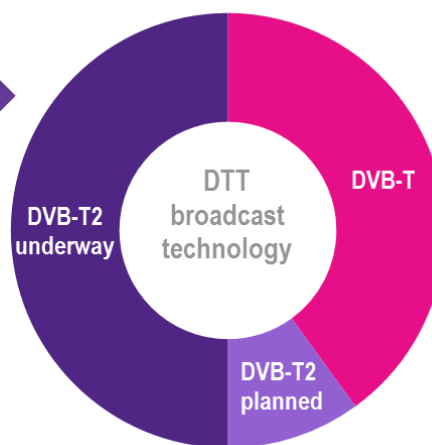


Where is MENA in the process?

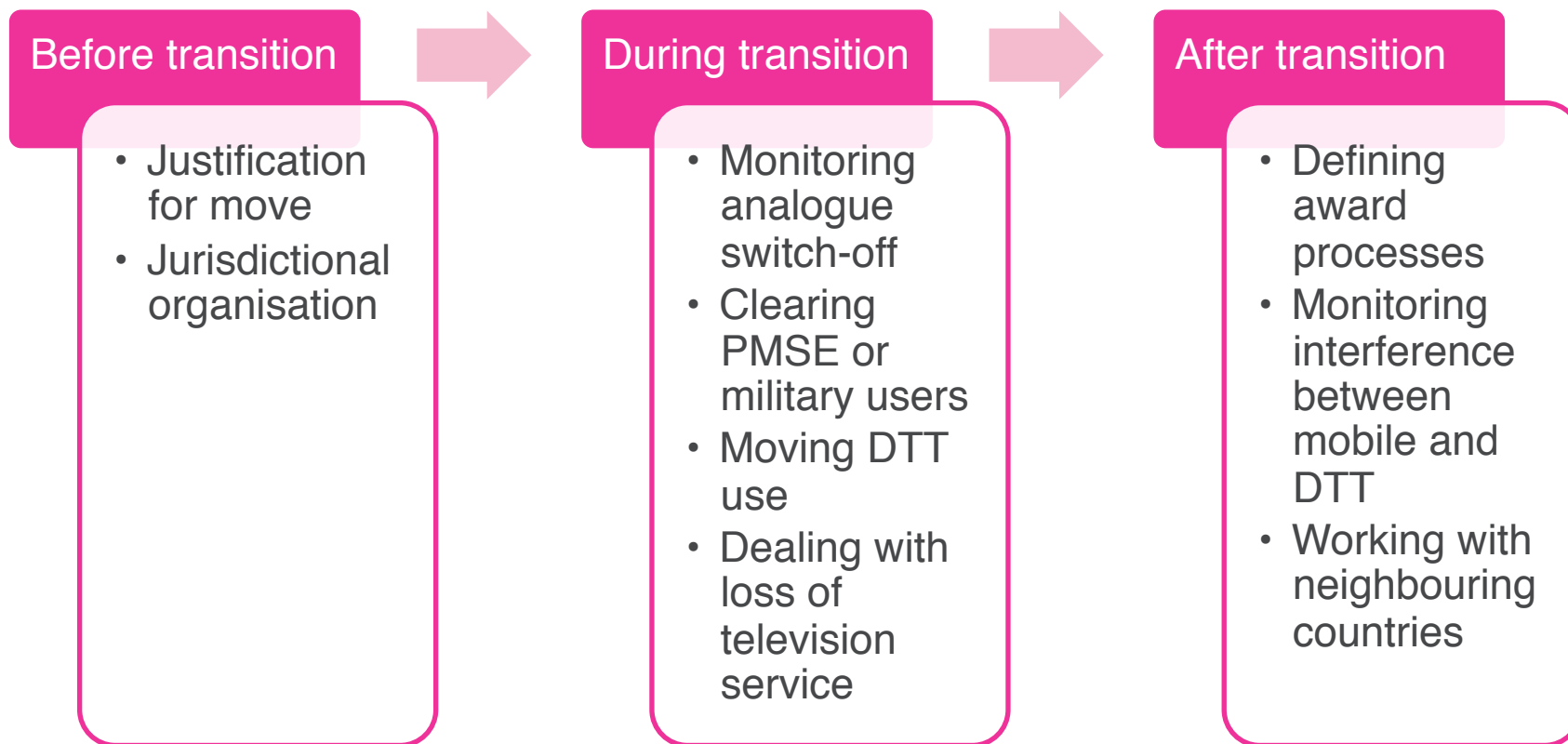
- Geneva 2006: last analogue switch-off is on 17 June 2015
- Many MENA countries look set to miss this deadline



- Newer technology can be included ...
- ... but few know about it

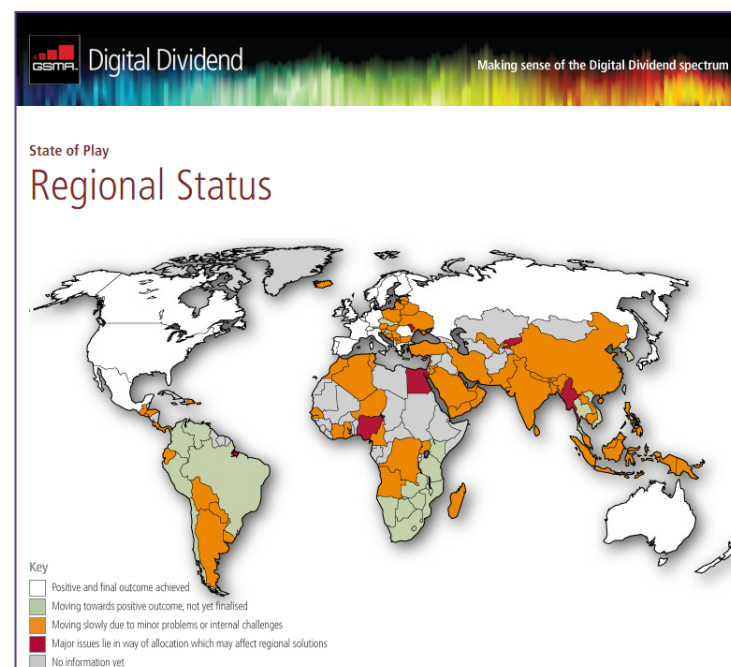


Obstacles to be overcome



How to ensure a smooth transition

- There is one key word: CLEAR
 - Set out a CLEAR timetable ... and stick to it
 - Have CLEAR information available to the public, industry and your neighbours
 - Make sure that spectrum is CLEAR on time
- Do not forget this is also an opportunity for television
- The GSMA Digital Dividend Toolkit contains many case studies and lessons to be learnt



Thank you