

DIGITAL TV RECEIVERS: ACTION PLAN FOR SWITCHOVER

AIM

The aim of the Action Plan is to encourage the development and availability in the UK market place of a wide range of digital TV receivers incorporating agreed "best practice" features in preparation for Switchover.

RATIONALE

The Rationale in Version 1 noted several developments which made it timely for the supply chain to re-focus on receiver capabilities. These were:

- the Help Scheme,
- two reports on the equipment needs of those facing most difficulty with Digital Television (DTV), and
- Ricability reports on Set Top Boxes (STBs), digital TV recorders and Integrated Digital Televisions (iDTVs).

An additional factor which underpins the timeliness is the Whitehaven switchover scheduled for this Autumn.

The scope of the Action Plan embraces all DTV receivers, including recorders (DTRs). Its main focus is on the functionality and usability of STBs, particularly those provided for the horizontal market because:

- consumers using such STBs face increased complexity in accessing their TV services, and
- the horizontal market model provides for relatively little ongoing consumer support.

APPROACH

Stakeholders direct the Action Plan, identifying key issues and agreeing how best to address them at quarterly **Review Meetings**, chaired by DTI. These meetings provide a forum for informing, discussing and reconciling interests - as well as taking high-level decisions on the project (see "Milestones" section below).

The meetings are also used to direct and monitor the work of **Task Groups**, set up to deal with specific tasks within the overall project (see Task List below). Some tasks require additional research. Others are primarily a matter of reaching consensus on defined specifications and criteria. The organisation leading each Task Group reports regularly to the Review Meetings on achievements to date and any outstanding work required.

It is the dynamic between Task Groups and the plenary Review Meetings which provides the impetus for progress.

MILESTONES

The following milestones have been achieved to date:

Launch Meeting, July 2006:

- Sign-up to the Action Plan for usability, with a "core requirements" document for digital TV equipment at its centre
- Allocation and acceptance of tasks within (version 1 of) the Action Plan, with agreement on delivery timetables;
- Agreement to examine development of the 'Digital Tick' into a quality mark, based on the "core requirements";
- Chapter 22 of DTG's D-book and Consumer Expert Group advice to be used as source material for developing the "core requirements", whilst recognising that elements go beyond market-based requirements;

Review Meeting, October 2006:

- Acceptance of an approach which separates the development of a central reference library of receiver requirements from any particular approval scheme.
- Recognition that this would entail a revision of the Action Plan and that DTI would produce a draft second revision.
- Agreement that discussions on upgrading the 'digital tick' criteria would look first at 'quick wins' and be informed by work already in train on updating the D-book.

Review Meeting, January 2007:

- Progress in development of DTG reference library for receiver requirements.
- Proposals developed for initial upgrading of the 'digital tick' receiver requirements.
- Agreed roadmap for improvement of remote control usability.

Review Meeting, April 2007:

- Progress made on remote controls that promise an industry standard for usability and labelling of key features.
- To lessen the risk of consumer confusion, consistent referral to “Automatic retuning” and not “Automatic rescanning” will be used in promoting Digital switchover. Technical requirements agreed by Digital Television Group (TDG) and The Digital Network (TDN)
- Agreement to implement ‘quick wins’ within the ‘digital tick’ criteria for all products registered from 31 July 2007.

TASK LIST

1. Key Issues

	TASK	LEAD	ACTION/TIMING
1.1	REMOTE CONTROLS		
1.1.1	Draft roadmap, fed into DTG Remote Control Group	DTI	Done (Jan 2007)
1.1.2	Update on usability study, fed into DTG Remote Control Group	Ofcom	Done (Jan 2007)
1.1.3	DTG approval on best practice and priority tasks	DTG	July 2007
1.2	INTEROPERABILITY		
1.2.1	DTG tests to Pass/Fail now in place Report on testing the Common Interface and High Definition Multi Media interfaces	DTG	Done (Jan 2007) Done (April 2007)
1.3	AUTOMATIC RETUNING		
1.3.1	Marketing case	DTG	July 2007
1.3.2	Technical requirements	DTG/TDN	Done (April 2007)
1.3.3	Prove operation	DTG/TDN	July 2007
1.4	ENERGY EFFICIENCY		
1.4.1	Task List for improving energy efficiency	DTI/Intellect	Done (Oct.2006)
1.4.2	Reports on proposed 'top ten' scheme	Digital UK	Done (April 2007)
1.4.2.1	Update on proposed "top ten" scheme	Digital UK	July 2007
1.4.3	Results of tracker survey	Digital UK	July 2007
1.4.4.	Report on retailer initiative to procure on energy efficiency standards	DEFRA	Done (April 2007)
1.4.4.1	Progress report on initiative to procure on energy efficiency standards	DEFRA	July 2007
1.4.5	Report on progress on EU Code of Conduct	Intellect	July 2007
1.5	CONSUMER LABELLING/INSTRUCTIONS		
1.5.1	Switchover leaflet to accompany receiver sale/delivery		
1.5.1.1	First draft	Digital UK	Done (Jan 2007).
1.5.1.2	Report on progress (see 2.2.1.2)	Digital UK	Done (April 2007)
1.5.1.3	Switchover leaflet	Digital UK	July 2007
1.5.2	Standardisation of terminology and labelling		July 2007
1.5.2.1	First draft	Ricability	Done (Jan 2007)
1.5.3	Instruction Manuals: best practice		
1.5.3.1	First draft criteria (covered both basic – see 2.2.1.2 - and	DTI/Ricability	Done. (Jan 2007)

1.5.3.1.1 1.5.3.2	substantive issues) First draft on substantive issues Audit/critique of existing manuals	DTI/Ricability DTI/Ricability	July 2007 July 2007 (subject to funding)
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2. Requirements capture

	TASK	LEAD	ACTION /TIMING
2.1	REFERENCE LIBRARY		
2.1.1	Set up library, incorporating updated D-book criteria, Ofcom's design criteria etc.	DTG	July 2007
2.1.2	Propose priority tasks and timescales for library development		Done (April 2007)
2.2	DIGITAL TICK UPGRADE		
2.2.1	Proposals for consolidation and quick wins to be agreed for adoption in July 2007.	DTI	Done (April 2007)
2.2.1.2	Report on July 2007 upgrade criteria (including 1.5.1 leaflet and basic requirements for instruction manuals at 1.5.3.1).		Done (April 2007)
2.2.2	Draft roadmap on substantive issues including Audio Description		Done (April 2007)
2.2.2.1	Progress report on roadmap on substantive issues including Audio Description		July 2007
2.3	FREEVIEW PLAYBACK		
2.3.1	Report on progress	Freeview	July 2007

3. Wider Considerations

	TASK	LEAD	ACTION /TIMING
3.1	HELP SCHEME		
3.1.1	Reports on progress	DCMS/BBC	July 2007
3.1.1.1	Report on Invitation to Tender	DCMS	Done (Jan 2007).

3.2	RECEIVERS FOR PARTICULAR PURPOSES		
3.2.1	Determine requirements for "assistive" and "adapted" STBs	DTI/DTG/ Ofcom	July 2007
3.2.1.1	First draft		
3.3	STANDARDISED USER INTERFACES ON RECEIVERS		
3.3.1	Produce scoping study on alternative control and signalling interfaces for customised user interaction	DTI/DTG	On hold
3.4	TECHNICAL AND MARKET DEVELOPMENTS		
3.4.1	Forward look (horizon scan on new developments and "future proofing" options) 1 st draft	DTI	Done (April 2007)
3.4.1.1	Forward look Update	DTI	July 2007