

DIGITAL TELEVISION ACTION PLAN

Version 12
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1. THE GOVERNMENT'S VISION

Digital television has already changed the way 13 million households think about TV. More choice and more opportunities from cable satellite and terrestrial TV are the reality for millions of people. We want every home to be able to enjoy the present and future benefits of digital television. The future is even brighter – today's cutting edge and pilot services already offer health advice, shopping, education, holidays, text messages, email, auctions, games and food delivered to your home. Interactive television can put control into the hands of viewers instead of broadcasters. Combined with a phone line, digital TV can open up access to the Internet through a familiar and trusted medium, broadening the opportunities for education, information, shopping and games.

The UK leads the world in digital television. Our broadcasters, manufacturers and retailers have put the UK at the forefront of this revolution. By the end of June 2004 they had rolled out digital TV to over 55% of households -- a remarkable achievement. Millions of people have decided to change to digital to keep themselves better informed and take part in the changing world around them. Every day, more homes make the change. This has to be a willing decision, people do not want to be pushed, bullied or cajoled. Only a compelling offering will foster this - a key factor behind our decision on BBC new services and the requirement for the BBC to promote digital television.

The Government is committed to ensuring that terrestrial analogue broadcasting signals are maintained until:

- Everyone who can currently get the main public service broadcasting channels in analogue form (BBC 1 and 2, ITV, Channel 4/S4C, Channel 5 and Teletext) can receive them on digital systems;
- Switching to digital is an affordable option for the vast majority of people;

When we first announced these criteria in September 1999 we said that digital switchover could start to happen as early as 2006 and be completed by 2010 but, as we said then, achieving this “depends very much on how the broadcasters, manufacturers and consumers behave”. The Government can promote and support the take-up of digital television, but the market has to bear the lion's share of the work.

The technical and social scale of preparation for digital switchover should not be underestimated. Comprehensive and long term planning will be vital and the purpose of the Digital Television Action Plan is to set out a series of actions which need to be undertaken to ensure the switchover from analogue to digital television takes place; to identify who should lead on those issues and to set target dates for delivery.

In drawing up the list of tasks, we have placed consumers, their needs, legitimate expectations, and welfare, at the centre of the plan. This means that we will ensure that for consumers, digital television means: choice, quality, affordability and accessibility across a range of services, digital platforms and equipment.

Choice:

Of channels: Digital television can offer a wide range of high quality channels and services, some free-to-view, some subscription. It can also provide households with interactive services and the possibility of access to the Internet.

Of platforms: We want to ensure that, wherever possible, consumers can choose the means by which they will access their digital services.

Of equipment: As is the case now with the analogue televisions, people should have the choice of a very wide range of digital televisions sets, of all sizes and prices. They should also be able to choose from a range of set-top boxes, from the cheap and simple digital converter, to the top-end device with hard disk, Internet browser, etc... This equipment should also be as interoperable as far as is technically possible, to ensure that people who have bought equipment can still use it even if they swap to another service provider. We are committed to working with the manufacturers and within Europe to achieve this.

Quality:

Of services: Digital television offers better pictures and sound. It also allows for new enhanced and interactive services, offering a richer and more active viewing experience. But we must ensure that the new technologies deliver not just more channels, but more choice and diverse services, and we need to make sure that these services are of the highest possible quality and conform to basic standards of decency.

Affordability:

Of switching to digital television: Our aim is that switching to digital is an affordable option for the vast majority of people, and that none is left out of the digital revolution. We need to ensure that those who are only interested in free-to-view television can access the digital services without having to bear an unaffordable cost.

Of converting multiple sets: We also need to ensure that cheap and simple digital receivers exist to convert the second or third sets within a household, as well as VCRs at an affordable cost.

Accessibility:

Of services: We are committed to ensuring that everyone who currently receives free-to-view analogue channels (BBC 1 and 2, Channel 3, Channel 4, S4C in Wales, Teletext and possibly Channel 5) will continue to receive the same channels free after switchover from analogue to digital television. We also want to ensure that everyone is included in, is able to learn from, and enjoys the wider benefits of the services and opportunities that digital television can provide.

2. THE ACTION PLAN'S OBJECTIVE & TIMETABLE

The objective of the Digital TV Project is:

“To ensure that the criteria set for switchover are met so that Ministers can, if they choose, take the decision to proceed to full switchover by ordering the switching off by 2010 of analogue terrestrial transmissions.”

Thus the Action Plan is not designed to deliver switchover at this stage -- it is designed to deliver the pre-conditions for the Government decision. A further major project, of implementation, would follow a decision to proceed. In her speech to the Royal Television Society in September 2003, the Secretary of State for Culture, Media & Sport made clear the Government's commitment to completing switchover. The Action Plan should therefore

- enable Ministers to decide *how and when* to do so, with completion by 2010 an option, as well as later timetables
- and then help prepare for a *successor project to do the job*.

The Project sits within the wider Government vision of making the UK home to the most dynamic and competitive communications and media market in the world.

On timing, we established that, given the practicalities on the transmission side, the switchover process itself will take about four years, with different regions switching in different years. In order to retain 2010 completion as an *option*, we therefore concluded that we would need to complete the Action Plan work during the autumn of 2004, without prejudging Ministerial decisions about timing and about how timing relates to the *accessibility* and *affordability* criteria.

On July 22nd, in a Ministerial Statement to Parliament, the Government said that:

“While the broadcasters have not reached a full consensus on the optimum timetable, some – including the BBC – have suggested that 2012 may be the most appropriate date for the completion of switchover. This could mean beginning the switching sequence as early as 2007...Ofcom therefore plans to include reference to this timetable in the draft digital licences for Channels 3, 4, 5 and Teletext which they expect to publish for consultation later this summer.

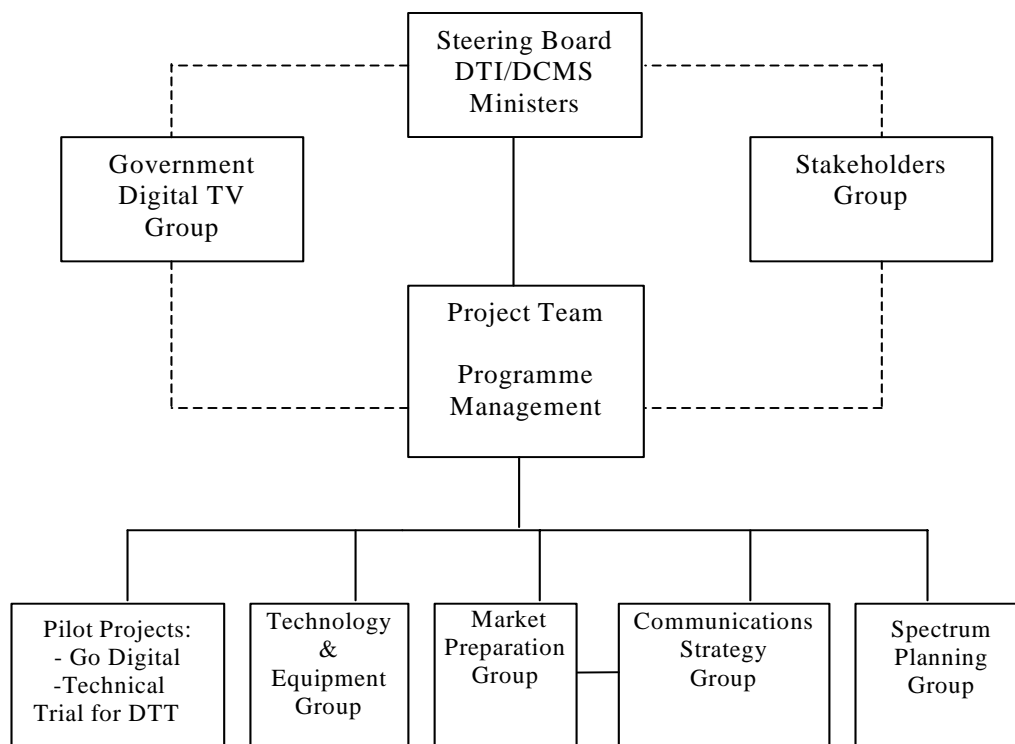
We continue to believe that an ordered process leading to the earliest practicable switchover remains desirable given the advantages to consumers, the broadcasting industry and future growth of innovative new services. We believe that switchover should be broadcaster-led but that the final decision on timetable should balance these benefits against the need to ensure that the interests of the most vulnerable consumers are protected.”

The autumn 2004 final ‘deliverable’ from the Action Plan will take the form of a Final Report, with timing options, showing how coordinated investment by the relevant stakeholders can achieve switchover.

3. THE PROJECT STRUCTURE

The Digital Television Project structure is shown in Figure 1 below.

Figure 1: Project Structure



A brief description of each group's membership and role within the Project is given below. Terms of reference are given in the Appendix. **Note:** Other Government-led activities feed into the Project, including the work of the Broadband Stakeholders Group, the Office of the e-envoy, and the Cabinet Office Spectrum Strategy Committee.

Steering Board

The Steering Board is responsible for the strategic delivery of the Action Plan to meet the needs of both Government and industry. It is chaired by Ministers and includes the joint chairs of the Government Digital Television Group, the chairman of the Stakeholders Group and other stakeholder representatives. The Steering Board provides the direction to the Project Manager, who is responsible for the day-to-day delivery of the plan through the project teams.

Government Digital Television Group

The Government Digital Television Group brings together those Government Departments who are responsible for developing and delivering policies for digital television and ensures that recommendations to Ministers are co-ordinated. In particular, where different

Departments lead on making recommendations, the Group provides a forum for considering, how those recommendations impact on the delivery of the Digital Television Action Plan. The Group gives guidance to the Project Team, which is responsible on a day-to-day basis for delivery of the Action Plan.

The Government Digital Television Group is chaired jointly by DTI and DCMS, the Departments charged jointly by the Prime Minister with achieving digital switchover. Those Government Departments and offices with a direct involvement in the development of relevant policy will be members, including the e-Government Unit, HM Treasury, the No 10 Policy Unit and the relevant independent regulators. The Government Digital Television Group meets once a month.

Stakeholders' Group

This Group enables a wide range of organisations to contribute to the process of developing and implementing the Action Plan. The Group's key role is to provide high-level advice, and a cross-sector perspective on the work produced by the Task Groups.

The Stakeholders' Group draws its membership from organisations with a valid interest in the development of digital television in the UK, these include: consumer groups, broadcasters, manufacturers, retailers, content providers and transmission network operators. Barry Cox was selected as the Chairman and Sheila Cassells as the Deputy Chair by the members of the first meeting in January 2002 and reaffirmed in January 2003 and January 2004. Main meetings are quarterly, with sector-specific meetings in between.

Project Team

The Project Team is responsible for preparing and monitoring the Project work-plan, for directing the work of the working groups, and for supporting the activities of the Government and Stakeholder groups. The group is made up of officials from the DTI and DCMS as well as secondees. It works together on a day-to-day basis, and meets regularly to monitor progress.

Spectrum Planning Group

The Spectrum Planning Group is developing a range of planning options and outline assignment plans. It also provides technical support and analysis to the Government Digital Television Group and Stakeholders Group in matters concerning spectrum policy.

The Spectrum Planning Group is chaired by Ofcom and draws its membership from those organisations who are responsible for television spectrum planning and co-ordination in the UK. This includes representatives from the BBC, DCMS and DTI. It works closely with the Joint Planning Project to improve the reach of the current DTT network.

This Group is supported by a Spectrum Stakeholders Group which has been established within the framework of the Action Plan. This includes representatives from a wide range of interested parties, including broadcasters, other potential users of the spectrum, and consumers.

Market Preparation Group and Communications Strategy Group

The Market Preparation Group was set up to develop and co-ordinate a strategy to manage the process of raising the awareness and knowledge of digital television in both the industry and public. The Group also commissions research on consumer attitudes where required. The Market Preparation Group draws its membership from organisations representing broadcasters, manufacturers, and consumer groups. The implementation of communications and marketing is now overseen by the smaller Communications Strategy Group, which brings together Government and industry communications expertise.

Technology and Equipment Group

The Technology & Equipment Group is responsible for providing advice and analysis of technical issues to both the Government Digital Television Group and Stakeholder Group. It also co-ordinates, where necessary, agreement on key technical issues affecting switchover. The Technology Group draws its membership from organisations representing broadcasters, manufacturers and network operators. In carrying out these tasks it seeks to work closely with other industry groups such as the Digital Television Group.

Pilot projects

The Go Digital project, led by the ITC, which researched the implications of fully converting households to digital by simulating conversion for some 250-300 homes in the Tamworth-Lichfield area is now complete. A 'DTT analogue conversion' Technical Trial is being planned for 2004/5 in South Wales.

4. THE PLAN FOR 2004: as at October 2004

No.	Task	Lead Responsibility	2004 target
	GOVERNMENT		
1.	Information published for public <i>1.1 Political go-ahead</i> <i>1.2 Consumer Expert Group</i> <i>1.3 OFCOM & BBC reports</i> <i>1.4 Public Information document</i> <i>1.5 Consumer information at point-of-sale</i>	<i>Catherine Smadja/Jane Humphreys</i> <i>DCMS to receive & publish</i> <i>DCMS to receive & publish</i> <i>Catherine Smadja/Jane Humphreys</i> <i>Catherine Smadja/Jane Humphreys</i>	<i>(done)</i> <i>(done)</i> <i>(done)</i> <i>(done)</i> <i>(done)</i>
2.	'Switchco' (Working Group) <i>2.1 Outline design options</i> <i>2.2 Installation: start to scope</i> <i>2.3 VCR Wizard: initiate</i> <i>2.4 Stakeholder agreement</i> <i>2.5 Ministerial agreement</i> <i>2.6 Plan handover</i>	<i>John Franck & Patrick Brown</i> <i>Jane Humphreys</i> <i>Henry Price/Ian Dixon</i> <i>Barry Cox</i> <i>Catherine Smadja/Jane Humphreys</i> <i>Michael Starks & Andy Townend</i>	<i>(done)</i> <i>(done)</i> <i>(done)</i> <i>(done)</i> <i>(done)</i> October
3.	Funding <i>3.1 Total unallocated costs</i> <i>3.2 Full funding secured</i>	<i>Michael Starks & Project Team</i> <i>Catherine Smadja/Jane Humphreys</i>	<i>March (done)</i> Rescheduled into 2005, beyond the end of the Project, to take account of BBC Charter Review process
4.	Decide transition details <i>4.1 Sequence at TXs</i> <i>4.2 Initial view of regional order</i> <i>4.3 Endorsement of regional order</i>	<i>Greg Bensberg & TDN</i> <i>Barry Cox & TDN</i> DCMS/Ofcom/broadcasters	<i>(done)</i> <i>(done)</i> Rescheduled into 2005, beyond the end of the Project, to allow further work by broadcasters & Ofcom
5.	Public services on 3 muxes <i>5.1 Respond to broadcasters</i> <i>5.2 Implications of mode?</i> <i>5.3 Outline broadcaster agreement</i> <i>5.4 Regulatory action</i>	<i>Catherine Smadja</i> <i>Broadcasters/mux operators</i> Broadcasters/mux operators DCMS/OFCOM	<i>(done)</i> <i>(done)</i> 5.3 & 5.4 rescheduled into 2005, beyond the end of the Project: talks between broadcasters & mux operators need to be completed before Ofcom can amend licences
6.	Planning regulations & property <ul style="list-style-type: none"> • England • Scotland • Wales • N.Ireland 	Ian O'Neill & David Fuhr	Implement 2005

TRANSMISSION			
7.	Frequency planning/coverage 7.1 PSB potential DTT coverage 7.2 Comm. muxes 200 TX option 7.3 DTT coverage requirement 7.4 Free-to-view satellite role	Greg Bensberg Greg Bensberg DCMS/Ofcom/broadcasters Broadcasters	(done) (done) (done) Continuing
8.	Decision on mode 8.1 Set top coverage preliminary estimate at 16 QAM 8.2 Mode for public services?	Greg Bensberg Government/Ofcom/broadcasters	(done) Rescheduled into 2005, beyond end of the Project, to give broadcasters more time to consider trade-offs between mode, power, cost & other factors
MARKETING & COMMS			
9.	Government communications 9.1 Why switchover? 9.2 Advice to landlords 9.3 Advice to public bodies <ul style="list-style-type: none"> • financial planning • procurement framework 9.4 Publicise Information available to the public	Mike Snowdon/Comms Group Ian O'Neill Andrew Ramsay & David Hendon Comms Group	Continuing (done) (done) Due to run for six months from November
10.	Training 10.1 Retailer training <ul style="list-style-type: none"> • print materials • supply to retailer trainers 10.2 Aerial/Installer training	Jos Cleare Ian Dixon/Peter Revill	(done) Scheme to start 2005
11.	Consumer advice using logo 11.1 Buying a TV/VCR leaflet 11.2 Logo for retailers & receiver manufacturers <ul style="list-style-type: none"> • logo design • terms & conditions • certification application • brand guidelines • administration contract • consult industry • soft launch • granting licences 11.3 Logo for aerials/materials <ul style="list-style-type: none"> • benchmarking in place • terms & conditions • granting licences 11.4 Logo for aerial installers <ul style="list-style-type: none"> • terms & conditions • available to trained staff 	Jos Cleare/Maureen Collins Jos Cleare & Jane Humphreys Jos Cleare & Jane Humphreys Ian Dixon, David Fuhr & Peter Revill	(done) (done) (done) Due in November/December before training starts

12.	Research <i>12.1 Scientific Generics III</i> <i>12.2 Set top reception (interim)</i>	<i>David Fuhr</i> <i>Greg Bensberg/Ofcom</i>	<i>(done)</i> <i>(done)</i>
TECHNOLOGY			
13.	<i>Demo of conversion</i>	<i>David Harby & George Fullam</i>	<i>(done)</i>
14.	<i>DTT advance schedule UK-wide</i>	<i>TDN</i>	<i>(done)</i>
15.	<i>In-home distribution report</i>	<i>Ian Dixon/Henry Price</i>	<i>(done)</i>
16.	<i>Scope work on receiver design for set top reception</i>	<i>Ian Dixon/Marcus Coleman</i>	<i>(done)</i>
17.	<i>Service Information for automatic receiver rescans: start to develop</i>	<i>TDN & Manufacturers</i>	<i>(done)</i>
ENVIRONMENTAL			
18.	<i>18.1 Disposal of TVs & VCRs</i> <i>18.2 Assessment of energy impact</i>	<i>Ian Dixon & Ian O'Neill</i> <i>Ian Dixon & Michael Crosse</i>	<i>(done)</i> <i>(done)</i>
TECHNICAL TRIAL			
19.	DTT technical trial <i>19.1 Plan agreed?</i> <i>19.2 Consultation & go-ahead</i> <i>19.3 Procurement/contracts</i> <i>19.4 Implementation</i>	<i>Emyr Hughes & Michael Starks</i> <i>E. Hughes/Patrick Brown/Ofcom</i> <i>E. Hughes/David Harby/Ian Dixon</i> <i>Emyr Hughes & David Harby</i>	<i>(done)</i> <i>(done)</i> <i>(done)</i> August 2004-March 2005
PROJECT MANAGEMENT			
20.	<i>Post-code database for switchover: commission design</i>	<i>Ian Dixon/Marcus Coleman</i>	<i>(done)</i>
21.	<i>Risk analysis</i> <i>21.1 Risk reduction workshops</i> <i>21.2 Supply chain and possible Memorandum of Understanding</i> <i>21.3 Inclusion in Final Report</i>	<i>Michael Starks & Barry Cox</i> <i>Michael Starks & Barry Cox</i> <i>Michael Starks</i>	<i>(done)</i> <i>(done)</i> <i>(done)</i>
22.	Project Final Report <i>22.1 Clarify timing options</i> <i>22.2 Regulatory impact assessment</i> <i>22.3 Draft</i> <i>22.4 OGC appraisal</i> <i>22.5 Finalise</i>	<i>Steering Board</i> <i>Ian O'Neill (with DTI input)</i> <i>J. Humphreys/C. Smadja/M. Starks</i> <i>OGC</i> <i>Michael Starks, Jane Humphreys, Catherine Smadja, Barry Cox</i>	<i>(done)</i> <i>Due by November 12th</i> <i>(done)</i> <i>(done)</i> October (post-Stakeholders & Steering Board)
23.	<i>Recommendations to Ministers</i>	<i>Jane Humphreys/Catherine Smadja</i>	<i>November</i>
24.	Handover to shadow 'Switchco'	Project Team	October/November/December

5. FULL LIST OF 2001-3 TASKS FOR REFERENCE

Italics in the STATUS column denotes completed task

SECTION 1: STAKEHOLDERS

	TASK	ACTION	TIMING	STATUS
1.1.	PUBLISH ACTION PLAN Develop draft action plan and publish	Publish Plan	Q4 2001	<i>Action Plan published December 2001 and agreed by Stakeholders January 2002. Revised quarterly but, with this proviso, complete.</i>

SECTION 2: GOVERNMENT POLICY

Primary ownership of this set of tasks belongs normally with the DCMS and the DTI, unless otherwise indicated.

	TASK	ACTION	TIMING	STATUS
2.1 2.1.1 2.1.2 2.1.3 2.1.4	ITC/BBC SWITCHOVER REPORT Request ITC and BBC to produce a review of digital television take-up and availability within the UK as required under Section 33 of the 1996 Broadcasting Act.	2.1.1 Request report 2.1.2 Receive report 2.1.3 Receive updated report 2.1.4 BBC & OFCOM further reports	Q4 2001 Q4 2002 Q2 2003 Q1 2004	Requested Dec 2001 Received. Further information on take-up requested. Received Due at end of March, now included in 2004 Plan
2.2 2.2.1 2.2.2 2.2.3	DCMS SECRETARY OF STATE TO CONSULT DCMS Secretary of State to consult with representatives of viewers etc as required by Section 33 (BA 1996)	2.2.1 Issue consultation materials 2.2.2 Set up Consumer Experts Group 2.2.3 DCMS/DTI Public consultation	Q4 2001 Q3 2003 Q2 2004	Consultation material from the Viewers' Panel published on 14 th February 2002. Done Included initially in 2004 Plan September 2004 Public Information document placed on website

	TASK	ACTION	TIMING	STATUS
2.3 2.3.1 2.3.2	<p>PROGRESS AGAINST SEPTEMBER 1999 KEY CRITERIA</p> <p>Conduct a comprehensive review of progress towards digital switchover, with particular reference to the Accessibility, Availability and Affordability tests announced in September 1999. As part of this process consider recommendations of Viewers Panel, which reported in November 2001.</p> <p>Revise to reflect BBC and ITC review reports prepared under item 2.1, and the results of the statutory consultation required under item 2.2.</p>	<p>2.3.1 First report</p> <p>2.3.2 Review</p>	<p>Q1 2002</p> <p>Q2 2003</p>	<p>Decision to set up Consumer Expert Group and hold public consultation in spring 2004</p>
2.4 2.4.1 2.4.2	<p>COST-BENEFIT ANALYSIS</p> <p>Carry out an overarching cost-benefit analysis of the options and timing for achieving digital switchover. This will assess the costs and benefits of taking measures to enable the switching off of analogue terrestrial transmissions to commence from specific dates on or after 1 January 2006.</p>	<p>2.4.1 Set terms of reference</p> <p>2.4.2 Report completion of model</p>	<p>Q1 2002</p> <p>Q1 2003</p>	<p><i>Complete, terms of reference published on the website.</i></p> <p><i>Model completed, summary of results published, though analysis and updating of data to continue</i></p>
2.5 2.5.1 2.5.2 2.5.3	<p>REVIEW IMPACT OF GOVERNMENT PLANNING REGULATIONS</p> <p>Review impact of planning regulations for aerial/dish deployment</p> <p>Office of the Deputy Prime Minister responsibility. Responsibility for planning in Scotland, Wales and Northern Ireland is devolved.</p>	<p>2.5.1 Initiate</p> <p>2.5.2 Consultation</p> <p>2.5.3 Follow-up action</p>	<p>Q2 2002</p> <p>Q1 2003</p> <p>Q4 2003</p>	<p>Industry meeting held in July 2002 Consultation document for England in preparation Published April 2003</p> <p>Delayed from Q3 2003. Now included in 2004 Plan.</p>

TECHNICAL POLICY DEVELOPMENT

	TASK	ACTION	TIMING	STATUS
2.6 2.6.1 2.6.2 2.6.3	<p>SALES OF INTEGRATED DIGITAL TELEVISION SETS IN THE UK AND EU</p> <p>Comprehensively investigate with industry and European Commission issues surrounding the transition to exclusive sales of integrated digital TVs.</p>	<p>2.6.1 Report</p> <p>2.6.2 Consultation</p> <p>2.6.3 Implement labelling scheme with industry</p>	<p>Q1 2002</p> <p>Q3 2002</p> <p>Q1 2004</p>	<p>CONDOC published in June 2002.</p> <p>Delayed from Q2 2003. New Communications Strategy Group now dealing.</p> <p>Included in 2004 Plan</p>

	TASK	ACTION	TIMING	STATUS
2.7 2.7.1 2.7.2	ISSUES RELATING TO NON-DOMESTIC TVs Provide guidance setting out benefits of digital television and means of accessing it. Identify specific issues which relate to TV used for education (schools, libraries), health (hospitals), prisons etc. Extensive liaison required with other government departments including DfES/DTI/Cabinet Office/Home Office/DoH/OGC	Report Complete review	Q4 2002 Q1 2004	Paper prepared in October 2002: follow-up with range of public sector bodies Nb. Role of public procurement in providing framework? Included in 2004 Plan
2.8	REVIEW STANDARDS ISSUES/LEGACY/MIGRATION Resolve standards issues: consider how to minimise market entry barriers (e.g. through open common standards for programme exchange), and consider the proposed MHP standard	Ongoing Initial proposal	Q2 2002	<i>Complete - Report issued to TEG showing how MHP and MHEG can co-exist</i>
2.9 2.9.1 2.9.2 2.9.3 2.9.4	ADDRESS HUMAN FACTORS ISSUES INCLUDING ACCESS FOR DISABLED PEOPLE Scope full range of human factors issues Taking account of the analysis of the equipment needs of disabled people (see action 5.2), identify how appropriate provision of appropriate services for people with disabilities could be made. Identify ways of minimising re-authoring and other constraints	2.9.1 Report 2.9.2 Report on inclusive design 2.9.3 Report on Elements of change 2.9.4 Report on Making the transition	Q1 2002 Q3 2003 Q4 2003 Q1 2004	Scoping study by CRSP, Loughborough University, Q1 2002 Scientific Generics report received and published Report received & published Included in 2004 Plan

SPECTRUM POLICY DEVELOPMENT

	TASK	ACTION	TIMING	STATUS
2.10 2.10.1 2.10.2 2.10.3	DEFINE POST SWITCHOVER SPECTRUM ALLOCATION Determine which UHF frequency channels should be retained for terrestrial television broadcast use post-switchover, and give clear guidance to industry.	2.10.1 Consultation 2.10.2 Interim Statement 2.10.3 Working Hypothesis	Q4 2001 Q2 2002 Q4 2002	<i>Consultation published on website</i> <i>Interim statement May 2002</i> <i>Complete Ministerial Statement made in January 2003, deciding spectrum planning work to be based on analogue conversions</i>

	TASK	ACTION	TIMING	STATUS
2.11 2.11.1 2.11.2 2.11.3	DEFINE TARGET FOR DTT PSB POST SWITCHOVER Determine and agree a target level of UK coverage for digital terrestrial public services post-switchover. Consider whether separate levels of coverage should be set for separate parts of the UK.	2.11.1 Consultation 2.11.2 Follow up 2.11.3 Agreement based on broadcaster proposals	Q4 2001 Q2 2002 Q1 2004	Consultation published on website Delayed from Q3 2003. Broadcaster proposals received at end of 2003. Follow-up included in 2004 Plan.
2.12	INTERNATIONAL NEGOTIATIONS Prepare UK negotiating brief for World Radio Conference (2003) and international conferences (in 2004 and 2005) on spectrum allocations for sharing the DTT spectrum with other countries. Radiocommunications Agency responsibility	Negotiating Brief Updates	Q4 2002 2003 2005	Report on 2003 World Radio Conference talks received. Ongoing.
2.13	RESPOND TO CAVE REVIEW Respond to the Cave Review of Radio Spectrum Management (reported Q1 2002)	Ongoing Initial response	Q2 2002	<i>Response published October 15th, 2002.</i>
2.14	IDENTIFY ADDITIONAL SERVICES TO USE ALLOCATED INTERLEAVED CAPACITY Within the spectrum plan it is possible that additional interleaved capacity can be used for a range of additional broadcasting and other services. If this is the case, need to agree when and how to license such services	Brief Stakeholders	Q2 2003	Initial briefing April 2003
2.15 2.15.1 2.15.2	AGREE TECHNICAL SWITCHOVER STRATEGY Based upon recommendations produced in 3.10, 3.11, 3.12 and 3.14 agree technical transition policy	2.15.1 Options 2.15.2 Follow-up	Q2 2002 Q1 2004	Outline scenarios for consideration agreed Aim to reach agreement including which multiplexes will be converted. Included in 2004 Plan.
2.16	MONITOR CONVERGENCE DEVELOPMENTS Ensure that the Plan takes account of continuing work on "future scenarios", including consequences for spectrum management and allocations	Ongoing Report	Q2 2002	<i>Report issued to the project team. Complete but to be kept under review</i>
2.17	IDENTIFY ANY CHANGES TO SPECTRUM MANAGEMENT REGIME Make any changes to spectrum management policy and regime pertinent to terrestrial TV Spectrum	Report	Q3 2002	<i>Complete, included in Comms Act</i>

	TASK	ACTION	TIMING	STATUS
2.18	STREAMLINE SPECTRUM PLANNING REGIME Working with the ITC, BBC and RcA implement changes to spectrum planning regime to streamline planning and approvals process.	Report	Q1 2002	<i>Complete</i>

REGULATORY POLICY DEVELOPMENT

	TASK	ACTION	TIMING	STATUS
2.19 2.19.1 2.19.2	PUBLISH INTERACTIVE TELEVISION POLICY Produce framework document on interactive digital television outlining the vision and its role in delivering e-Government services and enabling Internet and Web access.	2.19.1 Consultation document 2.19.2 Follow up	Q1 2002 Q3 2003	Consultation document published October, 2002 Ongoing follow-up action includes ODPM initiative for local government
2.20	CO-ORDINATE GOVERNMENT POLICIES ON DELIVERY AND USE OF ELECTRONIC SERVICES Clarify, and as necessary harmonise, relationships between switchover policy and other contingent Government policies and activities such as access to the Internet.	Ongoing 1 st report	Q2 2002	<i>DTI to lead the development of interactive TV policies in conjunction with the e-envoy Follow up paper for Project Team November 2002 and Government Digital TV group February 2003</i> <i>Complete</i>
2.21	MONITOR REGULATORY FRAMEWORK Ensure there is an appropriate statutory and regulatory framework for digital TV and switchover at both national and EU level	Ongoing 1 st report	Q2 2002	Included in the Comms Act EU Commission communication published Q3 2003. Ongoing.
2.22 2.22.1 2.22.2	CONSIDER FURTHER PROPOSAL FOR BBC NEW SERVICE The BBC have resubmitted their plans for BBC3 Decision on Proposal for BBC by SoS.	2.22.1 Consultation ends 2.22.2 Decision	Q1 2002 Q2 2002	<i>BBC Three approved by SoS in September 2002</i>
2.23	ASSESS FUTURE OUTLOOK FOR DELIVERY OF SERVICES Explore potential of other means e.g. xDSL to contribute to switchover as potential fourth platform as take up increases. Review xDSL take up. Ensure co-ordinated with broadband strategy.	Ongoing Initial Report	 Q4 2002	<i>Covered by November 2002 Project Team paper under 2.20 above</i>

POLICY ISSUES IDENTIFIED BY TEG

	TASK	ACTION	TIMING	STATUS
2.24	STUDY OF SECURITY AND ALERT SYSTEMS	Report	Q3 2003	<i>Report completed</i>

	TASK	ACTION	TIMING	STATUS
2.25 2.25.1 2.25.2	RECEPTION IN MULTI-OCCUPANCY LEASEHOLD AND RENTED PROPERTY	2.25.1 Assessment of implications: initial report 2.25.2 Follow up	Q1 2003 Q3 2003	Initial report completed Included in 2004 Plan
2.26	STUDY BERLIN SWITCHOVER AND OTHER INTERNATIONAL DEVELOPMENTS	Initial Report Final Berlin report - others ongoing	Q1 2003 Q4 2003	Initial report completed Berlin project team's report received Q3 2003
2.27	DEVELOP SCENARIOS FOR USE WITH COST-BENEFIT ANALYSIS	Project team work	Q1 2003	<i>Complete</i>
2.28	STUDY OF THE SATELLITE MARKET IN A WIDER CONTEXT, INCLUDING BROADBAND	Sizing & scoping of satellite market and implications of satellite only option	Q2 2003	<i>Complete</i>

SECTION 3: SPECTRUM PLANNING GROUP

SPECTRUM POLICY ANALYSIS

	TASK	ACTION	TIMING	STATUS
3.1	PRE-SWITCHOVER DTT COVERAGE Quantify the precise limit to DTT coverage whilst simulcasting with current analogue services continues. An update is also to be produced which quantifies coverage using the new UK planning model (UKPM)	Report Updated report	Q1 2002 Q2 2003	<i>Completed March 2002</i> <i>No longer required</i>
3.2	ANALYSE DTT COVERAGE IN CONTEXT OF REUSING EXISTING AERIALS/DOMESTIC EQUIPMENT Assess DTT coverage taking into account the effectiveness of existing domestic aerial installations including the use of set top aerials, digital equipment, in home analogue spectrum use and the use of MATV systems. Update coverage predictions using UKPM	Report Updated report	Q2 2002 Q2 2003	<i>Report completed Q3 2002. Was delayed as resources were diverted to the ITC retendering exercise</i> <i>No longer required</i>

	TASK	ACTION	TIMING	STATUS
3.3	ASSESS COSTS OF ALTERNATIVE SPECTRUM ALLOCATIONS FOR DTT Quantify the costs of implementing transmission/ switchover for broadcasters, transmission networks and viewers under different scenarios of spectrum usage.	Report	Q2 2002	<i>Report completed October 2002.</i>
3.4 3.4.1 3.4.2	REVIEW DTT PLANNING CRITERIA Review and update as required the methodology and parameters used for DTT planning and coverage prediction with special focus on comparison with current analogue coverage and portable reception.	3.4.1 Report 3.4.2 Implement	Q2 2002 Q2 2003	New planning model developed, to be implemented in the autumn following verification <i>Implementation completed Q3 2003</i>
3.5	IDENTIFY ADDITIONAL CAPACITY FOR INTERLEAVED UHF SERVICES Identify how any usable post switchover spectrum (taking into account consultation in 2.10) in the UHF frequencies could be used to carry additional DTT and other services including mobile DTT.	Report	Q2 2002	<i>Report completed Q3 2002.</i>
3.6	DEFINE HOW PSB WILL BE DELIVERED TO ALL UK HOMES Determine and quantify how to ensure the reception of appropriate PSB services for all UK homes that can currently receive analogue PSB services.	Report	Q4 2002	<i>Report completed December 2002</i> Follow up work by public service broadcasters

DETAILED SPECTRUM PLANNING

	TASK	ACTION	TIMING	STATUS
3.7 3.7.1 3.7.2 3.7.3	EXTEND DTT GEOGRAPHICAL COVERAGE Extend coverage so that at least 72% of households can view all 6 multiplexes. Extend coverage of the two public service broadcast multiplexes from 80% to 84%	3.7.1 Produce Plan 3.7.2 Implement 3.7.3	Q1 2002 Q2 2002 Q3 2003	Coverage increases achieved by actions of multiplex licensees, close to original targets (PSB 82%). Review again Q3 2003 <i>Review completed</i>
3.8 3.8.1 3.8.2	IMPROVE QUALITY AND RELIABILITY OF DTT COVERAGE Following success of early power increase trials, work with the Joint Planning Project and the current DTT broadcasters to implement network improvements to sustain higher digital terrestrial TV power levels to improve DTT coverage and to increase consumer access to DTT services. Extend higher transmission powers nationwide, subject to international constraints	3.8.1 Assess results of trial 3.8.2 Final plan	Q4 2001 Q2 2002	<i>3dB trial successful – agreement to use higher power transmissions in all future network planning</i> <i>Technical planning complete.</i>

	TASK	ACTION	TIMING	STATUS
3.9 3.9.1 3.9.2	<p>ASSESS LIMITS OF DIGITAL INTERFERENCE TO ANALOGUE SERVICES</p> <p>Working with the Joint Planning Project and the DTT broadcasters carry out high power DTT trial to assess the reasonable limit of DTT interference to analogue services. Make recommendations on how to implement the results of trial across the UK.</p>	<p>3.9.1 Trial Proposal</p> <p>3.9.2 Assess Results</p>	<p>Q4 2001</p> <p>Q2 2002</p>	<p><i>High power trial undertaken</i></p> <p><i>Report completed Q3 2002.</i></p>
3.10	<p>PRODUCE TRANSITION PLAN OPTIONS</p> <p>Produce a range of plans to allow for the full transition to DTT only use of the spectrum</p>	Outline Plan	Q3 2002	<i>Report completed for consideration by ministers</i>
3.11	<p>AGREE SWITCHOVER SEQUENCE</p> <p>Based upon outline transition plan make recommendation on the geographical phasing of switchover</p>	Agreement	Q4 2003	Interim observations received Included in 2004 Plan
3.12	<p>PRODUCE OUTLINE TRANSITION PLAN</p> <p>Subject to 2.12 and 2.16, agree and develop an outline transition plan to deliver the required level of DTT coverage, whilst minimising the impact on viewers</p>	Plan	Q4 2003	Report completed and distributed to broadcasters. Follow-up included in 2004 Plan.
3.13	QUANTIFY ANALOGUE COVERAGE	Report	Q4 2003	<i>Report Completed</i>
3.14	<p>TECHNICAL APPRAISAL OF POST-SWITCHOVER MODE and options and implications for analogue conversions -- to assist broadcasters in making proposals for which multiplexes should be converted, carrying which services (see task 2.15.2)</p>	Report	Q1 2004	Dependent on 5.9.3 survey work Included in 2004 Plan.

SECTION 4: MARKET PREPARATION GROUP

	TASK	ACTION	TIMING	STATUS
4.1	<p>CO-ORDINATE CLEAR INFORMATION FOR PRE-CHRISTMAS SALES Tackle lack of consumer understanding of digital television by:</p> <ul style="list-style-type: none"> • UK retailers and manufacturers co-ordinating an awareness campaign amongst their staff and consumers. • DTG launching guidance for retailers agreed by manufacturers, broadcasters and retailers as part of UK-wide programme to improve quality of advice provided by sales staff • Working with industry to make information on digital television services readily available for consumers through traditional and new media. <p>Broadcasters to broadcast clear and simple message about availability of digital television building on existing cross-marketing opportunities.</p>	Launch publicity material, website and make broadcasts	Q4 2001	<i>Complete</i>
4.2 4.2.1 4.2.2 4.2.3 4.2.4	<p>STRATEGIC MARKET & COMMUNICATIONS (MARCOM) PLAN Directly and indirectly the key players in the market are spending large sums on promoting digital TV to the mass market. To achieve switchover, there will have to be greater co-ordination of corporate MARCOM than at present. The MARCOM group will liaise with market players as necessary to align Marcom strategies and messages. Draft, implement and develop a strategic marketing and communication plan to prepare the retail market and consumers for switchover. It will make recommendations on activities and resources.</p> <p>Information campaigns should contain the following key elements:</p> <ol style="list-style-type: none"> a) a clear explanation of the differences between the terrestrial, cable and satellite platforms, as well as FTA, Pay TV, interactive DTV and internet access including broadband applications where applicable; b) accurate information on the extent of coverage for PSB services across all digital platforms c) stress that free-to-air Digital TV is available as well as subscription services d) make publicly-owned users of televisions aware of what DTV is, and the need to switchover and Government Departments to communicate information to schools, hospitals, prisons etc; 	<p>Ongoing.</p> <p>4.2.1 Outline Plan</p> <p>4.2.2 Update Plan</p> <p>4.2.3 Strategic framework</p> <p>4.2.4 Delivery</p>	<p>Q1 2002</p> <p>Q2 2002</p> <p>Q3 2003</p> <p>Q4 2003</p>	<p>Initial report complete</p> <p>Complete, published on the website</p> <p>Considered by Steering Board July 2003</p> <p>Started. Ongoing work included in 2004 Plan</p>

	TASK	ACTION	TIMING	STATUS
	<p>e) implement campaign on television antenna requirements (testing for digital);</p> <p>f) involve dissemination through a variety of media, e.g. information leaflets, web-site information, and a co-ordinated campaign on all channels, particularly the Public Service channels.</p>			
4.3	<p>BBC TO PROMOTE DIGITAL TELEVISION</p> <p>BBC to draw up and produce a plan to promote digital television</p> <p>BBC to undertake a campaign to promote the uptake of digital TV and radio services and equipment generally.</p>		<p>Q4 2001</p> <p>Q4 2001 & Ongoing</p>	<p><i>Complete</i></p> <p><i>Plans published and being implemented</i></p>
4.4	<p>GOVERNMENT-LED INFORMATION CAMPAIGN</p> <p>Government to keep under review the timing of any Government-led public information campaign, considering the rate of take-up of digital services; the availability and range of digital equipment and choice of platforms.</p>		Ongoing	Initiated by Communications Strategy Group
4.5	<p>COMMISSION RESEARCH ON VIEWERS' NEEDS</p> <p>Commission research on consumers' needs and expectations in the light of the recommendations of the Viewers Panel, and initial findings of the Go Digital project.</p>	Commission research	Q2 2002	<p>MORI survey published on the website.</p> <p>Further research ongoing</p>
4.6 4.6.1 4.6.2 4.6.3	<p>REVIEW NATIONAL TRAINING PLANS</p> <p>Propose strategy to ensure an adequate skills base to cope with the implications of a growing DTV market, and digital switchover (aerial fitters, sales staff, transmission engineers etc) joint activity between DTI, DfES and Industry</p>	<p>Initiate</p> <p>Develop</p> <p>Follow up</p> <p>Implement</p>	<p>Q4 2002</p> <p>Q2 2003</p> <p>Q4 2003</p>	<p>Initial work on aerial installers</p> <p>Must include retailers</p> <p>Finalise plan for aerial installers and plan/start retail training. Included in 2004 Plan.</p>
4.7	<p>IMPLEMENT NEW LABELLING SCHEMES</p> <p>Strengthen awareness and use of the already established DVB logo labelling scheme to provide consumers with additional information on what different types of digital equipment can deliver to the viewer</p>	<p>Proposal</p> <p>Ongoing</p>	<p>Q1 2002</p> <p>Q2 2002</p> <p>Q1 2004</p>	<p>Part of report for 4.2</p> <p>Review with broadcasters and industry in context of 2.6 and work of ad agencies under 4.2</p> <p>Start to implement. Included in 2004 Plan.</p>
4.8	<p>PUBLISH INFORMATION REGARDING DISTRIBUTION SYSTEM UPGRADES</p> <p>Local authorities and landlords to receive information about digital services, switchover, and how they can upgrade existing distribution systems in blocks of flats.</p>	Publish advice	<p>Q4 2001</p> <p>Q1 2004</p>	<p>Guidance published</p> <p>Further information to be communicated. Included in 2004 Plan.</p>

	TASK	ACTION	TIMING	STATUS
4.9	<p>RESEARCH INTO MARKET CONDITIONS Determine whether further research is needed to enable Government and Industry to better understand and consider the likely market conditions for DTV during the rest of this decade.</p>	Interim report	Q1 2002	<p>Part of report for 4.2</p> <p>Further research on VCR usage to estimate extent of dependence on VCR analogue tuners included in 2.9.4.</p>
4.10	SET UP COMMUNICATIONS STRATEGY GROUP with professional support	Implement	Q3 2003	<i>Complete</i>

SECTION 5: TECHNOLOGY AND EQUIPMENT GROUP

	TASK	ACTION	TIMING	STATUS
5.1	<p>DEFINE RANGE OF TECHNICAL ISSUES Define the full range of equipment and technology issues to be resolved, including:</p> <ul style="list-style-type: none"> • access controls • aerial boosters/retransmitters (leaky feeders, active gain/and window aerials) • automatic retuning • continued use of PAL encoders • data standards • “digital-ready” equipment • diversity reception • home networks • infra-red controllers/blasters • interconnects with legacy analogue equipment • receiver power consumption • return channel connections (e.g. telephone) • security (against theft) • timer/programming controls • use of 8K • user interface 	Ongoing Initial scoping report	Q2 2002	<i>Report completed, published on the website.</i>
5.2	<p>ANALYSE THE NEEDS OF THE DISABLED Consider the specific equipment needs of disabled people, and their funding in conjunction with NGOs, charities, DTI, DCMS and DWP.</p>	Ongoing Initial Report	Q2 2002	<i>Included in main report (see 5.1)</i>
5.3	<p>ADDRESS NEEDS OF MULTIPLE EQUIPMENT HOUSEHOLDS Consider how to achieve digital conversion for second and subsequent TV sets and VCRs</p>	Scoping Report	Q2 2002	<i>Included in main report (see 5.1)</i>
5.4	<p>ASSESS EFFECTIVENESS OF IN-HOME NETWORKS Consider the contribution which practical in-home networks can make to digital conversion for second and subsequent TV sets and VCRs</p>	Report	Q1 2004	Included in 2004 Plan.

	TASK	ACTION	TIMING	STATUS
5.5	DEFINE LOGISTICAL REQUIREMENTS Quantify estimates of material and logistical requirements to ensure sufficient equipment is available for switchover. The estimates will need to cover the full range of digital TV products (TVs, VCRs, set-top boxes etc) as well as equipment to convert existing analogue TV installations	Initial report	Q3 2002	Issues identified for inclusion elsewhere in Action Plan (see 7.8 & 7.11)
5.6	DEFINE AERIAL/ANTENNA INSTALLATION ISSUES Quantify the extent of the aerial/antenna installation issues (realignment, replacement etc), including satellite reception, which are likely to be posed by switchover	Report	Q2 2002	<i>Included in main report (see 5.1)</i>
5.7	INVESTIGATE TECHNOLOGY TO OVERCOME PLANNING RESTRICTIONS Conduct Technical research to enable the satellite DTV industry to cope better with the existing planning restrictions	Report	Q2 2002	<i>Included in main report (see 5.1)</i>
5.8	REPORT ON DISPOSAL OF OBSOLETE EQUIPMENT Draw up a strategy to address the disposal of redundant equipment (NB, by the time of switchover the WEEE Directive will be in place).	Ongoing Report	Q4 2003	Delayed from Q3 2003. Follow-up questions re local authority implications included in 2004 Plan.

RECEPTION ISSUES

	TASK	ACTION	TIMING	STATUS
5.9 5.9.1 5.9.2 5.9.3	COMMISSION SURVEYS a) Survey of receivers and aerial configurations (joint DTI and ITC) b) Evaluate conversion of MATV and SMATV systems c) Survey of aerial and reception (joint with spectrum planning) NB: includes set-top reception	Report Report Report	Q1 2003 Q3 2003 Q4 2003	a) Complete b) Complete c) Commissioned, due Q4 2003 Now due Q1 2004 and included in 2004 Plan.
5.10 5.10.1 5.10.2	TRANSMISSION MODES Evaluate the reception benefits of reducing the capacity of DTT services and recommend appropriate transmission modes and supportive actions for the UK	5.10.1 Report 5.10.2 Report after ITC analysis	Q3 2002 Q1 2003	First stage complete. Second stage to follow ITC evaluation. Follow-up work under 5.9.3 c Included in 2004 Plan.

	TASK	ACTION	TIMING	STATUS
5.11	8K MODULATION Evaluate the practical benefits of 8k modulation on reception and, if appropriate, recommend migrating UK transmissions to 8k	Report	Q1 2003	<i>Complete - provided both 2k and 8k options in receiver spec. (5.15)</i>
5.12	ADVANCED RECEIVING TECHNIQUES Evaluate the reception improvement that might be gained by employing advanced receiver techniques, including pulse suppression systems and diversity reception.	Report	Q3 2004	Deferred from 2003. Included in 2004 Plan.
5.13	PRODUCT AND INTEROPERABILITY TESTING AND SUPPORT Review the relevant testing of DTT products entering the UK retail market and make recommendations on the appropriate level of technical testing that should be applied to products sold in the UK. Needs an ongoing regime for software downloading.	Report	Q3 2003	Report received Q3 2003 Follow-up ongoing

DIGITAL CONVERTERS

	TASK	ACTION	TIMING	STATUS
5.14 5.14.1 5.14.2 5.14.3	IMPROVING UK AERIAL INSTALLATIONS Co-ordination for improving the quality of aerial installations in the UK Implement benchmarking of aerial and cabling, augment equipment benchmarking, and review aerial and installation staff training and qualifications.	5.14.1 Report 5.14.2 Audit 5.14.3 Augment	Q2 2003 Q3 2003 Q4 2003	Aerial benchmarking initiated Report received Q3 2003 Ongoing. Included in 2004 Plan.
5.15	STRAWMAN DTT SPECIFICATION/FEATURES LIST Compile a list of desirable features for DTT receivers and draft a "Strawman" proposal for the features a baseline DTT receiver could be expected to offer. If agreed, this work could be extended to include the features, which should be included in higher profiles of device.	Report	Q1 2003	<i>Completed June 2003</i>
5.16	REMOTE CONTROLS Investigate the range of problems associated with the use of multiple remote controls, and propose mechanisms for simplifying the situation in the home	Report	Q2 2003	<i>Completed</i>

	TASK	ACTION	TIMING	STATUS
5.17 5.17.1 5.17.2	POWER CONSUMPTION Make recommendations on digital receivers' power consumption requirements in conjunction with the Market Transformation Programme and investigate ways that such requirements can be incorporated in product testing Follow-up: audit of energy costs and benefits	Ongoing 5.17.1 First report 5.17.2 Analysis	Q4 2002 Q2 2003	TEG paper December 2002 Paper for CBA team. Ongoing work included in 2004 Plan.
5.18	PRODUCE NEW INTERCONNECTION GUIDELINES	Report	Q4 2003	<i>Completed</i> – though follow-up work included in 2004 Plan.

INTEGRATED DIGITAL DEVICES

	TASK	ACTION	TIMING	STATUS
5.19 5.19.1 5.19.2 5.19.3	RECORDER TECHNOLOGY Hold a workshop on "video" recorder technology Follow up work on VCR converters and advanced programme information (for EPGs)	5.19.1 Workshop 5.19.2 Report 5.19.3 Follow-up	Q1 2003 Q3 2003 Q4 2003	Held by Intellect, January 2003 Report to TEG October 2003 Included in 2004 Plan.

PLATFORM INTEROPERABILITY

	TASK	ACTION	TIMING	STATUS
5.20	MHEG STANDARDISATION Support work in ETSI to standardise the MHEG specification.	Report	Q1 2003	<i>Complete follow-up as normal business</i>
5.21	MHEG/MHP CO-EXISTENCE It is recommended that the Action Plan should support a theoretical study practically to demonstrate the coexistence of the MHEG and MHP software platforms on the DTT platform	Demonstration	Q3 2003	Commissioned but not now due until end 2004. Included in 2004 Plan.

HUMAN ASPECTS

	TASK	ACTION	TIMING	STATUS
5.22 5.22.1 5.22.2 5.22.3 5.22.4	FURTHER ACTION ON INCLUSIVE DESIGN/USABILITY Recommend further activities to promote adoption of inclusive design and usability principles in the light of information from the Scoping Study, Go Digital pilot and the Inclusive Design seminar.	5.22.1 Workshop 5.22.2 Further work 5.22.3 5.22.4	Q4 2002 Q1 2003 Q3 2003 Ongoing	Easy TV seminar, November 2002 Intellect involvement Intellect workshop Review implementation

	TASK	ACTION	TIMING	STATUS
5.23	ACCESS FOR DEAF AND PARTIALLY SIGHTED PEOPLE Investigate the hardware requirements for reception equipment to access services such as Subtitling, Signing, and Audio Description.	Report	Q4 2003	RNIB conference took place in Q2. Further follow-up reports received October 2003. Resolution to the issue of audio-description reception now achieved. Work ongoing.
5.24	LIAISON WITH WORK ELSEWHERE ON DIGITAL RIGHTS MANAGEMENT	Report	Q2 2003	Initial review completed. Ongoing
5.25	PLAN DEMONSTRATION OF COSTED CONSUMER EQUIPMENT propositions for converting households of different types	Demonstration	Q3 2003	Due to be held in Q1 2004 and included in Plan for 2004.

SECTION 6: DIGITAL TELEVISION PILOT PROJECTS

	TASK	ACTION	TIMING	STATUS
6.1	ESTABLISH SWITCHOVER PROJECT Launch a pilot project to develop understanding of switchover issues	Establish project	June 2001	<i>Complete</i>
6.2	ANALYSE EXISTING SURVEY WORK Utilise all existing consumer information relating to digital households to inform the pilot projects programme.	Report	Q4 2001	<i>Complete</i>
6.3	PRODUCE INTERIM REPORT Assess results of phase 1 and develop and implement plans for subsequent phases	Report	Q2 2002	<i>Complete</i>
6.4	ESTABLISH PHASE 2/ FINAL REPORT Carry out Phase 2 and publish conclusions	Report	Q1 2003	<i>Complete end of March 2003 publication mid April</i>

FURTHER PILOTS

	TASK	ACTION	TIMING	STATUS
6.5 6.5.1 6.5.2	DTT ZONE PILOT Consider setting up a small DTT test-bed zone without any analogue transmissions, where the DTT spectrum and reception conditions applicable to switchover and post-switchover can be investigated.	6.5.1 Initial scoping 6.5.2 Proposal Then develop	Q1 2003 Q4 2003	Initial paper and discussion with TDN Plan in preparation. Once agreed, task is ongoing for implementation in 2004. Included in 2004 Plan.
6.6	D-SAT PILOT Investigate whether or not to conduct D-Sat pilot for D-Sat only areas and if so, where and when	Initial consideration	Q1 2004	Deferred – not an urgent requirement

SECTION 7: PROJECT CO-ORDINATION AND MANAGEMENT

PROJECT MANAGEMENT RESPONSIBILITY

	TASK	ACTION	TIMING	STATUS
7.1	DRIVING PROJECT FORWARD Establish Project Steering Board, chaired by Ministers Appoint dedicated project manager reporting to Ministers to provide focal point for all stakeholders within Government, business and consumer bodies. Establish Project Team, and management/ reporting structure.	Terms of Ref. Appoint Project Manager Appoint team	Q4 2001 Q1 2002 Q4 2001	<i>Complete</i> <i>Complete</i> <i>Complete</i>
7.2	SET UP TASK GROUPS Set up Task Groups to take forward specific areas of the Action Plan.	Terms of Ref.	Q4 2001	<i>Complete</i>
7.3	ESTABLISH REPORTING FRAMEWORK Establish regular reporting/review framework and milestones.	Draft Action Plan	Q4 2001	<i>Complete</i>
7.4	SECURE PRINCIPAL GROUP SUPPORT Secure commitment of the Government Digital Television and Stakeholders Groups to the Action Plan	Approve Action Plan	Q1 2002	<i>Complete, Stakeholders meeting held on 25th Jan 2002</i>
7.5	IDENTIFY FUNDING CONSTRAINTS Quantify and address any funding constraints which might hinder the work of the Task Groups	Ongoing,	Q1 2003 Q4 2003	Reviewed Ongoing. Included in 2004 Plan.
7.6	COMMISSION EXTERNAL CONSULTANCY Identify areas where external consultancy advice could usefully inform the Project. Take timely action to engage the necessary consultancy.	Ongoing	Review next Q4 2003	Consultancy work commissioned to date includes Human Aspects work and various technical studies. <i>End 2003 review completed.</i>

SWITCHOVER IMPLEMENTATION

Switchover itself is expected to be staged over a period of years. A substantial infrastructure will need to be in place to provide consumer support over the transitional period. This action plan will need to be further developed in order to manage the switchover process. It is considered premature to define tasks at this stage beyond noting that a significant exercise will be required.

	TASK	ACTION	TIMING	STATUS
7.7	SWITCHOVER IMPLEMENTATION/SUPPORT Put in place infrastructure (help lines, waste disposal etc.) to manage the transition	Ongoing 1 st Report	2 years before switchover	Task for successor implementation project.

	TASK	ACTION	TIMING	STATUS
7.8 7.8.1 7.8.2	EVALUATE LOGISTICS OF INSTALLATION Aerial installation: modelling the requirement Design installation assistance scheme	7.8.1 Aerials report 7.8.2 Workshop	Q3 2003 Q1 2004	Report received Q3 2003 Workshop held. Follow-up included in 2004 Plan.

RECEPTION ISSUES

	TASK	ACTION	TIMING	STATUS
7.9 7.9.1 7.9.2 7.9.3	RECEPTION DATABASE Consider with JPP and DTG how to maintain and develop the "postcode" database.	7.9.1 Proposal 7.9.2 Agree DTG & JPP 7.9.3 Implement	Q1 2003 Q4 2003 Q3 2004	Project team paper Meeting held, requires follow-up Included in 2004 Plan.

BUDGET/BUSINESS PLANNING

	TASK	ACTION	TIMING	STATUS
7.10 7.10.1 7.10.2	DEVELOP PROJECT BUDGET / BUSINESS PLAN	Initial Plan 7.10.1 Drafting 7.10.2 Finalise	Q2 2003 Q3 2003 Q3 2004	Framework mapped out with Project team First draft Included in 2004 Plan.
7.11	START TO MODEL RECEPTION EQUIPMENT TAKE-UP: review and plan with Intellect, then consider possible discount scheme	Plan	Q4 2003	Modelling work initiated. Ongoing.
7.12	DESIGN SUCCESSOR ORGANISATION	Review options and adopt working hypothesis	Q4 2003	Included in 2004 Plan
7.13	FORMULATE MEMORANDUM OF UNDERSTANDING between government, broadcasters and manufacturers	Discuss draft & secure stakeholder agreement in principle	Q1 2004	Included in 2004 Plan.

APPENDIX: Terms of Reference for Main Working Groups

GOVERNMENT DIGITAL TELEVISION GROUP

Purpose

The Government has set out two fundamental aims for the future of digital television in the UK. In September 1999, the criteria to be achieved for digital television before analogue terrestrial television broadcasts could be switched off were set as

- everyone who could currently get the main public service broadcasting channels in analogue form must be able to receive them on digital systems,
- switching to digital should be an affordable option for the vast majority of people, (and as a target indicator of affordability, 95% of consumers must have access to digital equipment)

with an expectation that these criteria would be met in the period 2006-2010.

In *Opportunity for all in a world of change* published in February 2001 the aim was set for “the UK to have the most dynamic and competitive market for digital TV in the G7, as measured by take up, choice and cost.”

In addition, digital television has a part to play in delivering a number of other Government objectives, including universal Internet access by 2005 and the delivery of e-Government services by 2005.

The Government Digital Television Group brings together those Departments responsible for developing and delivering these policies for digital television, to ensure that recommendations to Ministers are co-ordinated. In particular it provides a forum for considering, where different Departments lead on making recommendations, how those recommendations impact on the delivery of the digital television action plan. The Steering Group gives guidance to the Project Team responsible on a day-to-day basis for delivery of the action plan.

Membership

The Government Digital Television Group is chaired jointly by DTI and DCMS, the Departments charged jointly by the Prime Minister with achieving digital switchover. Those Government Departments and offices with a direct involvement in the development of relevant policy will be members, including the Office of the e-envoy, HM Treasury, the No 10 Policy Unit and the Radiocommunications Agency. The relevant independent regulators – ITC and OFTEL – are invited to attend.

Mode of operation

The Government Digital Television Group meets once a month. It also remains in contact by e-mail for taking forward policy issues between meetings. The Project Team provides the secretariat.

SPECTRUM PLANNING GROUP

Purpose

The Spectrum Planning Group will develop a range of planning options and outline assignment plans as required by the Digital Television Action Plan. It will also provide technical support and analysis to the Government Digital Television Group and Stakeholders Group in matters concerning spectrum policy.

Membership

Membership will normally comprise those organisations who are responsible for television spectrum planning and co-ordination in the UK. This will include representatives from Ofcom, BBC, DCMS and DTI. It may also include subcontractors who are working directly for one or more of the Group's members.

Mode of Operation

- The Group will meet regularly. It may also set up specific sub-groups to carry out elements of the work.
- The Group will carry out the tasks assigned to it within the Digital Television Action Plan.
- When carrying out tasks assigned to it by the Action Plan the Group will seek to organise its work in such a way as to:
 - Permit Ofcom to initiate international frequency co-ordination;
 - Identify the achievable coverage for digital services from the selected sites (in geographical and population terms) using the latest agreed coverage prediction model (UK Planning Model).
 - Prepare outline planning papers suitable for informing and advising the development of government policy within the Digital Television Action Plan, based upon the system implemented by the UK digital broadcasters, the planning criteria defined in the Chester 97 agreement, and any subsequent parameters agreed between the Group's members.
- The Group will prepare and regularly review a Project Plan. This will comprise objectives, timescales and deliverables that will be linked to the requirements of the Digital TV Action Plan.
- The Spectrum Planning Group's activities will have no implications for the IPR ownership of the work carried out by or on behalf of the Parties to this Agreement.
- All information, not already in the public domain, exchanged between the members of this Group in the course of the work being carried out within the Group will remain confidential to the Parties concerned.

- Any deliverables produced by the Group will have to be approved by all members of the group prior to being distributed to other Groups within the Action Plan Project.

MARKET PREPARATION GROUP

Purpose

The Market Preparation Group will develop and co-ordinate a coherent cross industry strategy to raise awareness and knowledge of both industry and the public of digital television. This will include the deployment of the required resources to manage this process.

The Group will:

- Draft, maintain and develop a strategic marketing and communication plan to prepare the retail market and consumers for switchover. This should include:
 1. identifying and co-ordinating the key elements of the “digital proposition,” and recommendations on the means by which the relevant information can best be provided.
 2. utilising the already established “DVB” labelling scheme, setting up and promoting accurate communication campaigns to inform consumers on digital equipment.
 3. identifying and targeting groups such as private and public landlords and advising them on the distribution systems available to them.
- Ensure that the needs of groups less likely to switch spontaneously are well addressed.
- Identify and address issues relating to TV used in schools, prisons, libraries, hospitals; etc.
- Identify any needs for training (retail shops, installers, engineers, call centres. etc.)
- Determine what research, or information is required to enable Government and Industry to better understand the likely market conditions for DTV.
- It will also need to co-ordinate activities involving both government and industry leading up to switchover itself, addressing both professionals and the public.

Membership

Membership of the Market Preparation Group is open, but we expect the Group to include representatives from the main broadcasters, manufacturers, retailers and consumer groups.

Mode of Operation

The Market Preparation Group will meet regularly and remain in contact by e-mail for taking forward policy issues between meetings. The Group will report as required by the Action Plan, and the secretariat will be provided by the Project Team.

Note: The work of the Market Preparation Group highlighted the need for a smaller Communications Strategy Group to oversee the operational implementation of communications. The communication strategy for 2004 on which, following discussion by the Steering Board, it was briefed to work is summarised below:

2004: Prior to any Government decision on timing

Message	Target audience	Messenger	Method
<ul style="list-style-type: none"> • Consumer benefits of digital • wider public benefits • full explanation of what's involved • views invited 	Whole UK electorate	Government	Public consultation/information and associated press & publicity Website
<i>If you're replacing your TV, look for this logo...and check your post-code</i>	Consumers	Manufacturers & retailers	Industry promotions & labelling
<i>If you're replacing your aerial, look for this logo...and check your post-code</i>	Consumers	Aerial installers & retailers	Industry marketing information & CAI advice
<i>If you're replacing your VCR, look for this logo...if you want full recording functionality after switchover</i>	Consumers	Manufacturers & retailers	Industry promotions & labelling
Follow-up advice	Landlords	Project team comms group: primary responsibility with DCMS	Briefings, fact sheets, leaflets
Follow-up advice	Non-domestic TV organisations	Project team comms group: primary responsibility with DCMS	Briefings, fact sheets, leaflets

TECHNOLOGY AND EQUIPMENT GROUP

Purpose

The Technology and Equipment Group will provide support to the Government Digital Television and Stakeholders Groups via the Project Team, by identifying, investigating, reporting and making recommendations on the technology and equipment issues related to switchover. The Group may also carry out related activities as required by the Project Team, Government Digital Television Group, and the Stakeholders Group.

The main (but not exclusive) focus of the Group's work will be consumer equipment, including aerials, receivers, recorders and in-home distribution systems. The availability of low cost, user-friendly conversion kits for the range of existing analogue receivers will be a key concern

Membership

Membership will normally be open to organisations and individuals who undertake to provide a substantive professional contribution to the work of the Group, and will be by invitation of the Chairman. Membership of sub-groups may be limited or expanded beyond the main Group depending upon the topic under consideration. Membership of an individual sub-group will be by invitation of the Chairman in consultation with the sub-group leader.

Mode of operation

- The Technology and Equipment Group will meet regularly and will remain in contact between meetings, primarily by e-mail.
- The Group will report as required by the Action Plan, and will undertake additional work as required by the Project Team, Stakeholders Group, and Government Digital Television Group. The Group may initiate work on particular aspects within its overall remit, and may form and use subgroups to achieve its objectives.
- Members will be expected to cover the costs of their participation unless the Project Team has agreed other arrangements in advance.
- The Project Team will provide the secretariat to the Group.