

# Migration to Digital Television: Concentration or democratization of media?

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**Abstract**—The migration from analogue to digital television raises a number of questions and alternatives to be analyzed by the state and civil society, in order to avoid the risk concentration of television media under a few firms and to make this technology transition into an opportunity to democratize access to the media and allow the entry of new players who can play a productive role in such democratization.

## I. INTRODUCTION

In the last decade, the world is witnessing the migration from analogue to digital television, for this, each region and/or country has decided to adopt the proposed standards, be they, the American ATSC, Japanese (Brazilian) ISDB-T (B), European DVB-T (2) or Chinese DTMB.

Regardless of the standard adopted, one of the main features that this technology considered, is the ability to increase independent signals that can be transmitted in the same bandwidth, for example, in the segment of radio spectrum in which currently emits a single signal from an analog channel, depending on the standard used, you can insert 5 or more separate video signals, into a single digital channel. For the viewer, these signals will be received and interpreted as 5 separate channels.

The incursion of Digital Television includes not only technical considerations but also legal, social and political, even geopolitical, where is necessary define the technology to use, as will the transition of current concessions to new concessions, the time set for the migration, what is known as the digital switchover, the import policies of the new receivers, and even social policies to facilitate access to this technology to lower-income groups.

The existing legal framework in most countries of the world considers concessions "RF channel", like a specific band widths of the radio spectrum. In the specific case of the analog TV can understand 6 MHz (NTSC), however, when they migrate to digital television, in the same RF channel are inserted several television signals, which, keeping the current model, The Digital TV dealer, could have several signals instead of one, which is contradictory to the granting of a single channel by a natural person or legal entity.

This ability of technology to multiply the number of signals broadcasting in a digital channel, results in a dangerous reality, since in the absence of a legal framework with their existing regulations, in the example above, the current dealer from an analog TV, with tv digital technology, automatically become licensee of 5 channels, which translates in practice into greater media concentration.

With this background, the implementation of digital television is also a choice about whether current analog television

licensees should be the direct beneficiaries of the new digital TV channels with the inherent increase in the number of signals that can be transmitted from one channel, or considering that the new technology permits, it is possible break the traditional structure of a television channel and create a new ecosystem around the digital television, which is technically possible allow concessions from different signals to different natural or legal persons for each television signal that is inserted into what is now a single analogue TV channel, and is possible even further improve the model by incorporating the concept of carriers, which would be those who install and manage infrastructure for that individual dealers insert their signals television in a digital channel. Thus we can differentiate between those who generate the audio and video signals and those who install the infrastructure that receives each audio and video signal, and thus can be independently concession holders and TV signal generators.

The implementation of digital television can also generate new players, as providers of interactive tools to offer services that the channels can offer to their viewers. This might also consider the data carriers companies for digital television and new licensees of television signals.

The migration from analogue to digital television raises a number of questions and alternatives to be analyzed by the state and civil society to avoid the risk of television media concentration and make this technology migration into an opportunity to democratize access to the media and allow the entry of new players productive.

More information is available at: <http://docs.hipatia.net/tvdigital/>