

STANDARD FOR DIGITAL TERRESTRIAL TELEVISION (DTT) BROADCAST SERVICE

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Whereas, pursuant to Executive Order (E.O.) No. 546, series of 1979, and Act 3846 (Radio Control Law) as amended, the National Telecommunications Commission (NTC) is vested with the power to promulgate rules and regulations, as public safety and interest may require, to encourage a larger and more effective and efficient use of communications, radio and television broadcasting facilities and spectrum, and to maintain effective competition among private entities;

Whereas, in order to keep pace with the developments in technology, the introduction of digital technology in the broadcasting service would ensure the competitiveness of the broadcast industry and afford them the opportunity to provide enhanced services to better serve the viewing public;

Whereas, in order to facilitate the entry of digital broadcast services in the country and for the protection of the consuming public, there is a need to adopt a specific standard for the delivery of digital terrestrial television (DTT) services;

Wherefore, after convening two (2) Technical Working Groups (TWG 1 & 2) for the purpose of guiding the Commission in the selection of the most appropriate and suitable DTT standard, and upon the recommendation of the majority stakeholders of the television broadcast industry, including the Kapisanan ng mga Brodkaster ng Pilipinas (KBP), as to the specific standard to be adopted, the Commission hereby issues this Memorandum Circular adopting the standard for digital terrestrial television (DTT) broadcast service:

SECTION 1. Definition of Terms

Section 1.1. Digital Terrestrial Television (DTT) – An implementation of the digital technology in the television service intended to provide a greater number of channels (i.e., SDTV) and/or better quality of picture (i.e., HDTV) and sound (i.e., AC3, Dolby Digital) through a conventional aerial antenna instead of a satellite or cable connection.

Section 1.2. Integrated Services Digital Broadcast-Terrestrial (ISDB-T) – is a flexible digital television (DTV) transmission system that is capable of providing 3 level of hierarchical modulation (audio, video and data services) to fixed, mobile and handheld terminals without the need for an additional transmission facility.

SECTION 2. The Integrated Services Digital Broadcast-Terrestrial (ISDB-T) standard shall be the sole standard in the delivery of DTT services in the country.

SECTION 3. For the purpose of drafting the Implementing Rules and Regulations (IRR) and Frequency Planning for the implementation hereof, the Commission shall immediately convene a Technical Working Group - IRR (TWG-IRR).

SECTION 4. Any Circular, Order or Memorandum or parts thereof inconsistent herewith are deemed superseded and/or amended accordingly.

SECTION 5. This Circular shall take effect fifteen (15) days after publication in a newspaper of general

circulation and three (3) certified true copies furnished the UP Law Center.

(SGD.) GAMALIEL A. CORDOBA
Commissioner

(SGD.) D. MICHAEL N. MALLILLIN
Deputy Commissioner

(SGD.) JAIME M. FORTES, JR.
Deputy Commissioner

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