



DIGITAL BROADCASTING SWITCHOVER

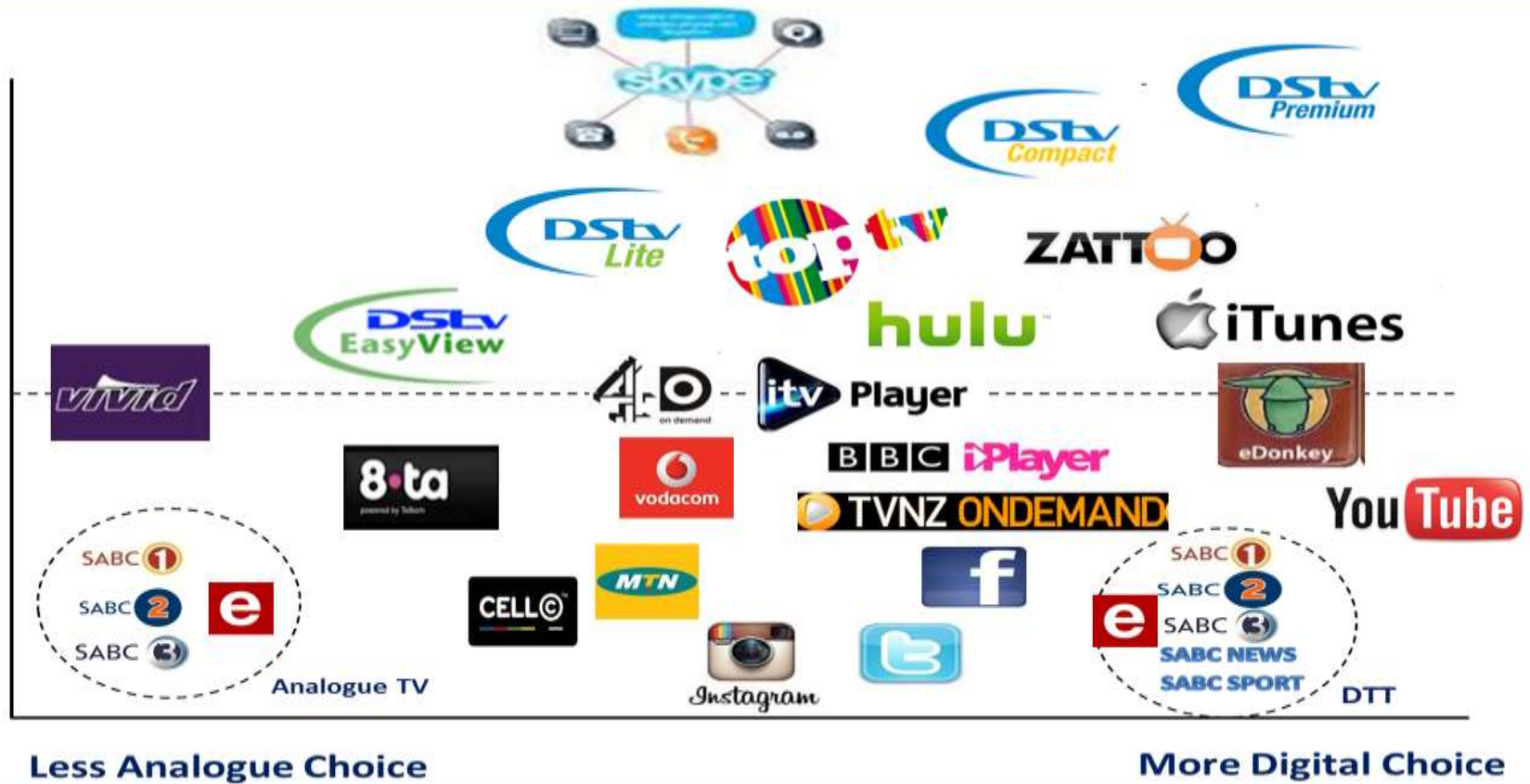
- **DIGITAL SWITCHOVER**
 - **CONVERGANCE**
 - **IMPACT**
- **ROADMAP TO THE SWITCH OVER**
 - **SABC's READINESS**

Digital Switchover

- South Africa embraces the digital economy as it allows for greater diversification of:
 - The composition of the country's GDP
 - The composition of labour with an increase demand for skilled labour
- Digital Switchover will open up the airwaves to more electronic communication, thereby allowing the country to bridge the gap between traditional broadcasting, mobile communication and the internet (VOD, Cloud, Social Media)
 - The provision of these services will enhance diversity of content
 - Opportunity to address universal access and upgrade ageing infrastructure
- Not only does the switchover provide opportunities within SA, but the skills developed within the country can also be exported to the rest of Africa, thereby clearly positioning South Africa's strong position in the African and global economy, particularly the manufacturing of STB boxes.

Convergence

Convergence bridges the divide between old communication methodologies and new Digital methodologies



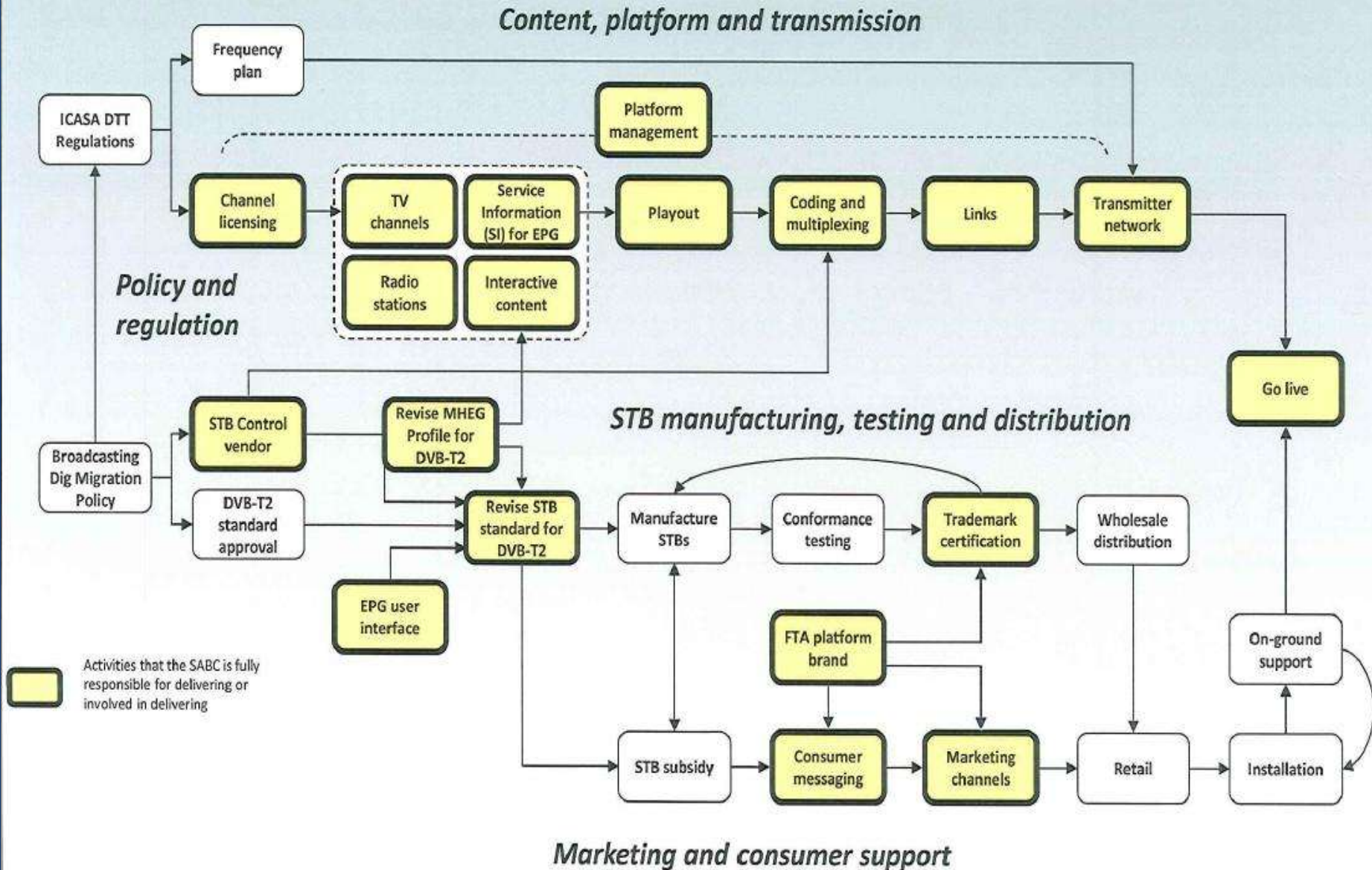
Internet (IP) technologies have revolutionised communications delivery methods. This is forcing industry players to adapt their business models and evolve in order to survive

Impact

Technological developments and the changing media landscape requires that public service broadcasters, if they are to remain relevant, shift away from their traditional single platform broadcasting, and begin to ensure a ubiquitous distribution model – such that they are present on what ever device their consumer chooses to consume them on

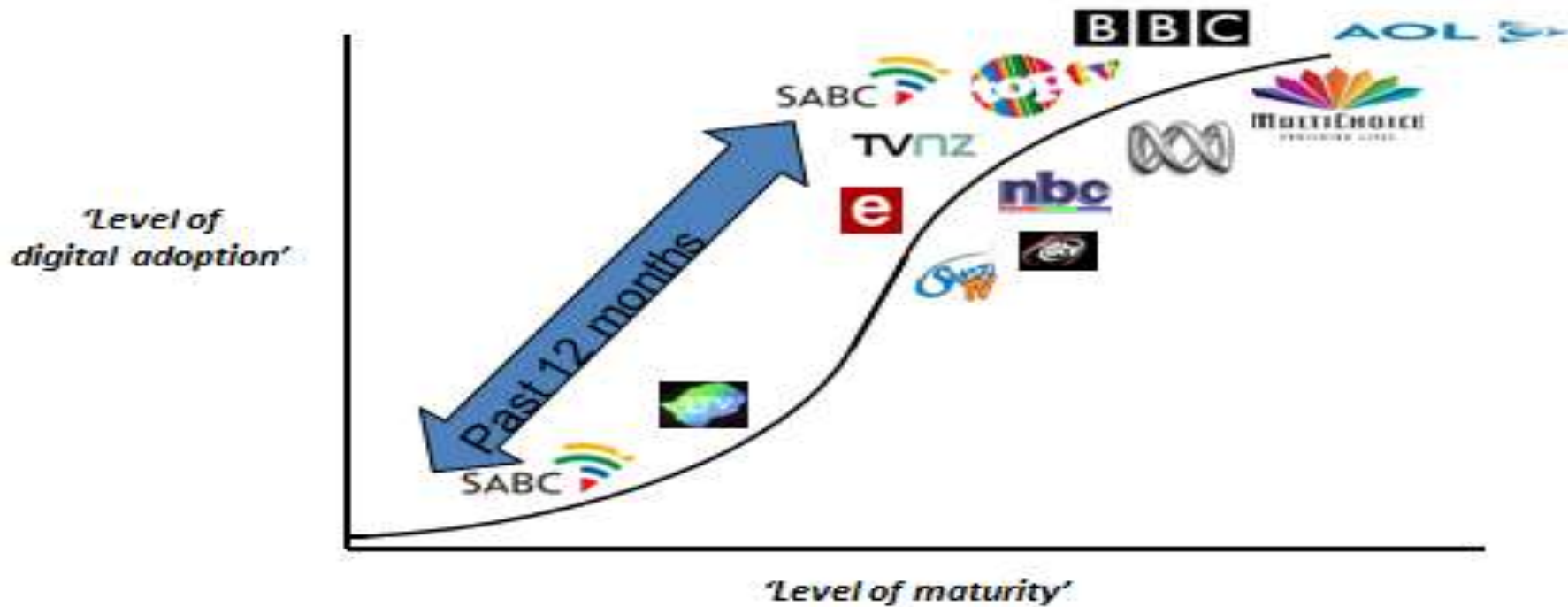


ROADMAP TO DESTINATION



SABC (Infrastructure Ready)

The SABC has achieved significant milestones in terms of migrating its workflows from 2005, and launching DTT programs in 2008



Examples and illustrative only

Over the past 12 months the broadcaster has concluded preparation of infrastructure required to broadcast all its services over DTT, thereby ensuring that as the Public Service Broadcaster it is ready to drive digital switchover