



CONSUMER ELECTRONICS DISTRIBUTORS ASSOCIATION

**CEDA Guidance Note for Manufacturers & Retailers
- Digital Terrestrial Television -**

1st February 2008

INTRODUCTION

Currently, a wide range of LCD and Plasma TV's with integrated Digital & Analogue tuners is available in the Irish Market. The Digital or Freeview Tuner as it is also referred to, receives UK digital terrestrial broadcasts and the Analogue Tuner is to receive Irish analogue terrestrial broadcasts.

Digital Terrestrial Television (DTT) is currently being piloted as part of a closed trial from the transmitters at Three Rock, Dublin and from Clermont Carn Co. Louth. Details of the transmission content are included on the attached sheet. This trial is expected to last until August 2008. Access to the trial is limited under licence from ComReg¹ to 1000 triallists drawn from the Dublin and Louth regions. A special set top box is required to access all channels. Details of the transmission content are included on the attached sheet.

It is important that manufacturers, retailers and their staff do not imply indirectly or directly through advertising or in-store POS to customers that all current TV sets equipped with UK Freeview tuners will be compatible with the Irish DTT services when they officially launch in 2008/9. This is especially important in border areas, where there is a demand for Freeview sets to receive the current Digital / Freeview transmissions from Northern Ireland.

Indications are strong that when the Irish DTT service officially launches (estimated launch from Q4 2008 at the earliest) it may not be the same specification as the UK Digital / Freeview System. Therefore the current range of integrated Digital & Analogue TV's may require the addition of a set top box to decode the signal and feed it through SCART or HDMI, similar to Sky or NTL Digital.

HOW WILL THIS AFFECT SETS SOLD IN YOUR STORE?

- POS material should make no reference to IDTV, Digital Tuner, Digital TV ready or Freeview ready. Nor should sales staff refer to these features. Selling on these features may breach the terms of Sale of Goods, and Consumer Information Acts.
- If a customer asks about Digital Terrestrial Television or Freeview TV, they should be advised that Irish Digital TV is still in the test phase and it may be different to UK Digital / Freeview specifications. When the Irish DTT service is launched, the set may be capable of reception of its own accord and may require connection to a set-top box similar to Sky or NTL / Chorus digital.
- CEDA recommends that you contact your suppliers to obtain details of models which will be compatible with the planned Irish DTT services.

Please note that this advisory note concerns ALL LCD, plasma, and projection brands currently on the Irish market.

DTT PILOT TRANSMISSIONS – CHANNEL CONTENT

The Irish DTT Pilot services are broadcast on four multiplexes or MUXs. **Please note that the pilot is a closed trial of 1,000 participants and is running on two transmitters (Three Rock & Clermont Carn) and therefore is available only to those participants.** MUX1 uses MPEG2 compression, the channels are Free To Air (FTA), so they may be tuned in and viewed on a UK Freeview set. MUX2 and MUX3 currently use MPEG2 compression, but are encrypted. MUX4 uses MPEG4 compression which is not compatible with most current UK Freeview

¹ ComReg is the statutory body responsible for the regulation of the electronic communications sector (telecommunications, radio communications and broadcasting transmission) and the postal sector

CEDA strongly recommends that you contact your suppliers to obtain details of models which will be compatible with the planned Irish DTT services.

Channel	Channel	MUX	Compression	Encrypted*
RTÉ 1	1	MUX1	MPEG2	No
RTÉ 2	2	MUX1	MPEG2	No
TV3	3	MUX1	MPEG2	No
TG4	4	MUX1	MPEG2	No
Channel 6	6	MUX2	MPEG2	Yes
cBBC	7	MUX3	MPEG2	Yes
cBeebies	8	MUX2	MPEG2	Yes
BBC 3	9	MUX3	MPEG2	Yes
BBC 4	10	MUX2	MPEG2	Yes
BBC News	11	MUX3	MPEG2	Yes
Sky News	12	MUX2	MPEG2	Yes
Sky Sports	13	MUX3	MPEG2	Yes
Extreme Sports	14	MUX2	MPEG2	Yes
UK TV History	15	MUX3	MPEG2	Yes
Setanta Golf	16	MUX2	MPEG2	Yes
Setanta Ireland	17	MUX3	MPEG2	Yes
RTÉ 1 (SD Test)	18	MUX4	MPEG4	No
HD Test	20	MUX4	MPEG4	No

Encrypted*

Channels which are encrypted during the trial may only be viewed by the 1,000 trial participants selected by the Dept of Communications, Energy and Natural Resources

These notes have been prepared by CEDA, the Consumer Electronics Distributors Association within IBEC, in order to assist manufacturers and retailers in the sales of TVs. CEDA and IBEC are not responsible for any errors or omissions contained in this material.

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Notes

- **This information is information developed by CEDA and does not reflect the views of any other parties.**
- **CEDA would like to point out that this information is correct at the time of printing [date] and that CEDA reserves the right to amend/update this document as and when more information becomes available.**
- **CEDA strongly recommends that you contact your suppliers to obtain details of models which will be compatible with the planned Irish DTT services.**