

**[NTC Memorandum Circular No. 07-12-2014,
December 16, 2014]**

**RULES AND REGULATIONS FOR DIGITAL TERRESTRIAL
TELEVISION (DTT) BROADCAST SERVICE**

Adopted: 16 December 2014

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Whereas, pursuant to Executive Order (E.O.) No. 546, Series of 1979, 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 large and more effective use of communications, radio and television broadcasting facilities and to maintain effective competition among private entities;

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

Whereas, in order to facilitate the entry of digital broadcast services in the country, there is a need to provide the corresponding guidelines for the delivery of digital television services and ensure smooth transition from analog to digital television;

Now therefore, the NTC, pursuant to Act No. 3846, the Radio Control Law (as amended) and Executive Order 546 series of 1979, hereby issues the following rules and regulations on the introduction of the Digital Terrestrial Television Broadcast (DTTB) service:

Section 1. Definition of Terms

Section 1.1. Digital Terrestrial Television Broadcasting (DTTB) - An implementation of the digital technology in the television service intended to provide a greater number of Standard Definition Television (SDTV) channels and/or better quality of picture (e.g. HDTV) and sound (eg. AAC, EAC3, Dolby Digital) through a conventional aerial antenna instead of a satellite or cable connection. It also pertains to Digital Terrestrial Television (DTT).

Section 1.2. Integrated Services Digital Broadcast Terrestrial (ISDB-T) - A flexible digital television (DTV) transmission system that is capable of providing three (3) levels of hierarchical modulation that can carry audio, video and data services to fixed, mobile and handheld terminals using a single transmission facility with an integrated Emergency Warning Broadcast System (EWBS).

Section 1.3. Standard Definition TV (SDTV) - A television broadcasting system that has a resolution of 480 lines per frame.

Section 1.4. High Definition TV (HDTV) - A television broadcasting system with a resolution higher than 480 lines per frame.

Section 1.5. Digital Terrestrial Television Broadcasting (DTTB) Service - The service or set of services provided by a television broadcast service provider using digital technology, whether fixed or mobile, which may include, but are not limited to, television broadcast services, audio broadcast services, data broadcast services and such other services as may become available in the future.

Section 1.6. Single Frequency Network (SFN) - A transmission scheme where several broadcast transmitters simultaneously send the same signal content/program over the same 6 MHz frequency channel over an approved service area.

Section 1.7. Emergency Warning Broadcast System (EWBS) - A system in DTTB service that shall be activated to alert and guide the public of an impending or ongoing emergency situation by delivering warning information through an audible sound and the superimposition of data to various types of ISDB-T receivers that are automatically activated.

Section 1.8. Duly Authorized Analog TV Operator - A duly enfranchised TV broadcast network in possession of a valid Provisional Authority (PA) or Certificate of Public Convenience (CPC) for VHF or UHF analog TV broadcast operations upon effectivity of this IRR.

Section 1.9. Data Broadcasting/Datacasting - A method of delivering Rich Text and graphics on the screen including the details and instructions from Emergency Warning Broadcast of an ISDB-T service.

Section 1.10. One Seg - A mandated service in DTT for broadcasting to handheld and portable devices. Such service shall contain the free to air legacy program and the support for the display of Emergency Warning Broadcast information.

Section 1.11. Analog Shut-Off (ASO) - The date in the approved Migration Plan for the mandatory termination of all analog television services in the Philippines.

Section 1.12. Digital Switch On (DSO) - The date of effectivity of this Implementing Rules and Regulations (IRR).

Section 1.13. Transition Period - The period beginning with DSO until the ASO.

Section 1.14. Service Area - The geographic area over which a Duly Authorized Analog TV operator is authorized to provide its broadcast services or the authorized service area approved for a new DTTB station.

Section 1.15. Broadcast Markup Language (BML) - A data-transmission markup language allowing text to be displayed on an ISDB-T enabled device.

operating system (software that provides access to resources and devices) and the applications.

Section 2. General Provisions

Section 2.1. The ISDB-T standard shall be the sole standard in the delivery of DTTB services in the country.

Section 2.2. The provisioning of DTTB services shall be allowed upon effectivity of this IRR.

Section 2.2.a. The analog VHF-TV service shall neither be disrupted nor terminated until further orders or approval of the Commission.

Section 2.2.b. Duly authorized analog VHF TV operators shall be required to simulcast their DTTB service together with the analog TV service within one (1) year upon the grant of Authority to provide DTTB service subject to the provisions of this IRR and other pertinent rules and regulations that the NTC may issue in the future. If any VHF TV operator is unable to simulcast, other qualified UHF TV operators may be allowed to use for their simulcast the frequency assigned to the VHF operator that is unable to simulcast, subject to Section 2.2.c.

Section 2.2.c. Analog UHF-TV operators may go directly to DTTB service anytime during the Transition Period using their assigned analog UHF-TV frequency, provided that a notice or advisory to the viewing public shall be given at least one month before the start of operations of the DTTB Service.

Analog UHF TV operators may also simulcast, subject to availability of frequencies, together with their analog TV service within one (1) year upon the grant of Authority to provide DTTB service. This is also subject to the provisions of this IRR and other pertinent rules and regulations that the NTC may issue in the future. The NTC shall issue the appropriate guidelines for the assignment of frequencies for such analog UHF TV operators.

Section 2.2.d. All DTTB stations shall provide a minimum of 51 dB μ V/m rooftop (10 meters) reception for its approved service area.

Section 2.3. A duly authorized DTTB service provider shall have the option, manifested in its application to the NTC, to adopt either single or multi-program HDTV format or single or multi-program SDTV format, or any combination thereof, for its digital service. Any subsequent change in the program format that results in degradation or termination of an existing program shall require prior written approval from the NTC. In case of failure by the NTC to issue its decision after fifteen (15) days from the filing of an application for change or termination of format, the application shall be deemed approved.

Section 2.4. The provision of new programs in addition to the analog legacy program is encouraged. The provision of HD programs is likewise encouraged.

Section 2.5. UHF frequencies identified by the Commission, each with a bandwidth of 6 MHz, may be utilized for the provision of DTTB Service during the Transition period.