

INTEGRATED DTH SOLUTION

FREQUENTLY ASKED QUESTIONS



Q	What is DTH?
A	• DTH stands for Direct-to-Home, which is a digital satellite broadcasting service that provides TV channels directly to subscribers' homes through a satellite dish. • DTH is a form of satellite television where the signal is transmitted from a satellite in space to a small dish antenna installed on the user's rooftop.

Q	Why is SABC Launching a DTH Platform?
A	• The SABC, in establishing a DTH platform, wants to mitigate this devastating effect of Analogue Switch Off on 31 December 2024, on our audiences, whilst enhancing the broadcasting landscape and delivering on its digital transformational journey. • The establishment of an integrated Free To Air DTH platform will enable the SABC to be in control of its destiny, position the SABC as a content aggregator, add additional TV channels to its bouquet, consolidate audiences through a single platform and deliver on its objective of providing varied programming.

Q	Will the BDM public awareness campaign not be confused with the SABC campaign?
A	• The BDM policy promoted DTT as the primary solution for digital migration and DTH as a gap filler for households outside the DTT coverage areas. Today, however, a cursory study of reception devices at most households, even those in less privileged neighbourhoods, will reveal that there has been a much larger uptake of the DTH satellite platform. • DTT, in its current form, is very limiting for the SABC and will not allow the organisation to grow the number of channels or be in control of its destiny. Currently DTT can only carries six SABC TV channels: this is a very weak value proposition in a highly contested broadcast environment with most platforms easily offering upwards of 10 channels. The delays of rolling out DTT as well as its mute value proposition, has allowed incumbent and new DTH providers to overtake the BDM process and solidify their base on the broadcasting landscape. • The SABC is not cannibalizing the BDM process • The SABC DTH STB is an alternative option

Q	What is the purpose of the tender for the Integrated DTH Solution?
A	• SABC is looking to partner with a service provider for a turnkey solution that will include: The uplinking of content to the preferred DTH satellite platform, procurement and manufacturing of STBs, distribution of STBs to retailers as well as a after sales service (call centre) at no cost to the SABC. • The primary contract will be a 5-year partnership and the SLAs will be reviewed after 2 years. • The extension or termination of the contract will be negotiated based on the performance or financial returns, of the partnership.

Q	What is the funding model for the Integrated DTH Solution?
A	• The SABC invites potential bidders to enter into a revenue share partnership where the SABC will provide access to diverse audiences, investing in content and marketing on the SABC platforms. • The bidder is expected to cover the capital/cost of the turnkey solution. • The bidder will propose the revenue share model to the SABC for consideration.

Q	How many set-top boxes must be manufactured by the successful bidder?
A	• For the first phase of the project, 100,000 (one hundred boxes) must be manufactured and in circulation (on shop shelves). • Assumption: There will be a 50/50 split between the basic and high-end (hybrid) boxes. • In total, one million STBs will be manufactured and distributed by this project - Uptake will determine the future split between basic and hybrid boxes.

Q	Specifying IS20 as our preferred satellite to host the DTH platform will potentially prejudice most bidders as this is a very scarce commodity which is currently only accessed by Sentech and Multichoice. Are we expecting potential bidders to partner with the likes of Sentech and Multichoice?
A	• This platform is preferred by the SABC as it is an already established, and stable, platform in the country. • It is a readily configurable option when it comes to current client installations which aligns to standardization and cost management initiatives. • Bidders need to have the capability to access the Satellite space. This can be achieved via sub-contracting a 3rd party vendor by the successful bidder.

Q	What is the potential uptake of the boxes and services – given the changing appetite of our potential clients as well as the pressing economic conditions?
A	• Target audience of 1.7m currently consuming SABC services that SABC can potentially lose post ASO on 31 December 2024. • Initial manufacturing of 100 000 boxes only – 50 000 basic and 50 000 hybrid boxes to measure uptake. • SABC is targeting one million customers over 5-years. • SABC has an amplified Marketing Campaign inclusive of Go-To-Market plans due to launch in September 2024.

Q	The Customization of the boxes (SABC specific) might mean that it may take longer to manufacture and test the boxes.
A	• Technical and Functional Requirements are included in the tender document (Phase 1 and 2) • Bidders who meet the threshold of Phase 1 and Phase 2 will be invited to Phase 3 of the evaluation. This will be in the form of a Virtual Presentation on six factors. • The successful bidder, in collaboration with the internal SABC team, will need to develop Test and Quality Plans – inclusive of Prototype User Acceptance Testing with a GO / NO GO by 1 October

Q	There is a possible worldwide shortage of components to build boxes and it might take time to import the components. What are the realistic timelines of the first boxes exiting the production lines?
A	• The successful bidder will need to accept the risk and provide evidence that they have established supply of resources to manufacture the STBs. • Phase 3 of tender evaluation – Virtual Presentation to give comfort to the SABC that the bidder can deliver within the timelines.

	• Prototype to be manufactured and demonstrated to the SABC by the end of September 2024
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Q	Considering NAFCOC's stand, all boxes need to be manufactured in SA which in turn means that the SABC is potentially limited to the abilities of the manufacturing lines in the plant.
A	• Technical Requirements – Meet SANS 1719 • Functional Requirements – local manufacturers have preference (higher score) • Boxes manufactured outside of SA will score lower with Shipping and Customs Clearance also being considered. • Phase 3 of evaluation – Virtual Presentation to give comfort to the SABC that the SP can deliver within the timelines. • Possibly opt for an existing box – Up to the SP to offer this option • ICASA and SABS approvals must also be considered in timelines - Prototype

Q	Availability of accredited installers - Who is responsible for doing the check on installations or is that up to the customer?
A	• If IS20, then existing installations can be re-purposed and new installations can be done by existing DSTV, OVHD and StarSat accredited installers. • This is an SABC product with the partner facilitating the deliverables / process. • SLA with partner should provide seamless experience – especially After Sales Service and Installations. • DTH Website (developed by the SABC) – Recommendations for accredited installers (which the partner must provide)

Q	After sales service centre: a. How long will it take the potential bidder to set up a facility of this nature if they don't already have one? b. Are we going to dictate the resourcing of this centre? c. Will the SABC completely pass over accountability of STB faults to the new partner?
A	a. Phase 3 of evaluation – Virtual Presentation to give comfort to the SABC that the SP can deliver turnkey solution (within the timelines). Prototype presentation on six pointers (including After Sales) by end September 2024 SABC Customer Journey includes 'Get Help' – Call Partner, Self Service, Call Centre, Visit Service Centre. b. Training of Partner Call Centre Resources – Languages, Customer Service Excellence and Telephone Etiquette c. SABC FAQ as part of the SABC DTH Website SABC Call Centre - First Line of response with Speed Dial to partner call centre SABC DTH Website