

A new age is upon us, The age of Digitalisation.



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What is digitalisation?

Digitalisation means the introduction of digital TV broadcasting technology in the provision of broadcasting services and moving away from the use of analogue TV broadcasting technology in broadcasting. This migration is driven by the benefits that are associated with digital TV broadcasting, which have seen most countries, the world over, embarking on the process to move over to digital broadcasting technology.



“Analogue” vs “Digital”

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Analogue transmission is the old way of broadcasting information that is more costly in terms of set up costs and would only allow one service (e.g. ZTV) to broadcast on one frequency.
Digital transmission is the modern way and allows at least 20 standard definition (SD) channels, or 6 High Definition (HD) channels to be broadcast on one frequency.

Why Go Digital?

- More channels to choose from.
- Very good sound and picture quality known as High Definition (HD).
- Viewers will be assisted in accessing TV schedules using electronic programme guides.
- Allows for captioning for Zimbabweans with hearing impairments.
- More interactive services like weather forecasts, classified advertisements and sports scores will now be available.
- Will create business opportunities for independent producers to supply content to broadcasters.
- Will lead to increased employment creation in the content production industry.

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