



Republic of the Philippines
NATIONAL TELECOMMUNICATIONS COMMISSION
NTC Bldg., Agham Road, East Triangle, Diliman, Quezon City

MEMORANDUM CIRCULAR
No. 02-03-2016

Subject: Sale and Labeling of ISDB-T Receivers

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, the Integrated Services Digital Broadcasting-Terrestrial (ISDB-T) standard shall be used for the implementation of the Digital Television Terrestrial Broadcasting (DTTB) service in the country;

Whereas, in order to facilitate the smooth transition of digital TV broadcasting in the country, there is a need to ensure that all ISDB-T receivers to be used for the DTTB service should conform with the standards set by the NTC;

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 guidelines for the Sale and Labeling of ISDB-T receivers in the country:

Section 1 Definition of Terms

Section 1.1 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 Broadcasts System (EWBS).

Section 1.2 Receiver – shall refer to ISDB-T receivers or analog TV sets intended to receive terrestrial television broadcast transmissions.

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Section 1.3 Labeling – the process by which receivers are marked in order to inform the consumer of the capabilities and limitations of a particular receiver intended for the reception of terrestrial TV broadcast transmissions.

Section 1.4 ISDB-T receivers – shall refer to devices such as set-top-boxes (STBs), TV sets with integrated digital tuners, and one-seg receivers that are capable of receiving ISDB-T broadcast transmissions.

Sec. 1.5 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 1.6 Broadcast Markup Language (BML) – a data transmission markup language allowing text to be displayed on an ISDB-T enabled device.

Sec. 1.7 Data Broadcasting / Datacasting – a method of delivering Rich Text and graphics on the screen including the details and instructions from an Emergency Warning Broadcast of an ISDB-T service.

Section 1.8 One-Seg Receiver – refers to handheld and/or portable devices capable of receiving DTT broadcast including support for the display of Emergency Warning Broadcast Information.

Section 1.9 Commission – shall refer to the National Telecommunications Commission (NTC).

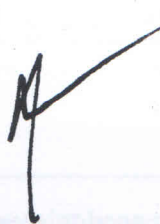
Section 1.10 Manufacturer's / Distributor's Self-Declaration - shall refer to a declaration issued by the manufacturer/distributor stating that its product has met all the specified requirements as required for ISDB-T receivers.

Section 2 General Provisions

Section 2.1 All ISDB-T receivers to be used for the reception of DTTB broadcasts in the country shall conform to the standards set by the Commission as provided for in the attached Annex A, the EWBS Harmonization Document pertaining to EWBS functions, of this Memorandum Circular.

Section 2.2 EWBS shall be mandatory for all ISDB-T devices. All ISDB-T receivers including One Seg ISDB-T receivers shall at the minimum, have the capability to support EWBS information. An audible tone shall be generated by ISDB-T receivers, while on stand-by mode, once an EWBS signal is received for its corresponding location.

Automatic switch-on from stand-by mode is encouraged for ISDB-T receivers when an EWBS broadcast signal is received.



ISDB-T receivers without EWBS may be allowed to be sold in the market within 18 months upon effectivity of this Circular. However, ISDB-T receivers without EWBS capability shall not be allowed to be sold in the market after the said 18-month period.

Appropriate labeling shall be displayed on such units in order to inform the public of the limitations of the same within 6 months upon effectivity of this Circular.

Section 2.3 Broadcast Markup Language (BML) shall be used for the smooth implementation of the EWBS function. Every receiver should, at the minimum have a middleware that allows for BML-enabled datacasting applications to be viewed by the televiewer.

Section 2.4 Upon the effectivity of this Circular, manufacturers, dealers and distributors of ISDB-T receivers shall be given a period of 18 months to comply with the provisions set forth in Sections 2.1, 2.2 and 2.3 of this Circular.

Section 2.5 The sale of analog TV receivers in the local market may still be allowed unless advised otherwise by the Commission. Appropriate labeling shall be indicated on display units using point of purchase collateral in order to inform the public of the limitations of the same within 6 months upon approval of this Circular.

Section 2.6 Manufacturer's / Distributor's Self-Declaration

All ISDB-T receivers shall be supported by a Manufacturer's or Distributor's Self-Declaration to ensure compliance with the minimum requirements for ISDB-T receivers.

The said Self-Declaration shall be submitted to the NTC, the Department of Trade and Industry's Bureau of Philippine Standards (DTI-BPS) and shall be included into the Instruction Manual of each ISDB-T receiver units to be sold in the market.

Manufacturers, importers and distributors must comply with the following timeline on ISDB-T receiver certification.

Voluntary Self-Declaration : Upon effectivity of this Memorandum Circular

Mandatory Self-Declaration : 18 months after effectivity of this Memorandum Circular

Section 3 Labeling of Receivers

Section 3.1 TV receivers shall be required to have appropriate labeling to be indicated on the display unit using point of purchase collateral 6 months upon effectivity of this Circular indicating whether the same can receive analog or digital signals only.

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Section 3.2 Set-top-boxes (STB) shall be required to have appropriate labeling indicating that the same are EWBS capable and with BML as middleware for datacasting capability, among others.

Section 3.3 The following types of receivers shall be labeled accordingly by the manufacturers/distributors.

- a. Analog TV Receivers;
- b. Digital TV Receivers with ISDB-T tuner;
- c. Digital TV Receivers with automatic switch-on;
- d. Digital TV Receivers with EWBS;
- e. Digital TV Receivers with BML;
- f. Set-top-box (STB) with ISDB-T tuner only;
- g. Set-top-box (STB) with EWBS;
- h. Set-top-box (STB) with BML; and
- i. Set-top-box (STB) with automatic switch-on

The following labels shall be indicated for each type of receiver:

| LABELING FORMAT | RECEIVER TYPE |
|--|---|
| <input checked="" type="checkbox"/> Analog | Labeling format for Analog TV |
| <input checked="" type="checkbox"/> Digital | Labeling format for ISDB-T TV / Set-top-box |
| <input checked="" type="checkbox"/> EWBS | Labeling format for ISDB-T Receivers with EWBS capability |
| <input checked="" type="checkbox"/> BML | Labeling format for ISDB-T Receivers with BML |
| <input checked="" type="checkbox"/> Auto-On | Labeling format for ISDB-T Receivers with Auto Switch ON capability |

All ISDB-T receivers shall have the appropriate labeling within six (6) months upon approval of this Circular.

Section 4 Compliance with Energy Efficiency and Safety Standards

All Analog and ISDB-T receivers covered under Audio, Video and similar electronics apparatus covered by the Safety Requirements implemented by the Bureau of Philippine Standards (formerly Bureau of Products Standards) of the Department of Trade and Industry shall comply with the appropriate guidelines and subject to tests as required by the BPS.




In addition, all Analog and ISDB-T receivers shall comply with the appropriate provisions covered by Audio, Video and Related Equipment Energy Efficiency Factor (EFF) and Labeling Requirements for Televisions that is being implemented by the Department of Energy (DOE). ISDB-T receivers with EWBS feature may be exempted from the 1 Watt standby power limitation of DOE, provided that the excess in the 1 Watt standby power is contributed by the EWBS receiver module only. ISDB-T receivers with EWBS feature shall still be subject to other tests as required by the DOE.

Section 5 Market Monitoring and Enforcement

Market monitoring and enforcement shall be conducted by the NTC and other appropriate government agencies regularly to ensure that all receivers are fully compliant and conform with all the requirements herein prescribed.

Section 6 Repealing Clause

- Any Circular, Order or Memorandum or parts thereof inconsistent herewith are deemed superseded and/or amended accordingly.

Section 7 Effectivity

This Circular shall take effect fifteen (15) days after publication in a newspaper of general circulation and upon filing with the UP Law Center of three (3) certified true copies of the Circular.

Quezon City, Philippines March 18, 2016


GAMALIEL A. CORDOBA
Commissioner


DELILAH F. DELES
Deputy Commissioner


EDGARDO V. CABARIOS
Deputy Commissioner

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