



PRAM Consulting / ASTRA CEE: Digitalization of TV broadcasting

Challenge

The main objective of this campaign is to inform the general public about the digitalization of television broadcasting, the possibilities for receiving the digital signal, and the advantages of satellite transmission with the aim of promoting the sales of satellite television equipment. The campaign targets the general public, government officials, and resellers.

Strategy and Action

The campaign focuses on national and regional dailies and business publications, where editors and readers receive explanations regarding the digitalization of television broadcasting and of the past and present of satellite broadcasting. In addition, the campaign includes comparisons between the terrestrial, cable, and satellite transmission of the digital television signal. Regular participation in conferences and the organization of roundtables are used to provide information to industry.

Results

The number of users of satellite equipment in the Czech Republic doubled in one year. Thanks to PRAM Consulting, partners and resellers of satellite systems are informed about current developments in the digitalization of television broadcasting and new products offered by SES Astra. In addition, they receive up-to-date promotional and informational material, which subsequently serves to inform and convince future users of satellite equipment.

