



Standard Operating Procedures (SOP) for the Early Warning Broadcast System (EWBS)

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DTTB Migration Plan



MIGRATION FRAMEWORK

Emergency Warning Broadcast for information dissemination to the public

Television remains to be an **important** source of information for **Filipinos**

Developmental innovations can be built around the **ISDB-T** standard like **data broadcast** and **emergency warning**

Wider choice in TV channels stemming from enhanced spectrum utilization

Enhanced quality of signal reception even at weak signal levels

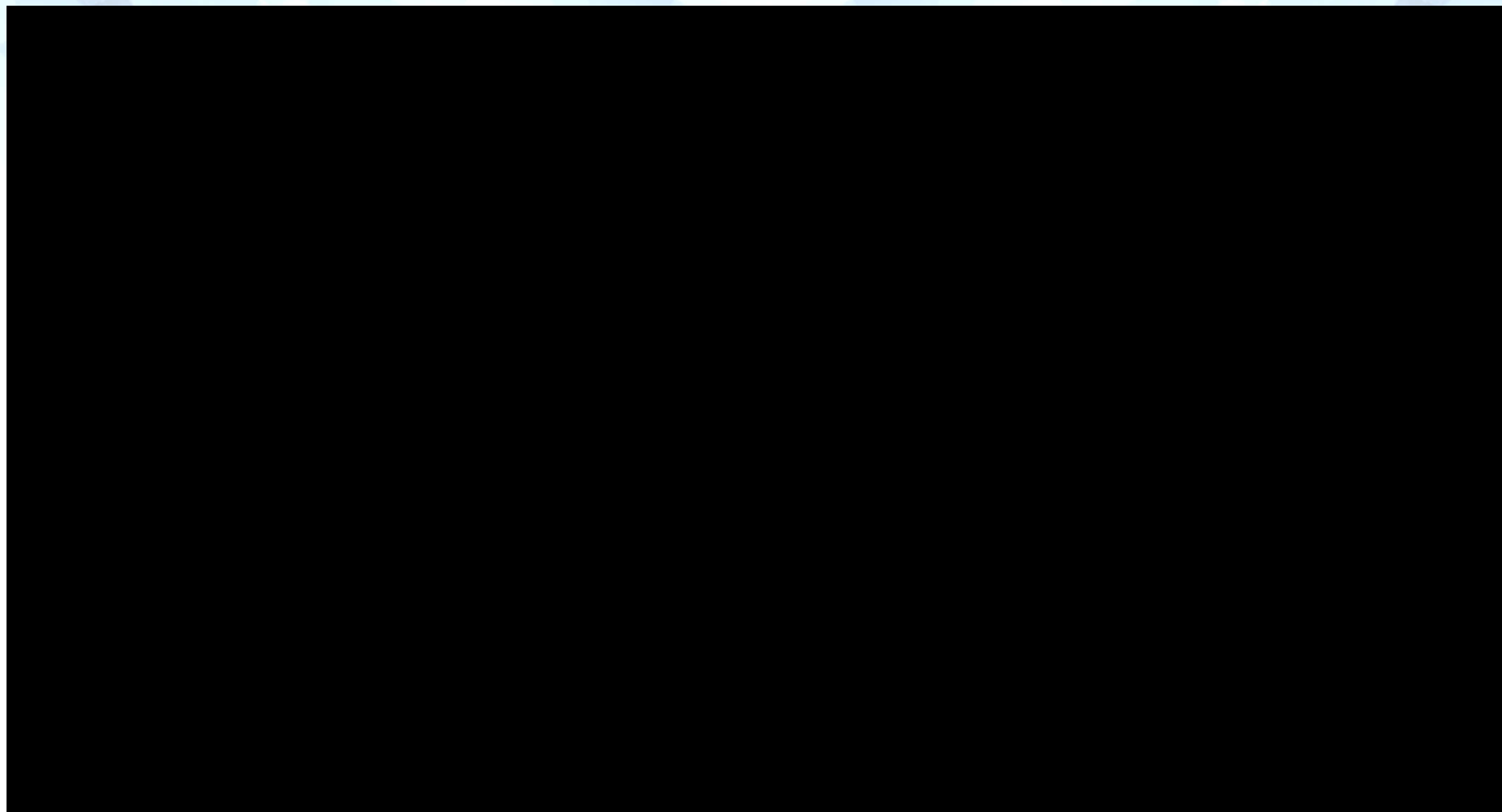


Joint Memorandum Circular

STANDARD OPERATING PROCEDURE (SOP) FOR THE EMERGENCY WARNING BROADCAST SYSTEM (EWBS) THROUGH INTEGRATED SERVICES DIGITAL BROADCAST TERRESTRIAL (ISDB-T)



EMERGENCY WARNING BROADCAST SYSTEM



EMERGENCY WARNING BROADCAST SYSTEM



Sample Datacasting and EWBS

EMERGENCY WARNING BROADCAST SYSTEM

EWBS

Emergency Alerts with Audible Tones

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.

- Devices on active-stand by
- Push superimposition on the programming

DATACASTING

Supplemental Content for Enhanced Programming / Additional Information

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.

- Accessible via **d** button in the RC
- Uses BML

EWBS compliments the risk reduction efforts

- Republic Act no. 10639 - *Free Mobile Disaster Alerts Act*
- Cell Broadcast
- Social Media
- Traditional TV Broadcast
- Radio Broadcast

EMERGENCY WARNING BROADCAST SYSTEM



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

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.

EMERGENCY WARNING BROADCAST SYSTEM

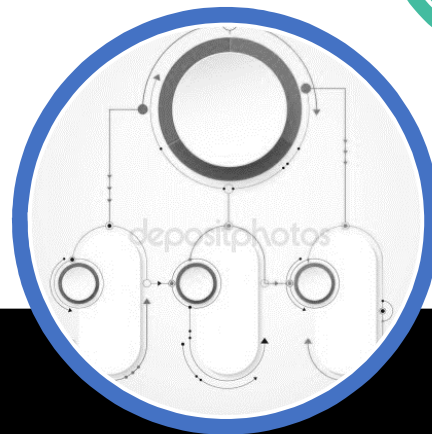


Provide advance information to local agencies who are responsible in disaster management

Unify varied information and distribute necessary information nationwide



Provide emergency warning information to citizens



Provide real-time information on impending natural disaster

Coverage

- All terrestrial TV broadcasters with Digital TV facilities operating within the Republic of the Philippines shall adhere to the requirements provided in this circular.
- Alerts and advisories of emergency and distress relating to natural disasters such as tropical cyclones, tsunamis, floods, earthquakes, and volcanic eruption should conform to this circular.



General Measures and Guidelines on EWBS Alerts

In the event of an impending emergency, DTTB Broadcasters are directed to send out early warning and/or alert messages at regular intervals as required by the National Disaster Risk Reduction and Management Council (NDRRMC), and other relevant agencies;

General Measures and Guidelines on EWBS Alerts

Warning Agencies, Regulating Agencies (NDRRMOC), and Broadcasting Agencies shall use all available means of communication simultaneously in transmitting the Emergency Warning and Broadcast Message (EWBM), such as:

- electronic mail (e-mail) - all shall create an official email dedicated for EWBS
- Short Message Service (SMS)

General Measures and Guidelines on EWBS Alerts

The EWBM shall cover emergency announcements and up-to-date information from the NDRRMC. The alerts shall include among others:

- up-to-date information on impending threats;
- contact information of local government units and other agencies required to respond to the situation and other relevant information such as, but not limited to:
 - evacuation areas;
 - relief sites and pick-up points;
 - weather advisories;
 - tsunami alerts;
 - evacuation directives; and

General Measures and Guidelines on EWBS Alerts

- The alerts shall be at no cost, whether direct or indirect, to the consumers; and shall be included as part of the broadcasting station's auxiliary services.
- The emergency alert and warning messages presented through data casting shall be sent to all ISDB-T receivers within the affected areas at any time, whenever necessary.

Roles and Responsibilities

Regulating Agencies – responsible for the control, regulation and management of the emergency alert and/or warning message(s)

- **National Disaster Risk Reduction and Management Council (NDRRMC)**
- **Philippine Information Agency (PIA)**
- **Department of Information and Communications Technology (DICT)**
- **National Telecommunication Commission (NTC)**

Roles and Responsibilities

Warning Agencies - responsible for the provisions of alerts and/or warning message(s)

- **Philippine Institute of Volcanology and Seismology (PHIVOLCS)**
- **Philippine Atmospheric, Geophysical, and Astronomical Services Administration (PAGASA)**

Roles and Responsibilities

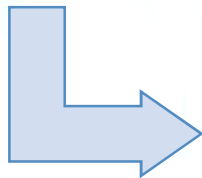
Broadcasting Agencies - responsible for the transmission of the emergency alert and/or warning message(s)

- **People's Television Network, Incorporated**
- **Private Broadcasting companies**

EMERGENCY WARNING BROADCAST SYSTEM

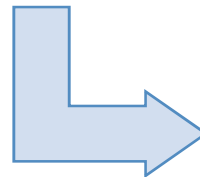
Warning Agencies

- Complete template-based emergency alert / warning message, and forward to NDRRMC



NDRRMC

- Receive alert / message, and approve for transmission to broadcasters



Broadcasters

- Transmit validated warning broadcast to target areas

Procedures for the Transmission of Emergency Alert and/or Warning Message(s) through EWBS

Next Steps

- Creation of Technical Working Group for the development of a National Alert Warning System Framework
- Conduct of a 3-day Workshop for the development of a National Alert Warning System Framework



Thank you very much

For queries, please email [**nippsb@dict.gov.ph**](mailto:nippsb@dict.gov.ph)

