Mbatha B. and Lesame Z. (2012), South Africa goes Digital: "What are the benefits to be reaped?". *International Journal of Arts and Commerce*, Volume 1 (4), 302-311

Meechan M. (2001), Automating the digital broadcast process: control, complexity and cost. *Electronics & Communications Engineering Journal*

Mendenhall W., Beaver R.J. and Beaver B.M. (2012). *Introduction to Probability and Statistics*, 13th Edition, Brooks/Cole Cengage Learning, Belmont California USA

Menezes E., Ogushi C.M., Bonadia G.C., Dall' Antonia J.C. and De Holanda G.M. (2005), Socio Economic Factors Influencing Digital TV Diffusion in Brasil. *System Dynamics Society*, 1-16

Moor K.D., Saritas O., Schuurman D., Claeys L. and Marez L.D. (2014), Towards innovation foresight: two empirical case studies on future TV experiences for/by users. *Futures*, Volume 59, 39-49

Muvaka S.B. (2015), "Assessing the impact of the digital migration process on media consumers: A case of television in Kenya". *School of Journalism-University of Nairobi*, 1-68

Quico C. (2012), "Digital TV switchover in Portugal: What is in it for the viewer?". *International Journal of Digital Television*, Volume 3 (2), 163–179

Sharma R.S. and Yang Y. (2015), A hybrid scenario planning methodology for interactive digital media. *Long Range Planning*, Volume 48, 412-429

Shin D.H. and Song H.R. (2012). The switchover to digital broadcasting in Korea, *Technological Forecasting and Social Change*, Volume 79, Issue 8, Pages 1447-1461

Smyth B. and Cotter P. (2000), A personalized TV listings service for the digital TV age. Knowledge-Based Systems, Volume 13, 53-59

Srinuan C., Srinuan P. and Bohlin E. (2012), An analysis of mobile internet access in Thailand: implications for bridging the digital divide. *Telematics and Informatics*, Volume 29, 254-262

Starks M. (2010), China's Digital Switchover: International Context. *International Journal of Digital Television*, Volume 1 (1), 89–93

Tay J. and Turner G. (2010), Not the Apocalypse: Television Futures in the Digital Age. *International Journal of Digital Television*, Volume 1 (1), 31–50

Watanabe C., Kondo R. and Nagamatsu A. (2003), Policy options for the diffusion orbit of competitive innovations-an application of Lotka-Volterra equations to Japan's transition from analog to digital TV broadcasting. *Technovation*, Volume 23, 437-445

Williams K.C. and Page R.A. (2011). Marketing to the Generations. *Journal of Behavioral Studies in Business*, 1-17

Xing W., Hanhui H. and Chong W. (2009), A theoretical and empirical study on China's transition to digital TV. *Telecommunications Policy*, Volume 33, 653-663

Biographies

Rex Mervin P. Ramos is a graduate of M.S. in Engineering Management from the Mapua University in 2017. He finished his bachelor's degree in Electronics and Communications Engineering from the Mapua Institute of Technology in 2011. He is a registered Electronics Engineer duly licensed by the Professional Regulation Commission (PRC) of the Republic of the Philippines. He is a regular member of the Institute of Electronics Engineers of the Philippines (IECEP). He has 5 years of work experience in broadcast communications technology and currently works at GMA Network Incorporated as Systems Engineer in the News TOC section. He is a regular resource speaker of student's activities from various colleges and universities.

Rene D. Estember is currently a Professor in the School of Industrial Engineering and Engineering Management at the Mapua University in Manila City, Philippines. He earned his B.S. in Management and Industrial Engineering from Mapua Institute of Technology in 1979, Master in Business Administration from Ateneo de Manila University in 1994, Master of Science in Industrial Engineering from the University of the Philippines in 2008. He is also a Professional Industrial Engineer certified by the Philippine Institute of Industrial Engineers in 2008. He has 17 years of work experiences in the industry from 1979 up to 1996 while teaching part-time from 1992 up to 2000 in various schools. He is also providing consultancy services and conducting technical trainings. His research interests include human factors and ergonomics, manufacturing, risk management and optimization. He has also presented research papers in local and international research conferences where one of his papers was awarded as best track paper in Human Factors and Ergonomics Track. He is an active member and Board of Director of the Operations Research Society of the Philippines (ORSP), active member of the Philippine Institute of Industrial Engineers (PIIE) and the Mapua Alumni of Industrial and Service Engineering Association (MAISEA).