

Digital Broadcasting Switchover Forum

3rd - 5th February 2009
Sandton Sun Hotel,
Johannesburg, South Africa



COMMONWEALTH
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ORGANISATION



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5

Key Reasons

why *you must* attend the Digital Broadcasting Switchover Forum

Why your organisation needs to be represented at this critical forum:

- 1 16 hours of detailed and practical presentations delivered by international experts
- 2 The only event in Africa which deals with the practical ramifications and opportunities of the switchover, now in its 4th year
- 3 6 hours of planned networking and receptions for you to forge new national and international relationships
- 4 This will be a truly pan-African event, with transferable lessons targeted at the region's most pressing switchover challenges
- 5 With a focus on take home solutions, crucial policy clarifications, the strengthening of international partnerships and deal making, this could be the most important event you attend this year

Who will attend?

- **Broadcasters**
Chief Executives
Directors of Technology
Switchover Specialists
- **Policy makers**
Ministers of Communications
Chief Regulators
Directors of ICT
- **Operators**
Chief Executives
Directors of New Business Development
Digital Broadcasting Specialists
- **Stakeholder groups**
Chairs and Directors of Communications
Non-Government Organisations
Digital Divide Specialists

Confirmed Speakers include:



→ **Dr. Ekwow Spio-Garbrah**
CEO, Commonwealth Telecommunications Organisation



→ **Johann Koster**
Executive Director, National Association of Broadcasting



→ **Daniel Obam**
Chairman, Digital Migration Taskforce, Kenya



→ **Hon. Dr Ivy Matsepe Casaburri**
Minister of Communications, South Africa



→ **Jayaseelan Naidoo**
Chairman, Development Bank of Southern Africa



→ **Lynn Mansfield**
Chairperson, SADIBA



→ **Lara Kantor**
Chair, Digital Dzonga



→ **Major (Retired) John Tandoh**
Ex-Director General, NCA, Ghana



→ **Paris Mashile**
Chairman, ICASA, South Africa



→ **Hon. John Ogar Odey**
Federal Minister of Information and Communications, Nigeria

Invited Speakers include:

Key points of discussion

- ① Making the benefits of digital broadcasting real for your community
- ② Realising the commercial opportunities in digital broadcasting
- ③ Driving development through digital broadcasting; What services can be delivered over analogue broadcasting?
- ④ What are the best technological solutions to deliver affordable digital broadcasts?
- ⑤ How can local content be championed through digital broadcasting?
- ⑥ What role should regulators play in the long term success of your switchover?

The Venue

**Sandton Sun Hotel,
Johannesburg**
Cnr 5th Str. and Alice Lane
Sandhurst 2196
P.O. Box 784902
Sandton 2146
South Africa

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Main Conference 3rd February 2009: Day 1

Sandton Sun Hotel, Johannesburg, South Africa

08.30	Conference Registration	
09.00	Chairman's Opening Remarks	
	Lynn Mansfield	<i>Chairperson, SADIBA</i>
09.10	Welcome Address:	
	Dr. Ekwow Spio-Garbrah	<i>CEO, Commonwealth Telecommunications Organisation</i>
09.30	Keynote Address: The impact of the dual illumination: Insights into the ongoing implementation	
	→ Progress towards a completed transition	
	→ Overcoming the strategic challenges of inequitable access and consumer uncertainty	
	→ Bridging the remaining gaps in broadcasting infrastructure	
Invited	Hon. Dr. Ivy Matsepe-Casaburri	<i>Minister of Communications, South Africa</i>

MINISTERIAL PANEL

09.40	→ Defining the digital future for African broadcasting	
	→ Overcoming challenges	
	→ National perspectives	
	→ Regional regulation	
Invited	Hon. John Ogar Odey	<i>Federal Minister of Information and Communications, Nigeria</i>
Invited	Hon. Dr Ham-Mukasa Mulira	<i>Minister of ICT, Uganda</i>
Invited	Hon. Dr Ivy Matsepe-Casaburri	<i>Minister of Communications, South Africa</i>
Invited	Hon. Fatim Badjie Janne	<i>Secretary of State for Communication, Information and Information Technology, Gambia</i>
Invited	Hon. Pelomoni Venson-Moitoi	<i>Minister of Communications, Science & Technology, Botswana</i>
Invited	Dr. Naomi Katunzi	<i>Permanent Secretary, Ministry of Communication, Science and Technology, Tanzania</i>
Invited	Hon. Samuel Poghio MP	<i>Minister for Information and Communications, Kenya</i>

3rd February 2009: Day 1

Sandton Sun Hotel, Johannesburg, South Africa

10.45 Question and Answer Session
 11.00 Morning Coffee Break
 Group photograph and press conference

REGULATORY PANEL

11.30 Panel Discussion
Regulating the transformational broadcasting environment

- Regulating to overcome the Digital Divide
- Creating an enabling innovative environment for your broadcasting industry
- Addressing emerging concerns surrounding spectrum allocation
- Planning for digital future: A regulator's perspective on emerging challenges
- Legislating for digital content

Major (Retired) John Tandoh *Ex-Director General, NCA, Ghana*
Daniel Obam *Chairman, Digital Migration Taskforce, Kenya*

Invited Bernard Forson *Director-General, NCA, Ghana*
Invited Alagi Gaye *Director-General, PURA, Gambia*
Invited Patrick Masambu *Executive Director, UCC, Uganda*
Invited Habbe Gunze *Director, Broadcasting, TCRA, Tanzania*

Invited Trilock Dwarka *Chairman, Information and Communication Technologies Authority (ICTA), Mauritius*
Invited Paris Mashile *Chairman, ICASA, South Africa*

12.00 Question and answer session
 12:15 Lunch and networking opportunities

OPERATIONAL SOLUTIONS AND ONGOING CHALLENGES BROADCASTERS AND DIGITAL PROVIDERS PANEL

13.15 Panel Discussion: Understanding the Pan African context and challenges for digital broadcasting

Frans Lindeque *Executive Director, Digital Services, Sentech*
Geoffrey Agoi *Principal Broadcasting Engineer, Ministry of Information, Uganda*
Mr. Bathopi Luke *Telecommunications Engineer, Botswana Telecommunications Authority, Botswana*

Invited Mark Ojiah *Head of Broadcast Policy and Research, National Broadcasting Commission, Nigeria*
Invited John Opiyo *Group Technical and Broadcasting Services Director, Kenyan National Television*
Invited Yomi Bolarinwa *Director General, National Broadcasting Commission, Nigeria*

13:55 **Sustaining the ongoing strategic transition: Financial and strategic support for ongoing success**

- Clarifying the financial grants, subsidies and loans available to fund greater digital uptake
- Identifying and responding to future costs associated with enabling greater digital penetration
- Realising the social and economic benefits of the digital broadband revolution

Invited Jayaseelan Naidoo *Chairman, Development Bank of Southern Africa, South Africa*

14.20 **Developing and shaping your broadcast market to ensure your broadcasting mission is fulfilled**

- Working with domestic and international broadcasters to develop the next generation of educational content
- Supporting marginal domestic content providers to manage the transition from analogue to digital broadcasting
- Showcasing educational and social resources within the new multi-channel environment

Invited Michael McEwen *Consultant, AiB*

14.40 Question and Answer Session

14:45 Afternoon Refreshments

DIGITAL TERRESTRIAL TELEVISION CENTRED INFRASTRUCTURE DEVELOPMENT

15.15 **Cultivating a national broadcasting industry that can realise the opportunities represented by a digital future**

- Working in partnership with your key broadcasters to fund greater content availability
- Successful negotiating with international content providers to acquire the best value package for your market
- Developing local broadcasting channels that can expand and serve the needs of your communities

Johann Koster *Executive Director, National Association of Broadcasting*

15:40 **Working consumer and communities to maintain the momentum behind the Digital Migration Project**

- Supporting an equality of access through better targeted resources
- Working with local partners and stakeholders to improve access
- New ideas in sharing the costs of getting your most vulnerable communities connected

Lara Kantor *Chair, Digital Dzonga*

16:05 **Ensuring sufficient capacity and access to match the demands of World Cup 2010**

- Anticipating peak demand and planning to successfully meet it
- Making the most of the opportunities to showcase enhanced content
- Using the Word Cup as a springboard for greater digital penetration

Invited Gloria Serobe *Managing Director, SABC*

- 16:30 Question and Answer Session
 16:35 Chairperson's Closing Comments
 16:55 End of Day 1
 17:30 Cocktail Reception supported via Sponsorship
 18:30 Gala Dinner supported via Sponsorship

Main Conference 4th February 2009: Day 2

- 08:30 Re-registration and Coffee
 09:00 Chairperson's Opening Remarks:
 Invited Senior representative **IBA, South Africa**

TECHNOLOGICAL CHALLENGES AND OPPORTUNITIES IN THE SWITCHOVER

- 09:10 **Benchmarking South Africa's progress on completing a successful switchover process: Tackling the emergent technical challenges**
 → Applying the assessment techniques developed by peer developing countries
 → Identifying the true cost of the switchover: Infrastructure, transmission and future technical investment
 → Applying peer developed technical innovations to the South African context

Invited **Lynn Mansfield** *Chairperson, SADIBA*

- 09:40 **Overcoming the skills gap for regulatory, broadcasting and technical staff**
 → Identifying critical skills gaps for achieving a successful implementation
 → Creating bespoke training and development program suitable for the South African context
 → Mixing domestic and international recruitment approaches to achieve an optimum development strategy

Invited **Invited Senior Representative** *Consultant, Independent Communications Authority of South Africa*

- 10:10 **Tackling the challenge in an effective transition to satellite based digital broadcasting**
 → Competition as a driver for the migration to Digital Terrestrial Television (DTT)
 → The challenges of regulation in the migration to DTT
 → The opportunities for growth in the South African broadcasting sector

Invited **Ingrid Bruynse** *Independent Educational Media Practitioner*

- 10:40 Question and Answer Session
 11:00 Morning Coffee Break and Networking Opportunity

- 11:20 **Digital Mobile TV technology: Understanding it's potential for socio-economic development**

- Connecting communities through low cost mobile TV technology
 → Providing critical information on the move: Mobile health, metrological and educational content
 → Effectively incorporating high density print and multimedia content into mobile broadcasting

Invited *Representative* **Humax**

- 11:50 **The possibilities of Digital Broadcasting to transform content: Data casting, interaction and new commercial opportunities**

- Enhancing media products via interactive and user-generated content
 → Identifying potential revenue streams inherent in forms of media content delivery
 → Can multicasting transform South African's broadcasting?

Senior representative **S & T**

- 12:10 Question and Answer Session

- 12:20 Lunch and Networking Opportunity

- 13:30 **Using WiMax as a engine for digital broadcasting**

- Understanding the strengths and weaknesses of WiMax as a channel for mobile digital content
 → Comparing WiMax to other channels: Does it offer greater flexibility and affordability?
 → Ensuring your WiMax infrastructure is future proofed

Dr. Yonathan Mizrahi *Digital Inclusion and e-Government Officer, Foris Telecom*

- 13:50 **The Digital Terrestrial set-top box; much more that just sharper images and clearer sound**

- Bridging the digital divide
 → e-Government services
 → Commercial applications

Anton Lan *Business Development Manager, Altech UEC*

- 14:20 Question and Answer Session

- 14:30 Afternoon Refreshments and Networking

THE PRACTICAL CHALLENGES IN SECURING THE FINANCE AND INFRASTRUCTURE DELIVERY

- 14:45 **Easing the practical transition towards fully digital broadcasting: Identifying common transferable lessons**

- What are some of the common barriers to a successful transaction process?
 → Keep consumers engaged, informed and bought into the process
 → Supporting those could potentially be excluded by the costs of the transition

Invited *Senior Representative* **BBC**

4th February 2009: Day 2

Sandton Sun Hotel, Johannesburg, South Africa

- 15.15 **Considering the human decision of digital transition**
- Working with your cooperate and public sector stakeholder to ensure maximum accessibility
 - Media Campaign to ensure widespread compliance
 - Overcoming widespread concerns and misconception surrounding dual illumination
- Invited **Anton De Witt** *Head of Operations, CNBC Africa*
- 15:45 **Radioplanning tools for broadcast technologies**
- The use of a radioplanning tool: What can you get out of it?
 - The pre-requisites
 - The limits of a radioplanning tool
- Rémy Jaujay** *Sales & Development Manager, ATDI*
- 16:15 **Addressing the issues around the control, costs and ownership of the satellite broadcasting framework**
- Defining the key stakeholders in the South African DBS market
 - Achieve a cost effective ownership and purchasing framework
 - Where should investment in satellite broadcasting be directed?
- Invited **Ajay Pandey** *Chief Executive, Neotel*
- 16.45 **Question and Answer Session**
- 17:10 **Chairperson's Closing Comments**
- 17.20 **End of Day 2**
- 17.30 **Cocktail Reception (available for sponsorship)**
- 18.30 **Gala Dinner (available for sponsorship)**

Focus Day 5th February 2009: Day 3

- 08.30 **Re-registration and Coffee**
- 09.10 **Chairperson's Opening Remarks**
- Invited **Colin Wainer** *Vice President, Inala Broadcast*
- TAILORING DIGITAL CONTENT PRODUCTION TO THE NEEDS OF THE USER THROUGH ENGAGEMENT**
- 09.20 **Practical workshop:** Expanding on Government's vision and demonstrating how technology can be deployed to bridge the digital divide and provide significant growth in the South African and African ICT sectors.
- The workshop will feature:*
- Browser running off an STB
 - Community kiosk
 - Software generation toolsets
- Anton Lan** *Business Development Manager, Altech UEC*

- 10.30 **Question and Answer Session**
- 10:40 **Morning Coffee Break and Networking Opportunity**
- 11.10 **Understanding the importance of local content generation in bridging the digital divide**
- Alan B. Downie** *Broadcast Engineering Consultant, CBA*
- 11.40 **Developing community access in a digital broadcast environment**
- Lowering barriers to entry
 - Continuing convergence
 - The ubiquity of the data environment
- Mike Aldridge** *Broadcast Manager, Cape Town TV*
- 12.10 **The potential digital broadcasting to transform film production**
- 12.40 **Question and Answers Session**
- 12:50 **Lunch and Networking Opportunity**
- 13.50 **Enabling local content generation through the use of low -cost broadcast technology: Using scalable technological solutions**
- 14.20 **The place of PSB in the South African context**
- Invited **Senior Representative SABC**
- 14.50 **Question and Answer Session**
- 15.00 **Afternoon refreshments**
- 15.30 **Mapping the future of local content development: Centring broadcasting on participation**
- 16.00 **Strengthening your E-Governance processes through digital communication and broadcasting**
- 16.30 **Question and Answer Session**
- 16.40 **Chairperson's Closing Comments**
- 17.05 **Closing of Day 3**
- 17.30 **Cocktail Reception supported by Sponsorship**
- 18.30 **Gala Dinner supported by Sponsorship**

The **Three Pillars** of the Commonwealth Telecommunications Organisation

1 Capacity Building and Training

- Over 100 bilateral and over 500 online training courses available.
- Unique bespoke programmes for switchover technical training, content development and programming can be made available.
- Our Programme for Development and Training has helped to develop the skills of more than 30,000 staff over the last 10 years.
- Open to all industry stakeholders. Training given to develop skill sets specifically designed to your organisations capacity building timetable.
- Uses faculty of industry experts and trainers from around the world.

2 International Events and Conferences

- At least 10 networking events held per year in Africa, Europe, the Americas, Asia and the South Pacific.
- All events organised are highly topical, educative, informative and accessible to all for knowledge sharing.
- Bringing together the key stakeholder groups for knowledge sharing and commercial relationship building.
- CTO welcomes all to participate and contribute to the discussions on the market sector that your business works in.

3 Research & Consultancy Programmes

- Research and consultancy work is carried out cost effectively to support Public Agencies and private sector enterprises.
- Reputation built on key areas of competences on policy and regulatory, ICT planning and implementation, pilot projects evaluation and monitoring.
- In-depth industry knowledge and long standing relationships provide support to all stakeholders in the ICT arenas to prepare them for the future.
- Need to fully understand your requirements and propose tailor made solutions that deal specifically with your needs and challenges.



Upcoming CTO Events

Pacific Broadband Forum 2009
18th-19th March, 2009
Brisbane, Australia

3rd Annual African e-Gov Forum 2009
24th-26th March 2009
Rwanda

The 3rd Annual European/African Telecommunication
4th-8th May 2009
Country TBC

3rd Annual Connecting Rural Communities Asia Forum 2009
19th-21st May 2009
India

4th Annual Connecting Rural Communities Africa Forum 2009
23rd – 25th June 2009
Zambia

Your points of contact at the CTO:



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Digital Broadcasting Switchover Forum

3rd - 5th February 2009, Sandton Sun Hotel, Johannesburg, South Africa

Conference Registration Form

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Non Member Rate	£575	£150	£675

RATE FOR PAYMENT RECEIVED AFTER THURSDAY 15TH JANUARY 2009

Delegate Fee after	2 Day Conference	Focus Day	Complete Conference
CTO Member Institutions* & South African Nationals	£550	£175	£675
Non Member Rate	£650	£200	£750

* Members include: staff of PDT Institutions, staff of country member representative institutions and staff of sector member institutions

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