

# Fundamentals of Best Practice Broadcasting Content Regulation

21 - 25 September 2015,  
Nairobi, Kenya



COMMONWEALTH  
TELECOMMUNICATIONS  
ORGANISATION



## Overview

This five-day training programme will equip participants with knowledge and skills to master the regulatory aspects of broadcasting and gain an overview of the licensing along with related compliances.

For more information  
about this course, or to  
register, contact us on:  
**Tel:** +44 (0) 208 600 3800  
**Fax:** +44 (0) 208 600 3819  
**Email:** [h.muchando@cto.int](mailto:h.muchando@cto.int)

## OBJECTIVES

The objectives of this course are to help delegates:

- appreciate best practices in broadcasting content regulation.
- understand the need for regulation in the competitive digital era.
- apply the methodology of content rights protection and issues pertaining to content regulation.
- be aware of compliance areas related to content regulation.

## TARGET AUDIENCE

This course is primarily intended for:

- staff involved in regulatory affairs of telecommunications, media and broadcasting organisations.
- staff of broadcast policymakers, telecommunications regulators.
- broadcast media practitioners.

## COURSE OUTLINE

### Why regulate broadcasting?

- Obligations for news to be accurate and impartial
- General obligations for impartiality
- Rules preventing discrimination
- Special rules on religious broadcasting

### Independent regulation

- Cultural and consumer protection reasons
- Balancing inward investment against national promotion
  1. The support of domestic production sectors
  2. The promotion of new technology
  3. The application of competition law

### Setting up an independent regulator

1. Key regulatory processes
2. Jurisdiction issues

### Licensing

- Starting a licensing process
- Licence conditions
- Licence awards
- Local versus national services

- Television and radio
- Digital broadcasting

### Content Regulation

- Protection of democratic principles
- Accurate news
- Protection of minors
- Watershed
- Information and ratings
- Offence to human dignity/
- Taste and decency
- Protection against harm
- Protection of the individual
- Privacy
- Protection against crime and disorder
- Protection against racial or ethnic hatred
- Religious programmes
- Generally accepted standards

### The process of content regulation

- Codes
- Monitoring
- Complaints handling
- Seperate Body
- Process of complaints

### Sanctions

- Procedure
- Fines
- Revocation
- Suspension

### Advertising

- Legality
- Honesty
- Decency
- Truth

### Supporting domestic industry

- Ownership
- Domestic production quotas
- Independent productions

## COURSE TRAINERS

### Devanand Sahay

Devanand currently works for the Advanced Level Telecom Training Centre jointly setup by the Government of India, ITU and APT. He has been involved in the commissioning of digital radio systems in Rajasthan followed by his assignment for the first synchronous optical systems in the Metro network of New Delhi. Having acquired special expertise in the field of SDH, DWDM (ITU Standards) and has provided consultancy services in these areas for the planning and optimisation of the national network. From 1999 to 2004 he studied and audited the national synchronisation network, and trained telecom engineers in the field of synchronisation. In 2004 he was part of a team that developed a national synchronisation plan for BSNL.

Since 2007 he has been involved in providing training in next generation optical technologies, radio frequency planning, and emotional intelligence. He is also responsible for the business development activities to the enterprise market. He holds a Bachelor's degree in Electronics and Telecommunication and has over 22 years experience in transmission technologies in the telecommunications sector.

#### Who we are

The CTO is the oldest and largest Commonwealth organisation engaged in multilateral collaboration in the field of ICTs. Using in-house and partner experience, it supports members in integrating ICTs to deliver effective development interventions that emancipate, enrich, equalise and empower people within the Commonwealth and beyond.

#### What we do

The work of the CTO goes back to the Organisation's creation in 1901 as the Pacific Cable Board. Since then, the CTO has been at the centre of continuous and extensive international communications development funding, cooperation and assistance programmes. Since 1985, the Organisation has delivered to its members in Europe, the Caribbean, the Americas, Africa and Asia-Pacific over 3,760 bilateral and multilateral telecommunications and ICT capacity building projects in the form of policy, operational and regulatory training, and expert assistance. Moreover, the CTO has been at the forefront of generating cutting-edge knowledge through its research and consultancy services, as well as sharing ideas through its conferences and workshops held around the world. This long history as a development facilitator provides the Organisation with a unique and growing delivery capacity for ICT4D programmes and services.

#### Supporting ICT4D in the Commonwealth

The CTO seeks to work collaboratively with other Commonwealth bodies to build mutually beneficial synergies in the interests of its members. The CTO has a key role to play in leading ICT4D initiatives across the Commonwealth, and it is committed to working together with other Commonwealth entities to reduce overlap and replication of activities. The CTO welcomes the opportunity to offer secretariat support to any Commonwealth ICT initiatives that reflect the needs and interests of its members.

INTERNATIONAL COURSES	DATE	LOCATION	DURATION
Mobile Money Regulation	September 14 - 18, 2015	Cameroon	5 days
Customer Service	September 21 - 23, 2015	Johannesburg, South Africa	3 days
Next Generation Markets and Technologies	September 28 - October 2, 2015	Liberia	5 days
Cloud technology and solutions	September 21 - 25, 2015	Port Louis, Mauritius	5 days
GSM Signaling Protocols	October 5 - 9, 2015	Gaborone, Botswana	5 days
Regulatory Impact Assessment	October 5 - 9, 2015	Liberia	5 days
Costing in Telecommunications and Tariff Planning and Structuring	October 12 - 16, 2015	Port Louis, Mauritius	5 days
Telecommunications Business Process Re-Engineering	October 19 - 23, 2015	Johannesburg, South Africa	5 days
Mobile IP	October 19 - 23, 2015	Gaborone, Botswana	5 days
Public Key Infrastructure (PKI) - In Depth	October 26 - 30, 2015	Port of Spain, Trinidad & Tobago	5 days
ICT Regulation Understanding the Big Picture of ICTs for Development	October 26 - 30, 2015	London, UK	5 days
Telecommunications Finance for Non Finance	November 2 - 6, 2015	Johannesburg, South Africa	5 days
Building Consumer Advocacy in the Telecommunications	November 2 - 6, 2015	Port of Spain, Trinidad & Tobago	5 days
Licensing in a Converged Environment	November 2 - 6, 2015	Johannesburg, South Africa	5 days
Broadband Technologies and Multimedia Services	November 16 - 20, 2015	Gaborone, Botswana	5 days
Analogue to Digital Broadcasting Switchover	November 23 - 27, 2015	Johannesburg, South Africa	5 days
Introduction to IPTV	January 18 - 22, 2015	Johannesburg, South Africa	5 days

## Registration Form

### Personal Details

Mr/Mrs/Ms/Other \_\_\_\_\_ First Name \_\_\_\_\_ Last Name \_\_\_\_\_  
 Job Title \_\_\_\_\_  
 Organisation \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Postcode \_\_\_\_\_ Country \_\_\_\_\_  
 Tel. \_\_\_\_\_ Mobile \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Authorising Line Manager's Name \_\_\_\_\_  
 Authorising Line Manager's E-mail \_\_\_\_\_

### Payment Options

#### 1. Select Delegate Rate (please refer to the list of CTO members/PDT Partners provided overleaf)

	Standard Rate	Early Registration by: 12 June 2015
CTO Members	<input type="checkbox"/> £750	<input type="checkbox"/> £700
Others	<input type="checkbox"/> £1,150	<input type="checkbox"/> £1,100

#### 2. Payment Mode (choose from either Invoice, Bank Transfer, Cheque, or Credit Card)

Invoice  
 Invoice me at the above address  
 (Discounts do not apply, payment  
 must be received by us prior to the above  
 event's start date)

Bank Transfer  
 To: Coutts & Co., 440 Strand, London WC2R 0QS, UK  
 A/c Name: CTO; A/c Number: 83675071  
 Reference: GB72COUT18000208367507  
 Sort Code: 18-00-02; Swift Code: COUT GB22

Cheque  
 Cheque enclosed,  
 payable to "CTO HQ"

Credit Card: Visa / Mastercard (circle as appropriate)

Card Holder's Name \_\_\_\_\_  
 Card Holder's Billing Address (if different from above) \_\_\_\_\_  
 Card Number                         
 Valid From   /   Expiry Date   /   3-digit security code on back of card

### Signature

Date \_\_\_\_\_ Name \_\_\_\_\_ Signature \_\_\_\_\_

### Additional Information

To help us improve our services to you and your organisation, please tell us more about you and your organisation.

#### Your role in the organisation

- Strategic/executive  
 Planning  
 Control  
 Operational

#### Your area of work in the organisation

- Business development  
 Corporate affairs  
 Customer service and care  
 Engineering and technical management  
 Financial, purchasing and investor relations  
 IT/IP management  
 Marketing and sales  
 Public relations and corporate communications  
 Regulatory and legal affairs  
 Telecoms network management  
 Human resources  
 Other

#### Your organisation type

- Government  
 Regulator  
 Operator  
 Manufacture  
 Other

#### Your organisation's service areas

- Fixed network/services  
 Mobile/wireless network/services  
 Satellite network/services  
 Internet  
 Broadcasting  
 Value-added services  
 Support  
 Other services

### REGISTRATION DEADLINE

17 July 2015

### 3 SIMPLE WAYS TO REGISTER!

Fill in and fax this form back at  
**+44 20 8600 3819**

Call the programme team at  
**+44 20 8600 3800**

E-mail the programme team at  
**programmes@cto.int, quoting the course  
 "Event ID" above.**

### NEED HELP?

Call us now on +44 20 8600 3800  
 or e-mail the Programmes team at  
**programmes@cto.int**

### Summary Terms and Conditions

The CTO will endeavour, as can be reasonably expected, to ensure that the course is delivered to meet delegates' expectations. Registration is subject to availability and payment received by the deadline where specified, or else before the course start date, whichever applies. Dates may be subject to changes. Travel, accommodation, daily transportation to venue, subsistence and other costs are the sole responsibility of the delegate and are not included in the above fees. Applicants are responsible for their visa arrangements and other formalities wherever required. Course bookings may be cancelled at the discretion of the CTO or its partners. Applicants paying by bank transfer are responsible for bank charges and any other such costs and should ensure the exact amount in GBP Sterling is credited in the CTO bank account. Applicants requiring additional information prior to their booking should ensure they provide sufficient time before the booking deadline. Cancellation rules apply, as summarised below. For a full version of our Ethical Framework or our Terms and Conditions, please visit our website at [www.cto.int](http://www.cto.int)

### Cancellations / Refunds

For delegate cancellations/withdrawals, the following refund rules apply:

- 31 days or more prior to event: the full amount less a handling charge of 10% or a minimum of £55, whichever applies
- 30 days or less prior to event: no refund

For CTO cancellations/withdrawals, delegates are entitled to a 100% refund within 60 days of the withdrawal/cancellation. Refunds will be made by bank transfer only.

### Data Protection / Privacy

The CTO does not sell, rent or lease its customer information to third parties. We may, from time to time, contact you on behalf of a third party/partner about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (e-mail, name, address, telephone number) is not transferred to the third party/partner. In addition, we may share your information with trusted partners to help us perform statistical analyses, send you by e-mail or postal mail, provide customer support, or arrange for deliveries or other such services. All such third parties are prohibited from using your personal information except to provide these services to the CTO and they are required to maintain the confidentiality of your information. For more information about our privacy policy, visit our website at [www.cto.int](http://www.cto.int).

Fax it back to +44 20 8600 3819, or return to the CTO at [programmes@cto.int](mailto:programmes@cto.int).