



# A BRIEF OVERVIEW OF DIGITAL MIGRATION IN MALAWI

DIGITAL SWITCHOVER BROADCASTING FORUM  
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# Presentation flow

- Brief Introduction
- Progress of migration
  - ❖ Policy
  - ❖ Technical
  - ❖ Communication
  - ❖ Economics
  - ❖ Content
- Challenges
- Way Forward



# Brief Introduction

- Journey of migration started in 2010
- Formulated secretariat to oversee the activities of digital migration.
- Committees were formed to ease work; Communication, Economics, Content, Technical, Policy, Legal and Procurement .
- Engaged a consultant to help the understanding of digital broadcasting



# Progress of Migration

## Policy

- There was need for policy direction in the Digital Broadcasting.
- The draft policy, Malawi Digital Broadcasting Policy, has been submitted for approval to cabinet
- The policy takes care of the migration process and the digital era.
- It has formulated a Malawi Digital Migration Roadmap.



# Progress of Migration

- The policy highlights that Malawi will have a public network run by a Public Signal Distributor.
- Process of instituting a Signal Distributor started in December and is expected to finish in the next three weeks
- Malawi's policy framework is complete to handle digital era.



# Progress of Migration

## Technical

- This team was designated to design the Malawi Digital Network platform.
- The Malawi network is planned to be interconnected by optic fibre
- The design has the main head end in the capital, Lilongwe and a sub head end in the Commercial city of Blantyre



# Progress of Migration

- Equipment was tendered in November 2012
- This time finalising the tender process as next week there will be award of contract to a successful bidder
- The expected date of commissioning the network is 15 weeks from Monday 18<sup>th</sup> February, 2013.
- All ground work of installing the equipment for transmission is done.



# Progress of Migration

## Communication

- Communication is an enabler of a positive or negative reaction.
- Developed a Communication Strategy to ensure smooth flow of information to the society.
- The strategy defines how messages should be developed and means of transmission.
- We want to avoid panic due to wrong concepts of digital broadcasting





# Progress of Migration

## Economics

- We realise that the one that sells more set top boxes will control the digital market.
- We had to carry out a survey in Malawi on affordability of television accessories.
- This made us to recommend on subsidising on the price of an STB to ensure that many Malawians afford it.
- We also felt the need of inter-operability of STBs to avoid stacking STBs in the time of many players



# Progress of Migration

## Content

- The growth of digital platform is in robustness of content
- We emphasise on local content production
- The team will define local content
- We have discussed with Tertiary Institutions to introduces courses that would promote creativity in content production
- Empowering the youth in content production we engage Ministry of Education to revise the curriculum to prepare for these new challenges



# Challenges

- Financial Aspect
- Content Production
- Competition with other service providers
  
- **In all challenges make us think, adjust our focus, look at the future with positives**



# Way Forward

- Develop Strategic Plan for Malawi Signal Distributor to ensure focus and direction of growth.
- Plan for the second phase to ensure that we reach 90% coverage
- Design gap fillers for the remaining parts of the country



Thank You