



ZNBC

RADIO & TELEVISION
STUDIOS

8th Annual Digital Broadcasting Switchover Forum



**Presented By
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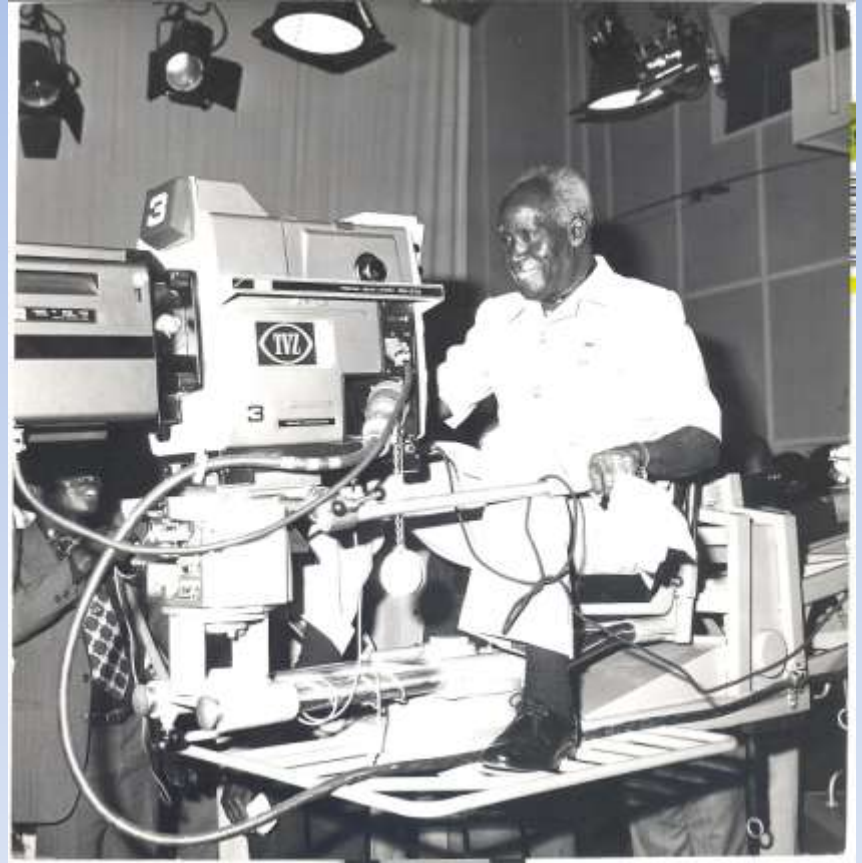
**11-13 February, 2013
Holiday Inn Sandton Johannesburg**

TELEVISION IN ZAMBIA

- Started in 1961 in the mining town of Kitwe on the Copper belt of Zambia.
- Currently ZNBC has two television channels namely ZNBC TV and TV2.
- **ZNBC** -TV Audiences

Channel	Daily Viewership	
ZNBC TV	5,308,766	73%
TV2	2,832,397	38%

52 years of Television Broadcasting



ZNBC TRANSMITTERS SEGMENTATION

- The transmitters are in 3 phases

- **A)Line of Rail TV transmitters**

These are high power transmitters of 20kw

- **B)Provincial centre TV transmitters**

These are medium power transmitters located in provincial towns of Zambia.

- **C)Rural TV transmitters**

Located in the rural parts of the country and are in low power category

WHERE IS ZAMBIA IN THE DIGITAL SWITCH OVER

- In Zambia the migration is being spearheaded by a 13 member Digital Migration Task Force appointed by Government in August,2010.
- The Task force has undertaken to ensure that the country meets the SADC deadline OF 31st December,2013 as switchover date and 31st December,2014 as Switch off date.

TASK FORCE

- In ensuring that fundamentals are in place for the migration
- The Government domesticated the standard for Zambia to use DVB T2
- Government has committed itself to fund the Digital migration project.
- In appreciating the operation of digital technology the task force /ZNBC allowed for DTT trial at 500w Lusaka and Ndola.

STEPS TAKEN

- Government released some money to ZNBC to replace the Lusaka transmitter with dual cast transmitter by June this year.
- This will broadcast in analogue and later Digital once STB's are put in place.
- Tender being coordinated by the Zambia procurement Authority (ZPPA)
- To contest for supply, installation and commissioning of Digital television equipment

CONSTRAINTS THAT MAY HINDER SWITCHOVER

- If for some reason funding is not availed.
- Abrupt cancellation of the tender on 13th December, 2012 for migration is a concern that can derail the process.
- After contest by private sector broadcasters to have tender cancelled this may cause delay in implementation of the project.
- Independent production houses have to improve their content.
- ZNBC requires to undertake training of its members of staff to understand the new business model.
- Disposal of obsolete equipment needs to be expedited to create room for digital equipment.

MEASURES PUT IN PLACE TO MITIGATE CONSTRAINTS

- ZNBC embarked on skills upgrade BBC,CFI and WB.
- We intend to initially introduce 4 channels- Sports, Musical, Drama, Theatre and General channels to cover genres.
- Involvement of Government delegations and members of the task force to understand the migration process.

WAY FORWARD

- The apparent misgivings by Private sector Broadcasters and Production houses needs to be expeditiously addressed.
- More engagement with other players to be on the level playing ground.
- The funding mechanism of the migration process needs to be explicit.
- The support from the task force to ZNBC in both transmission and production is important.
- Identifying a business model that ensures sustainability of commercial viability Vs social mandate has to be clear.

CONTENT

- Digital Migration will modify the viewing landscape by availing viewers access to many channels.
- With the many channels electronic programming guide (EPG) is needed in order to navigate through the many channels.
- In preserving cultural values, local content will be crucial to run on the many channels.
- Existing scenario is that foreign to local content ratio favours the former.
- Where to get content is therefore crucial

Content

- Identify nature and Sources of Content to fill the capacity to be created by DTT
- Recommend policy on promotion of local content production
- Recommend policy on Broadcast quotas but not limited to foreign, local, educational, entertainment, adverts, infomercial quotas.
- Recommend code for advertising

Recommended policy on promotion of local content production

- Direct basic and tertiary education to incorporate in their curriculum Audio/Video production courses.
- Intellectual property rights for Local Arts/ Musical/ Film Industry require firm and practical measures
- Introduction of more punitive measures against pirates
- Provision of tax waiver or tax holiday for importation of equipment for content generation e.g musical, video production equipment
- What measures to incorporate in the policy to promote film production to match Nollywood etc
- Compel media houses to convert Analogue material into digital

Identifying nature and Sources of Content

- Encourage broadcasters to cover traditional ceremonies to run on the digital platform
- Encourage broadcasters to produce kids programmes after benefiting from tax waivers
- Encourage broadcasters to produce programmes that promote tourism
- Convert archived analogue material into digital as content
- Encourage educational programmes to run on the channels

Identifying nature and Sources of Content

- Broadcast of Parliamentary sessions
- Broadcast of agricultural information
- Broadcast of sports activities to promote competition among the youth
- Musical programmes promoting local artists

Policy on Broadcast quotas

- Justification for Broadcast Quotas
 - Broadcast quotas are required to promote diversity of content.
 - Broadcast quotas lead to diverse production
 - Broadcast quotas provide access to broadcasting by domestic producers of cultural content
 - Rule of thumb, nearly all music that reaches broadcaster's playlist manages to recoup production costs

THANK YOU