

DCASTING

11 - 14 FEBRUARY 2014, ARUSHA, TANZANIA

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COMMONWEALTH TELECOMMUNICATIONS ORGANISATION







EVENT GUIDE

Digital Broadcasting Switchover Forum Africa is one of the most prestigious events on digital broadcasting for Africa. It provides a unique and authoritative annual meeting point for policymakers and regulators to interact with broadcasters, content producers, broadcast network infrastructure providers and operators, equipment manufacturers and opinion leaders to discuss challenges, solutions and opportunities in the ever more fragmented, competitive and innovative broadcasting industry.

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DIGITAL BROADCASTING SWITCHOVER FORUMAFRICA2014

11 - 14 FEBRUARY 2014, ARUSHA, TANZANIA



<u>dayone 11feb</u>ruary**2014**

OPENING CEREMONY

Master of Ceremonies: Innocent Mungy, Head of Corporate Communications, Tanzania Communications Regulatory Authority

Session moderator: **Professor John S. Nkoma**, Director-General, Tanzania Communications Regulatory Authority

09.00 Opening remarks

Professor John S. Nkoma, Director-General, Tanzania Communications Regulatory Authority

09.10 Welcome address

Professor Tim Unwin, Secretary-General, Commonwealth Telecommunications Organisation

09.20 Ministerial welcome

Professor Makame M. Mbarawa, Minister of Communication, Science and Technology, Tanzania

09.30 Official opening of the Digital Broadcasting Switchover Forum Africa 2014

Honourable Dr Mohammed Gharib Bilal, Vice-President, United Republic of Tanzania

GROUP PHOTOGRAPH AND MORNING REFRESHMENTS

THE FUTURE OF AFRICAN BROADCASTING

As traditional media markets become increasingly fragmented, what does the future hold for broadcasting in Africa? How will content be delivered, received and viewed?

Session moderator: **Simon Spanswick,** Chief Executive Officer, The Association for International Broadcasting

- 11.00 Keynote address: Where is the world with the digital switchover?
 - How are different regions managing their digital switchover and will they meet their targets?
 - Stocktaking for Africa where are we now and what still needs to be achieved?

Pham Nhu Hai, Head of Broadcasting Services Division, Radiocommunication Bureau, International Telecommunication Union

11.20 Keynote address: What does the future hold for broadcasting in Africa?

Professor H. Sama Nwana, Chief Executive Officer, Atlantic Telecoms & Media

- 11.40 Discussion: How will African broadcasting develop in the next 5 to 10 years?
 - How will content be viewed post-2015?
 - Satellite TV
 - Triple Play/Quad Play
 - Cloud Broadcasting
 - IPTV
 - Hybrid TV
 - Video on Demand
 - Online Distribution
 - How can broadcasters exploit online distribution?

Professor John S. Nkoma, Director-General, Tanzania Communications Regulatory Authority

Aldred Dreyer, Chief Technology Officer, Namibian Broadcasting Corporation

George Twumasi, Deputy Chairman and Chief Executive Officer, African Broadcast Network

Sirpa Ojala, Chief Executive Officer, Digita Networks Wainaina Mungai, Head of ICT, Royal Media Services

Jean-Pierre C. Kabanda, Vice-President, Business Development, Sub-Saharan Africa, SES

Guillaume Hallez, General Manager Africa, NAGRA

12.50 NETWORKING LUNCH

TECHNICALITIES AND PRACTICAL IMPLICATIONS OF THE DIGITAL TRANSITION
14:00 - 16:00

What implications and technicalities should be considered when developing your digital transition roadmap and how can technology solutions help with your transition?

Session moderator: **Simon Spanswick,** Chief Executive Officer, The Association for International Broadcasting

14.00 Presentation: HbbTV development and global deployment

Van Balasundaram, Director of Marketing, Digital TV Labs

14.20 Presentation: Assessing the technical requirements and implications of DVB-T transitions

Andrew Kisaka, Principal Broadcast Engineer, Tanzania Communications Regulatory Authority

14.40 Presentation: Utilising satellite to promote digital broadcasting

Cristiano Benzi, Director Line of Business Video and Broadcasting, Eutelsat

15.00 Presentation: Partnering to build the African digital broadcasting eco-system

Jean-Pierre C. Kabanda, Vice-President, Business Development, Sub-Saharan Africa, SES

- 15.20 Discussion: What implications and technicalities should be considered and how can technology solutions help with digital switchover?
 - DVB-T versus DVB-T2 trade-offs and practical implications

Sirpa Ojala, Chief Executive Officer, Digita Networks Edmund Fianko, Manager, Engineering, National Communications Authority, Ghana

Innocent Nkurunziza, Director of Technical Services, Rwanda Broadcasting Agency

16.00 AFTERNOON REFRESHMENTS

DIGITAL SWITCHOVER CASE STUDIES

This session will offer insights into the switchover experiences of three African countries: Kenya, Ghana and Rwanda.

Session moderator: **Pham Nhu Hai**, Head of Broadcasting Services Division, Radiocommunication Bureau, International Telecommunication Union

16.30 Case study: Kenya

Francis Wangusi, Director-General, Communications Commission of Kenya

16.50 Case study: Ghana

Edmund Fianko, Manager, Engineering, National Communications Authority, Ghana

17.10 Case study: Rwanda

Jean Baptiste Mutabazi, Head of Department of Communication and Media, Rwanda Utilities Regulatory Authority

17.30 Case study: Namibia

Aldred Dreyer, Chief Technology Officer, Namibian Broadcasting Corporation

- 17.50 Close of Digital Broadcasting Switchover Forum Day One
- 17.50 WELCOME COCKTAIL RECEPTION HOSTED BY THE TANZANIA COMMUNICATIONS REGULATORY AUTHORITY

Naura Springs Hotel Gardens









11 - 14 FEBRUARY 2014, ARUSHA, TANZANIA

DAY**TWO 12**FFBRUARY**2014**

REGULATORY APPROACHES TO THE DIGITAL SWITCHOVER

Master of Ceremonies: Innocent Mungy, Head of Corporate Communications, Tanzania Communications Regulatory Authority

Session moderator: **Juma Kandie**, Director/Human Resources and Administration, Communications Commission of Kenya

09.00 Tanzania case study: Creating a regulatory and licensing environment for the digital switchover

- Offering firm and clear guidelines to all stakeholders
- Consulting private, public, consumer and financial stakeholders from the outset
- Developing a licensing approach that complements your national market – licensing multiplex operators and channel providers separately, regulating set top boxes
- Implementing extensive public education campaigns Digital Tanzania Campaign

Habbi Gunze, Director of Broadcasting Affairs, Tanzania Communications Regulatory Authority

09.30 Regulators panel: Developing a regulatory and licensing environment for the digital transition

- Working in partnership with the private sector, what role will they play in the digital transition?
- Ensuring a complete and regulated supply chain is available for the transition
- · Developing licensing regimes for all stakeholders
- Highlighting and filling any funding gaps
- Preparing the consumer for change public education campaigns, consumer behaviour and engagement
- Spectrum management and harmonisation of policy

James Chiku Kaphale, Director of Legal Services, Malawi Communications Regulatory Authority

Francis Wangusi, Director-General, Communications Commission of Kenya Habbi Gunze, Director of Broadcasting Affairs, Tanzania Communications Regulatory Authority

Hodge Semakula, Executive Secretary / Chief Executive Officer, East African Communication Organisation

Malesela Simon Kekana, Principal Coordinator Digital Switchover Africa, Southern African Development Community

MORNING REFRESHMENTS

DEVELOPING LOCAL CONTENT WITH A GLOBAL APPEAL

Session moderator: **Hodge Semakula**, Executive Secretary / Chief Executive Officer, East African Communication Organisation

11.00 Keynote address

Richard Bell, Vice Chairman, Wananchi Group

Presentation: CI + Standard to protect and monetize local content

Philippe Guitteny, Senior Product Manager, NAGRA

11.40 Presentation: Investing in, and creating an environment of local content creation

 Creating local content markets that meet the expectations of local consumers and have global appeal

Dr Mashilo Boloka, Director of Broadcasting Policy, Department of Communications, South Africa

12.00 Presentation: How to successfully develop educational content

David Campbell, Director, MEDIAE

12.20 Presentation: Content development and distribution – A broadcaster's perspective

Wainaina Mungai, Head of ICT, Royal Media Services

12.40 NETWORKING LUNCH

MIGRATION, TECHNOLOGY AND EXPECTATIONS

Session moderator: **George Twumasi,** Deputy Chairman and Chief Executive Officer. African Broadcast Network

14.00 Presentation: Migrating to digital broadcasting – What should you expect?

Peter Kangere, Founder and Chief Executive Officer, Eregnak Limited

14.20 Presentation: Understanding the challenges of DVB-T2 migration

- Case studies from Uganda and Rwanda
- · Technical specifications versus technical experience
- · Migration process versus successful launch

Jan Macku, Business Development Director, Zenterio AB

14.40 Presentation: Utilising satellite to promote digital broadcasting

Annemarie Meijer, Key Account Director, Intelsat

AFTERNOON REFRESHMENTS

FINANCING THE SWITCHOVER AND ENSURING ROI VIA THE DIGITAL DIVIDEND

The digital switchover will free up spectrum but how should regulators manage this spectrum to ensure they receive a digital dividend?

Session moderator: **Daniel Obam**, Communications Radio Technology Expert, Kenya National Communications Secretariat

15.40 Presentation: A market-led approach to digital dividend review for financing digital broadcasting migration

Dr John Andrew Mpapalika, Principal Telecommunications Engineering, Tanzania Communications Regulatory Authority

16.10 Presentation: What can regulators achieve from the digital dividend?

- Ensuring ROI on your infrastructure and technology investments
- Spectrum for e-initiatives: e-Government, e-Health and e-Access
- What's the outlook for 4G in Africa?

Suvi Linden, Special Envoy for Broadband Commission for Digital Development, International Telecommunication Union

16.40 Close of Digital Broadcasting Switchover Forum Day Two

DINNER HOSTED BY THE TANZANIA COMMUNICATIONS REGULATORY AUTHORITY

Mount Meru Hotel, Arusha

Return transport will be provided from hotels to and from the dinner venue.

- 18.30 Attendees collected from recommended hotels
- 19.00 Gala Dinner
- 21.00 Attendees transported back to recommended hotels





11 - 14 FEBRUARY 2014, ARUSHA, TANZANIA



THREE 13FEBRUARY**2014**

DIGITAL RADIO IN AFRICA

Master of Ceremonies: Innocent Mungy, Head of Corporate Communications, Tanzania Communications Regulatory Authority

Session moderator: Professor Tim Unwin, Secretary-General, Commonwealth Telecommunications Organisation

10.00 United Nations Educational, Scientific and Cultural Organisation's welcome address

Al-Amin Yusuph, Programme Specialist, Communication and Information Sector, United Nations Educational, Scientific and Cultural Organisation

10.15 Discussion: Digital radio in Africa - Opportunities and challenges

- Assessing the viability of digital radio in Africa Empowering women through digital radio
- Developing content for radio
- Community radio and cultural diversity

Daniel Obam, Communications Radio Technology Expert, Kenya National Communications Secretariat

Johannes Dire, National Secretary, National Community Radio Forum (RSA) Lukas Kariongi, Station Manager, Orkonerei FM, Tanzania

CLOSING CEREMONY

Session moderator: Innocent Mungy, Head of Corporate Communications, Tanzania Communications Regulatory Authority

Keynote address: Africa - Leading the broadcast revolution post-2015

George Twumasi, Deputy Chairman and Chief Executive Officer, African Broadcast Network

Closing remarks 11.45

Professor John S. Nkoma, Director-General, Tanzania Communications Regulatory Authority

Thank you address

Professor Tim Unwin, Secretary-General, Commonwealth Telecommunications Organisation

12.15 Ministerial thank you

Professor Makame M. Mbarawa, Minister of Communication, Science and Technology, Tanzania

12.30 Official Closing of the Digital Broadcasting Switchover Forum

Dr Fenela Mukangara, Minister of Information, Youth, Culture and Sports,

WORLD RADIO DAY NETWORKING LUNCH

Close of Digital Broadcasting Switchover Forum Africa 2014 13.45 Transport will be provided back to recommended hotels

GALA DINNER HOSTED BY THE TANZANIA NATIONAL PARKS AUTHORITY (TANAPA)

Mount Ngurdoto Mountain Lodge, Arusha

- 18.30 Attendees collected from recommended hotels
- Gala Dinner
- 21.30 Attendees transported back to recommended hotels.

FRIDAY 14 FEBRUARY - EXCURSION TO NGORONGORO NATIONAL PARK

The Ngorongoro Crater in Tanzania, located between the Kilimanjaro highlands and the plains of the Serengeti, is a very special type of safari destination. Ngorongoro is the world's largest (100 square miles), completely intact, inactive, and unfilled volcanic caldera. Three million years ago what would have been one of the highest volcanoes in Africa exploded and collapsed inwards on itself, forming an enormous earthen bowl 2,000 feet deep. Today that bowl is a UNESCO Heritage Site and the home to hundreds of Africa's rare species.

Register your interest

Delegates wishing to visit the Ngorongoro National Park to see among others the African wildlife and Ngorongoro Crater will be able to do so through a special arrangement to be coordinated by the CTO Events Team. Please email to register your interest.

The conference host the Tanzania Communications Regulatory Authority invites all event attendees to participate in the excursion to the Ngorongoro National Park.

Transport and lunch will be provided courtesy of the Tanzania Communications Regulatory Authority, but please note that a tax of \$20 for East African delegates and \$50 for other delegates will apply for the trip.

- 05.00 Departure from recommended hotels—all hotels will be offering an early breakfast for those participating in the excursion.
- 08.00 Arrive at Ngorongoro National Park.
- Drop off at recommended hotels. Attendees are advised to bring a bottle of water for the duration of the excursion.



