

Case study: Kenya

**Francis Wangusi, Director-General,
Communications Commission of
Kenya**

The background of the slide features a large, semi-transparent graphic of a compass rose overlaid on a globe. The globe is shown in a light blue and white color scheme, with latitude and longitude lines. The compass rose is a multi-pointed star shape, with a central white circle. The overall background has a gradient from purple on the left to blue on the right.

DIGITAL MIGRATION – THE KENYAN PERSPECTIVE

**FRANCIS W. WANGUSI, MBS,
DG, CCK**

ESTABLISHMENT OF TASK FORCE

- Following RRC – 06 in Geneva; Kenya commenced preparations to move to DTT broadcasting.
- Establishment of a Multi stakeholder Task Force to provide a framework for digital migration.
- Framework for implementation of migration DTT was developed.
- Government adopted recommendations and established a multi-stake holder DTC to spearhead the process.

COMPOSITION OF TASK FORCE

- The Ministry of Information and Communications;
- The Communications Commission of Kenya;
- He National Communications Secretariat;
- Media Owners Association;
- Kenya Broadcasters Corporation;
- He Media Council of Kenya; Association of Practitioners in Advertising;
- ICT Consultants.

TASKFORCE RECOMMENDATION

- The taskforce completed its work in 2007 and made the following recommendations which the government adopted:
 - Establishment of Digital Transition Committee (DTC) to manage the migration process;
 - KBC to provide signal distribution services;
 - Simulcast period of three years from 2009 to 2012;
 - Analogue switch-off to be effected by 1st July 2012.
 - Government to provide incentives and fund migration; and
 - KBC to establish subsidiary to provide signal distribution services; other investors to be licensed after simulcast

TASKFORCE RECOMMENDATIONS CONT.

- Adopt DVBT technology for digital TV transmission;
- CCK to repossess the analogue TV frequencies at end of migration;
- Government to consider zero rating taxes on Set top boxes;
- Multi-prong approach to consumer education (government, equipment vendors and service providers);
- Kenya Film Commission to have its mandated expanded to include promotion of local content development.

DIGITAL TELEVISION COMMITTEE

- DTC established in 2008, with membership drawn from;
 - Ministry of Information , Communications & Technology,
 - Communications Commission of Kenya,
 - Kenya Broadcasting Corporation,
 - Media Owners Association,
 - National Communications Secretariat,
 - Digital Decoders dealers association (K),
 - Pay TV company & Digital Broadcasters Assoc
 - Signal distributors,
 - Various Consumer Interest Group,
- Created subcommittees in its operational structure
 - Technical Subcommittee
 - Consumer awareness subcommittee
 - Regulatory Subcommittee

KBC AS SIGNAL DISTRIBUTOR

- To provide signal distributor during the simulcast period;
- Funding of signal distribution services was to be sponsored by Government under a subsidiary (KBC-Signet);
- Due to delays in funding, DTC made a decision to license two more broadcasting signal distributors;
- CCK opted for open competitive tendering to fast track rollout, open to local and international operators.

LICENCE OF 2ND SIGNAL DISTRIBUTOR

- . Tendering process resulted in award of one licence in early October 2011.
- Licence awarded to Pan Africa Networks Group (K) Co. Ltd (PANG)
- Licence duration – 15 years, renewable for further 10 year duration
- The licence had among other conditions that the BSD:
 - to initially deploy DVB-T2, MPEG4 systems
 - to roll out 12 sites by end of 1st year
 - inbuilt flexibility to deploy mobile TV and HD systems

OTHER INITIATIVES BY DTC

- Adopted DVB-T transmission standard in Kenya later changed DVB-T2;
- Adopted MPEG-4 video compression technology;
- Initiated the 1st pilot signal in 2009;
- In conjunction with the Regulator CCK published minimum specification of set-top-boxes based on DVB-T2 & MPEG-4
- Prioritized SDTV for migration and reserved HDTV formats ASO.

DTT ROLL-OUT PLAN

- Adopted Phased ASO approach;
- Transparent DTT platform to all FTA STBs;
- Recommended CCK to licence TV broadcast content service providers on the digital platform;
- Coverage over 60% before commencement of ASO;
- Accommodate pay TV providers after ASO; and
- Recommended local insertion channels of channels to support local regional broadcasting.

CURRENT DTT ROLL OUT

- KBC (Signet) operates two Free to Air DVB-T2 multiplexes and one multiplex on offering pay TV covering about 70% of the population (Nairobi, Mombasa, Kisumu, Nakuru, Eldoret, Meru, Nyeri, Meru, Kisii),
- Pan Africa Networks Group (K) Co. Ltd- 2nd BSD, commenced operations in June 2012 covering over 70% of the population (Nairobi, Mombasa, Kisumu, Nakuru, Eldoret, Nyeri, Webuye, Meru, Malindi, Kisii, Kakamega Kericho, Nyahururu, Nanyuki, Machakos and Narok).

CONSUMER AWARENESS PLAN

- A brand for the migration campaign (logo) developed;
- CCK provided information on specifications and availability of STBS including, vendors authorized vendors;
- CCK financing the consumer awareness campaign programmes including radio/TV/print productions;
- Awareness campaigns commenced in June 2012 (TV/radio/print adverts, roadshows, in-store adverts, etc); and
- Road shows done in NBI, Mombasa and Kisumu.

DIGITAL MIGRATION LOGO

Digital Kenya is the brand name associated with digital migration



The migration logo already unveiled, and website www.digitalkenya.go.ke is online

ACTION STATUS OF DTT RECEIVING APPARATUS

- Fully liberalized STBs/idTVs, only requiring type approval and vendor registration;
- Government zero rated import duty on set-top-boxes with effect from 1st July 2012;
- Authorized well over 45 DVB-T2-FTA STBS models: 2 Pay TV STBs, and 4 idTV models;
- Conditional access feature made optional for FTA STBs in 2012;

OPERATIONAL/TRANSITIONAL CHALLENGES

- Delays in DTT network roll out due to funding;
- Reduced DVB-T spectrum/WRC 2007/12 decisions;
- Changes in DTT standards from DVB-T to DVB-T2;
- Lack of appropriate content to populate the DTT platform;
- Dealing with existing infrastructure which may be rendered useless;
- Unending litigations;
- Consumer awareness – high cost/low literacy levels/navigating the devices, and calculated misinformation by existing broadcasters;
- Outright resistance by stakeholders in the broadcasting sector

OPERATIONAL/TRANSITIONAL CHALLENGES

- Affordability /availability of compliant STBs/ idTVs;
- Government ability to fund digital migration vis a vis other priorities;
- Insufficient content to populate digital channels;
- Duplication of local/international channels on FTA, Pay TV;
- Proprietary pay TV STBs/pairing of smart cards with STBs to address content piracy– increased consumer costs;
- No incentives for consumers to migrate if analogue signal still available;
- Indirect Government incentives have not trickled down to consumers i.e. tax waivers; and
- Inadequate spectrum to cater for BSDs and Analogue TV simulcast.

CURRENT MIGRATION STATUS

- Changes in ASO dates occasioned by;
- The Kenyan consumer body COFEK Dec.2012;
- MOA for 13th Dec. 2013;
- Another court after ASO on 27th Dec. 2013 by three leading media houses.

CONCLUSION

- The major challenge in ASO in Kenya is mainly due to ligations and fears of competition from existing players.

