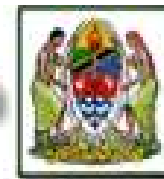


# **Tanzania case study: Creating a regulatory and licensing environment for the digital switchover**

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



**The United Republic of Tanzania**



**TANZANIA COMMUNICATIONS REGULATORY AUTHORITY**

# **THE CTO DIGITAL SWITCHOVER BROADCASTING FORUM AFRICA**

**CREATING A REGULATORY AND LICENSING FRAMEWORK FOR  
DSO:TANZANIA CASE**

**NAURA SPRING HOTEL, ARUSHA:  
11<sup>th</sup> -14<sup>th</sup> February, 2014**

PRESENTED BY

N. Habbi Gunze

DIRECTOR OF BROADCASTING AFFAIRS

TANZANIA COMMUNICATIONS REGULATORY AUTHORITY

25 February 2014



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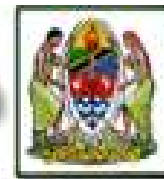
# AGENDA

1. Introduction
2. Digital Migration
3. Regulatory Framework
4. Licensing Framework
5. Consultation
6. Public Education
7. Conclusion

25 February 2014



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# Introduction

- ❑ TCRA is a converged Regulator
- ❑ TCRA was empowered by the Government to Manage and Supervise the Digital Migration
- ❑ The process of migration from analogue to digital terrestrial television in Tanzania started in 2005.
- ❑ The migration from Analogue to Digital Terrestrial Television Broadcasting faces number of challenges.
- ❑ A smooth migration requires a Proper Regulatory Framework and a Flexible Licensing Framework due to convergence of technology.



## Introduction

- ❑ Tanzania started the preparation by:-
  - ❑ Reviewing its Regulatory Framework;
  - ❑ Reviewing its Licensing Framework;
  - ❑ Consultation with stake holders both public and private
  - ❑ Public Awareness Campaign
- ❑ The review was necessary to accommodate a fast changing communication technology.



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# Regulatory Framework



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# Regulatory Framework

- Policy
- Legislation (Acts)
- Regulations



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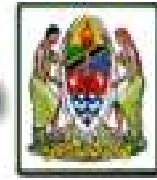
# Policy

- National Telecommunications Policy, 1997
- National ICT Policy, 2003
- National Postal Policy, 2003
- National Information and Broadcasting Policy, 2003
- Tanzania Development Vision 2025.





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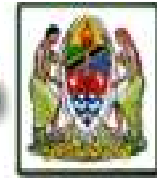


# Legislations

- Tanzania Communications Regulatory Authority Act No. 12/2003;
- Universal Communications Service Access Fund Act, 2006
- Electronic and Postal Communications Act, 2010 (EPOCA) (After repeal of Tanzania Communications Act No.18/1993 Tanzania Broadcasting Services Act No.6/1993)



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# Regulations

1. The Electronic and Postal Communications (Quality of Service) Regulations, 2011
2. The Electronic and Postal Communications (Central Equipment Identification Register) Regulations, 2011
3. *The Electronic and Postal Communications (Digital and Other Broadcasting Networks) Regulations, 2011*
4. The Electronic and Postal Communications (Computer Emergency Response Team) Regulations,
5. The Electronic and Postal Communications (Competition) Regulations, 2011



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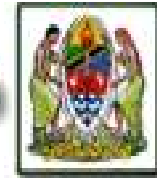


# Regulations

6. The Electronic and Postal Communications (Tariff) Regulations, 2011
7. The Electronic and Postal Communications (Mobile Number Portability) Regulations, 2011
8. The Electronic and Postal Communications (Postal) Regulations, 2011
9. The Electronic and Postal Communications (Radio Communications Frequency Spectrum) Regulations, 2011
10. The Electronic and Postal Communications (Interconnection) Regulations, 2011



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# Regulations

11. The Electronic and Postal Communications (Accounting Separation) Regulations, 2011
12. The Electronic and Postal Communications (Consumer Protection) Regulations, 2011
13. The Electronic and Postal Communications (Electronic Communication Numbering and Addressing) Regulations, 2011
14. The Electronic and Postal Communications (Access, Co-Location and Infrastructure Sharing) Regulations, 2011



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# Regulations

15. The Electronic and Postal Communications (Licensing) Regulations, 2011
16. The Electronic and Postal Communications (Electronic Communications Technical Standards) Regulations, 2012 (To be published)
17. *Broadcasting Services (Contents) Regulations 2005*
18. The Electronic and Postal Communications (TTMS) Regulations, 2013



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# Regulations

- The Electronic and Postal Communications (Digital and Other Broadcasting Networks) Regulations, 2011.
  1. Initial number of Multiplex Operators;
  2. Multiplex Capacity Framework;
  3. Obligation of Multiplex Operators;
  4. Obligations of the Authority;
  5. Simulcast Period;
  6. Analogue Switch Off (ASO) date;
  7. Obligation of Content Service Providers;
  8. Set Top Boxes Specifications.



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# Licensing Framework



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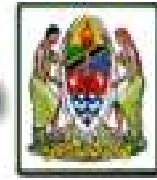
# Licensing

- ❑ Tanzania introduce a Convergence Licensing Framework on 23rd February, 2005.
- ❑ It consists of four licenses:-
  1. Network Facility Licence;
  2. Network Services Licence;
  3. Application Services Licence;
  4. Content Service Licence.
- ❑ The Converged licensing framework is Technology Neutral and Service Neutral. It provide a Flexibility that is required in a converged environment.
- ❑ Market segments: International, National, Regional, district





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# Consultation

- ❑ The First Public Consultation Document was issued in 2005 which introduced the Digital Terrestrial Television Broadcasting (DTTB) and explained its advantage over the analogue one.
- ❑ The Second Public Consultation Document was issued on 2006. It established licensing framework for DTT i.e -Separation of Content and transmission; Case for establishment of Multiplex Operators (MUX) as signal distributors;
- ❑ Monthly meeting with stake with stakeholders (Multiplex Operators, Content Service Providers
- ❑ Quarterly Meeting with the National Steering Committee for Digital Migration



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# Consultation

- ❑ Formation of the National Technical Committee for Digital Broadcasting (NTC-DB) which is a technical advisor to National Steering Committee.
- ❑ The National Steering Committee, composed of Permanent Secretaries (MoCST, MoIYCS, MoF, MoIT, PMO, Zanzibar), is the overall policy organ overseeing Digital Migration in Tanzania.



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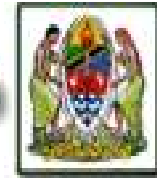


# Consultation

- ❑ Following the Second Public Consultation Document (2PCD) and comments from the stakeholders, TCRA started the process of licensing of Multiplex operators.
  
- ❑ Three Companies were awarded the Network Facility (One type of CLF Licence) Licence to Provide Multiplex Operations in 2010. The companies are:-
  - Star Media (Tanzania) Limited
  - Basic Transmissions Limited
  - Agape Associates Limited
  
- ❑ The Multiplex Operators started rollout in 2010



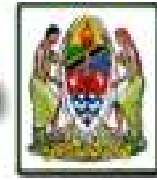
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# Public Awareness Campaign



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# Public Awareness

- ❑ TCRA formulated a Communication Strategy (CS) and approved by the Government in 2010.
- ❑ CS provided for all communications outlets including print and electronic media (newspaper, TV/Radios), road shows, talk shows, meetings/seminars and outdoor advertising
- ❑ The Minister composed a National PAC Team for the sensitization of the public on digital migration activities.



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# Public Education

- ❑ The team comprises members from the Regulator and Ministries (MoCST and MoLYCS)
- ❑ The regulator is funding the PAC.
- ❑ The Public awareness campaign was officially launched on 24 August, 2011 by the President of the United Republic of Tanzania



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## PRE AND LAUNCH EVENTS



## IMPLEMENTATION: TACTICS

### ❖ Leaflets and Posters Distribution:

- Distributed during various TCRA events and during the PAC campaign schedules.







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## IMPLEMENTATION:TACTICS

### ❖ Road Shows: JANUARY – DECEMBER 2012

- In different Regions on different days for 12 months;





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## CONCLUDING REMARKS

- ❑ Tanzania has put in place dynamic Communications Policies, Legislations, Regulations and the Converged Licensing Framework.
- ❑ Consultation to all stakeholders is important as it creates a sense of ownership of the migration exercise.
- ❑ Public Awareness Campaign is very important as it makes the public understand the migration process.



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# THANK YOU