

How to meet the digital migration deadline of June 2015

Accelerating Mobile Broadband Connectivity in Africa

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AGENDA



Why is it important to meet the deadline?

Strategies to meet the digital switchover deadline



THE DIGITAL SWITCHOVER



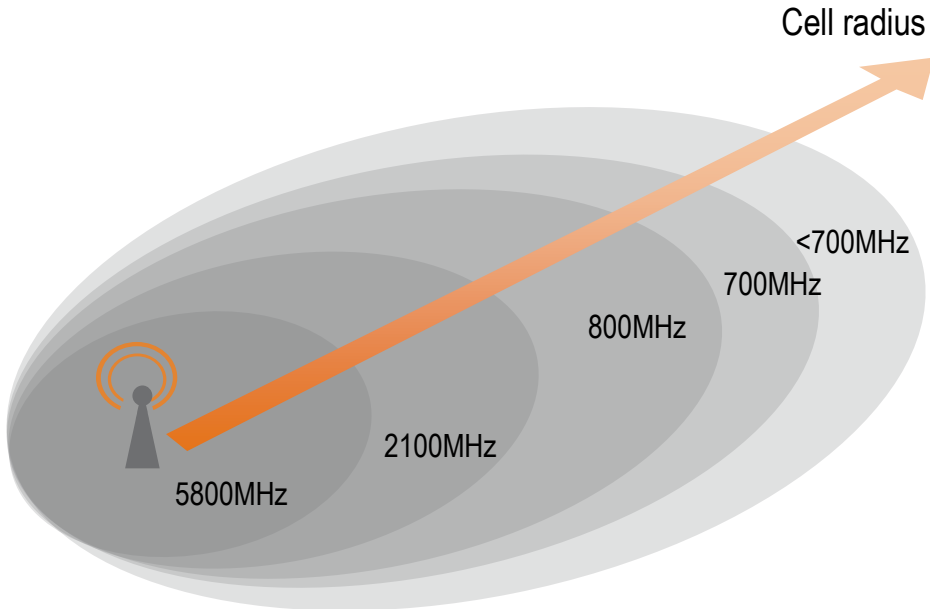
DSO WILL BE TRANSFORMATIONAL TO SUB-SAHARAN AFRICA'S DIGITAL DEVELOPMENT. IT IS A ONE-TIME OPPORTUNITY FOR:

- Higher-quality and more efficient digital broadcasting
- More widespread and affordable broadband access
- Major socio-economic benefits:
 - Better information access and connectivity for businesses and the public
 - New mobile-based business opportunities
 - Mobile access to healthcare, education, agricultural information

ATTRACTIVENESS OF THE SUB 1 GHz BANDS



THE BENEFITS OF SUB – 1 GHz SPECTRUM ARE CRUCIAL FOR HIGH QUALITY, COST EFFECTIVE MOBILE BROADBAND DEPLOYMENT



Ideal for economically deploying mobile broadband over large areas - especially in rural areas

Improved saturation in urban areas and better in-building penetration improves quality of service

The digital dividend means more sub-1GHz spectrum is being made available for mobile broadband services around the world

RELEASE OF DIGITAL DIVIDEND WILL..



Source: GSMA: "The Mobile Economy in Sub-Saharan Africa 2013"



THE BENEFITS OF MOBILE



Delivering digital inclusion to the still unconnected populations
Mobile internet subscriber penetration: 17% 2013, 37% 2020



Delivering financial inclusion to the still unbanked populations
130 live services in 38 markets across SSA as of September 2014



Mobile ecosystem contribution to GDP



Public funding



Mobile ecosystem contribution to public funding in SSA before regulatory fees

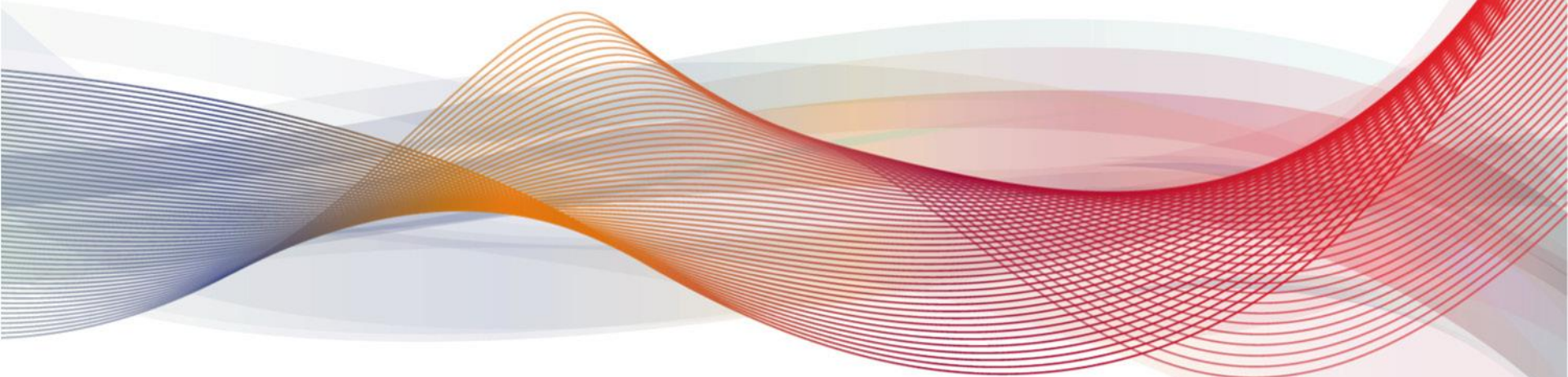
Employment

Jobs directly supported by mobile ecosystem

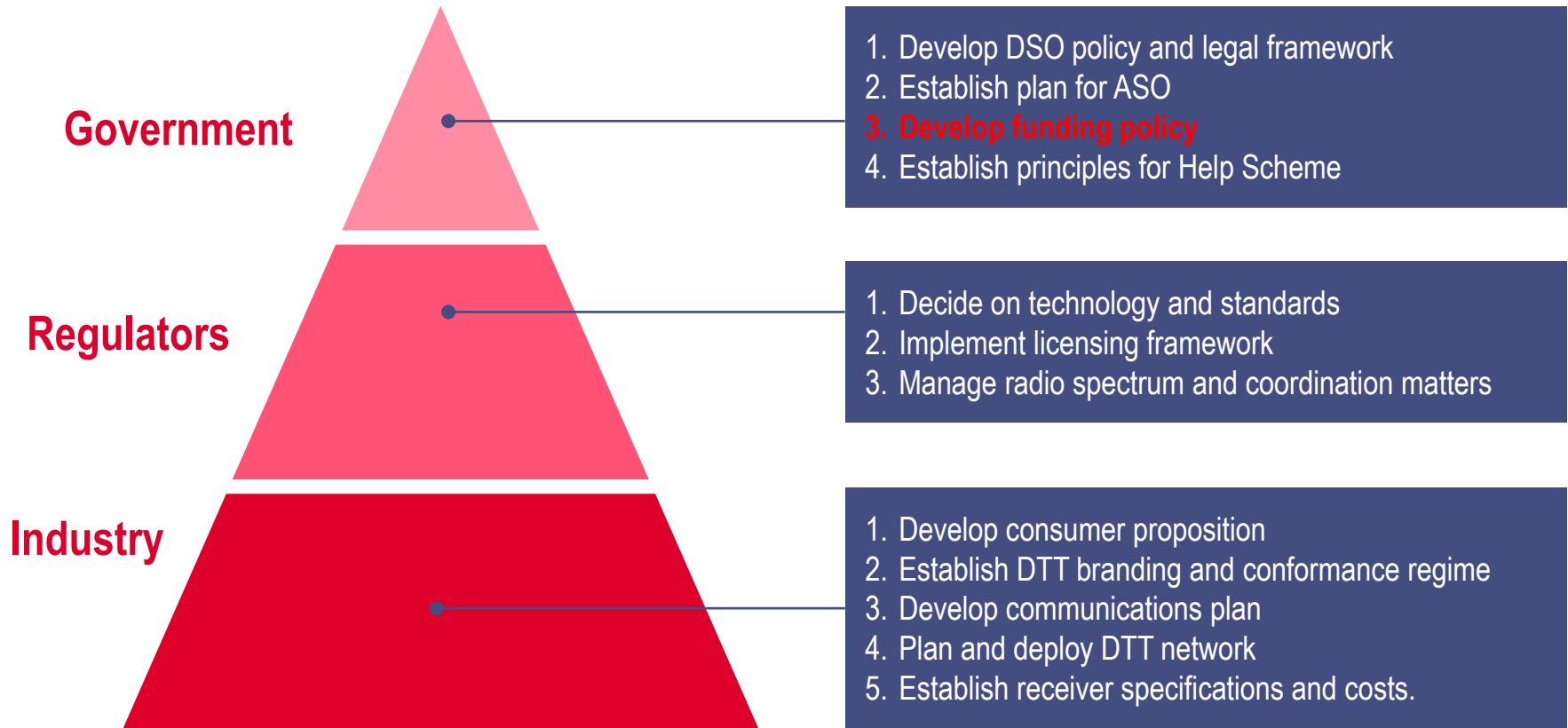


Plus an additional 3.7M indirect jobs supported in 2013

STRATEGIES TO MEET THE DIGITAL SWITCHOVER DEADLINE



CLEARING DIGITAL DIVIDEND SPECTRUM





GSMA's Digital Switchover Guide <http://www.gsma.com/spectrum/digital-switchover-guide/>

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A Concise Guide to Digital Switchover

The rise of mobile device usage has radically increased demand for wireless spectrum. However, only part of the spectrum is suited to communications, making it vital we use it efficiently. Digital television allows broadcasters to offer more channels using less spectrum than analogue television. This **Digital Switchover** process frees up spectrum for mobile services, which can have wide-ranging benefits that are collectively known as the **Digital Dividend**.

This interactive tool will guide you through Digital Switchover with reference to the ITU and other examples of good practice. It will help your country to reap its own Digital Dividend before the ITU Digital Switchover deadline in...

Years Months Days

00:04:05

ITU deadline: 17th June 2015

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THANK YOU

