

DIGITAL BROADCASTING SWITCHOVER CASE STUDY: RWANDA

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OUTLINE

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Background

Prior 2006 there was 3 TV broadcasters in Rwanda:

- Public Broadcaster - Rwanda Broadcasting Agency (Analogue TV, **50% national coverage**)
- Star Africa Media (Pay TV, Digital Terrestrial TV, DVB-T, MPEG-2)
- TELE 10 Group (Pay TV, Satellite TV, Subsidiary of DSTV)

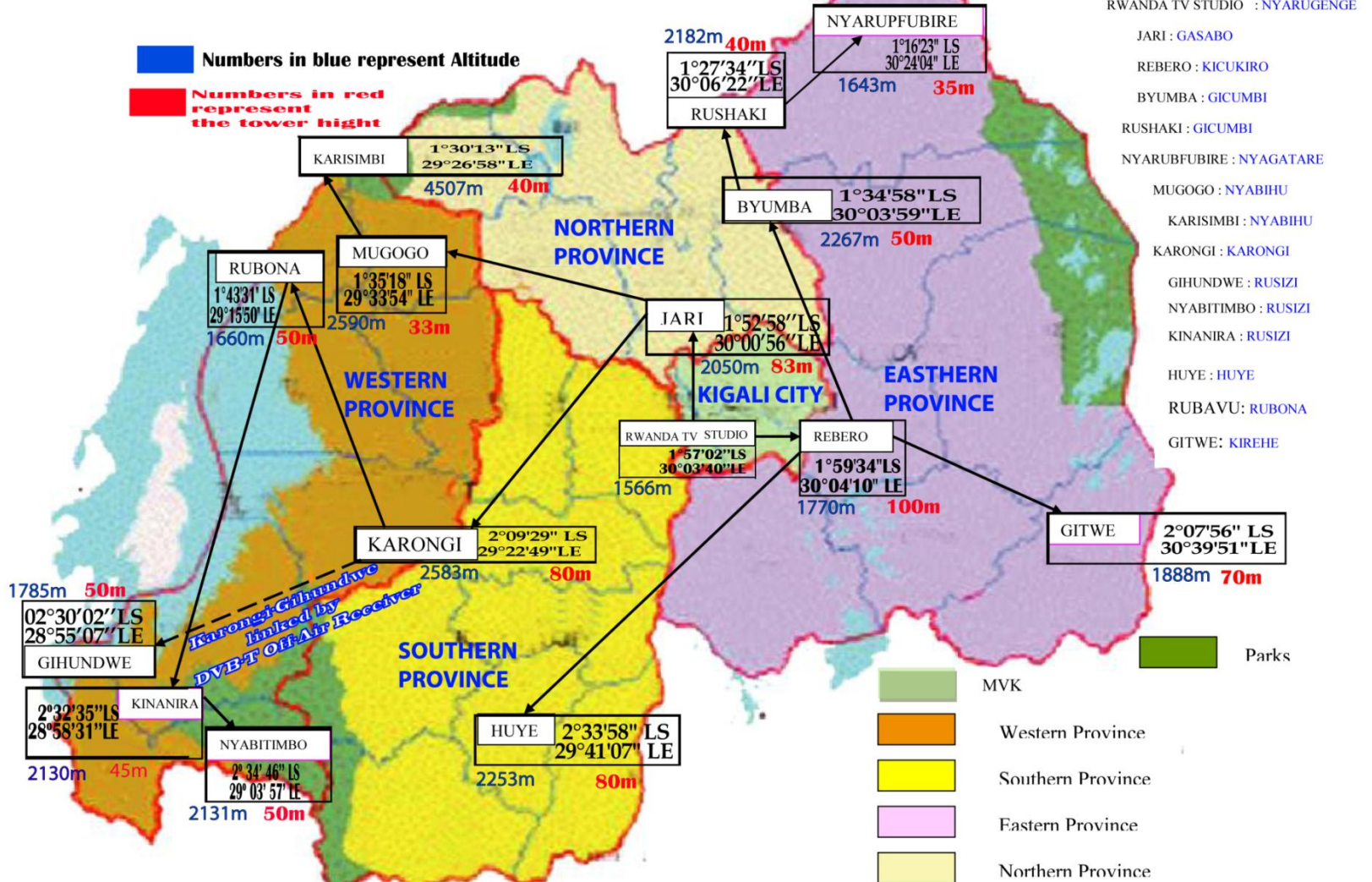
2006: Pilot digital transmitter (DVB-T) was installed in Kigali and some decoders (MPEG-2) were distributed to high officials

2008: Government availed fund to digitalize the whole RBA Transmission Network and add new TX sites.

2009 - 2011: Construction of the digital transmission network of RBA (DVB-T, MPEG-2). **Around 95% coverage**

DEPLOYMENT OF DVB-T TRANSMISSION SITES

DISTRICTS HOSTING DVB-T SITES



Rwanda's Approach to migration

Establishment of a national Digital migration Task Force to ensure smooth migration from analogue to digital broadcasting in 2009

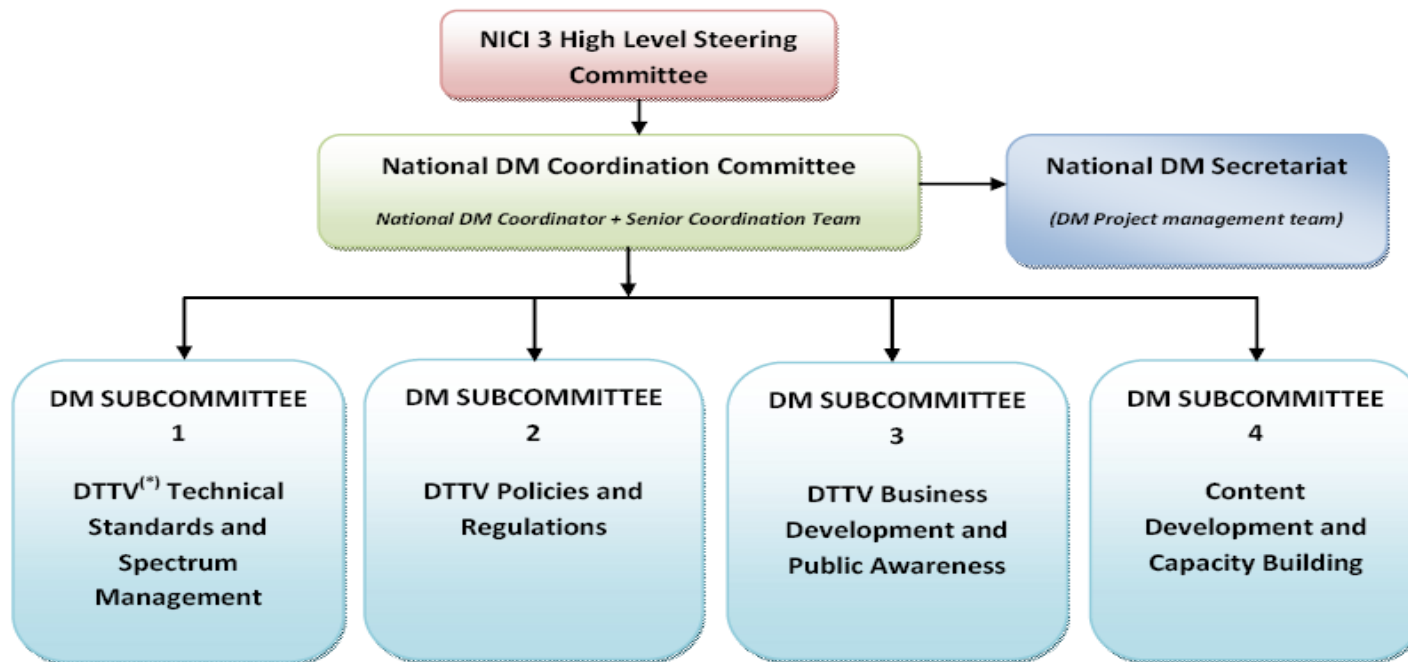


Fig.1. Organizational Structure of Rwanda Digital Migration (DM) Task Force

Implementation

- ❖ Adoption of Broadcasting policy (2010)
- ❖ Adoption of Regulations Governing Licensing for digital terrestrial television (2011) – Two Multiplex Operator licenses shall be issued
- ❖ Establishment of technical specifications for Set Top Boxes (STBs) to allow importers and vendors to avail them on Rwandan market (published in December 2012)
- ❖ Elaboration of Communication Strategy (**TUNGA TV Go.....Digital**)
- ❖ Adoption of digital switchover plan: progressive analogue transmitter switch off in 4 phases starting from July 2013 until December 2013.
- ❖ Dual illumination launched in March 2013;
- ❖ **We failed to start switching off in July 2013 due to lack of STBs on the market.**

Implementation – Cont.

Second switchover plan adopted in August 2014:

- ❖ **Phase 1: Analogue transmitters covering Kigali and its sub-areas. Done on 31st January at midnight preceded by a strong awareness campaign on all media channels (radio, TV, press conferences,...)**
- ❖ **Phase 2: Analogue transmitters in North West of the country. Done on 31st March 2014 at midnight preceded also by a strong awareness campaign**
- ❖ **Phase 3: Analogue Transmitters in North and North East by end May 2014 - Done on time**
- ❖ **Phase 4: Analogue Transmitters in South and South West by end of July 2014 – Done also as planned marking the end of analogue terrestrial TV in Rwanda**

Challenges encountered

- ❖ Availability of STBs on the market
- ❖ Cost of STBs
- ❖ Customer support - Training of technicians for STBs installation and support to customers
- ❖ Content issue. Why migrate if no interesting content to see? 7 FTA bouquet channels (RTV, TV10, France 24 French and English, TV5 monde, Aljazeera and BBC) were offered to customers who buy a decoder.
- ❖ Service Level Agreement (SLA) between Multiplex Operators and Content Service Providers (TV broadcasters) – Still under discussion
- ❖ Upgrade the digital network to DVB-T2. Currently ongoing

Conclusion

Key success factors in digital switchover includes:

- Commitment to avail necessary fund
- Dedicated Team to lead the migration process (setting policies, regulations, licensing framework and communication strategy)
- Ensure digital network coverage is greater than analogue coverage and availability of STBs before starting migration
- Awareness campaign

Thank you