



COMMONWEALTH TELECOMMUNICATIONS ORGANISATION

2013
DBSF
DIGITAL
BROADCASTING
SWITCHOVER
FORUM

FUTURE - PROOFING THE AFRICAN DIGITAL TRANSITION

11 - 13 February 2013 • Holiday Inn Sandton • Johannesburg • South Africa

KEY TOPICS

- Infrastructure of platforms for successful digital transition
- Regulatory interventions for market-relevant digital services
- Building a content library for digital television
- Multi-screen delivery and content evolution
- Digital triple-play and quad-play - How convergence is reshaping the ecosystem
- Investing in Africa's digital industry - Strategic considerations

ABOUT DBSF 2013

The CTO's 8th Annual Digital Broadcasting Switchover Forum 2013 will once again bring together senior policy makers, broadcasters, telecoms services providers, industry solution providers and other stakeholders within the digital broadcasting space in Africa and beyond to define the next steps to help deliver Africa's digital broadcasting programmes.

TESTIMONIALS

"It was ideal and a must for those planning and implementing digital migration."

- Joseph Chikagwa, Director of Engineering, Malawi Broadcasting Corporation, Malawi

"A great opportunity to network with senior decision makers and to share in a wealth of knowledge."

Dimitri Martins, Head, Regulatory Affairs, On Digital Media

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Day 1 - Monday , 11 Feb, 2013

08.00	Registration and Coffee
09.30	Chairman's Opening Remarks Nadia BULBULIA , Executive Director, National Association of Broadcasters
09.40	Welcome address by the host Stephen MNCUBE , Chairperson, Independent Communications Authority of South Africa (ICASA)
09.50	Welcome Address from the Secretariat Prof Tim UNWIN , Secretary General, Commonwealth Telecommunications Organisation (CTO)
10.00	Keynote presentation: Achieving Digital Broadcasting Switchover by 2015 – Lessons from Mauritius Trilock DWARKA , Chairman, Information and Communication Technologies Authority of Mauritius (ICTA)
10.10	Special guest of honour: Delivering the full benefits of Digital Broadcasting to every citizen Hon. Dina PULE , Honourable Minister, Department of Communications, South Africa

10.20 **Group Photograph, Refreshments,
Networking & Exhibition visit**

**Session I: Content for Digital Broadcasting
– Opportunities and Potentials**

10.50 **Special Presentation by host broadcaster**

Dr. Baldwin Sipho **NGUBANE**, Chairman,
South Africa Broadcasting Corporation
(SABC)

11:00 **Session keynote: Outlining how digital
content services can drive national
economic growth and development**

Francis **WANGUSI**, Director General,
Communications Commission of Kenya
(CCK)

11.15 **Featured presentation: Delivering superior
entertainment experience with digital TV**

Tarif **SAYED**, Regional Director, Middle
East & Africa, Dolby Europe Ltd

11.30 **Panel discussion: Developing viable content
services industry for Digital Broadcasting in
Africa**

- Addressing the challenges of building content libraries for digital broadcasting
- Examining how appropriate platforms can help African-originated content reach global appeal
- Copyright and piracy issues – how can broadcasters and producers in Africa get this right?





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- Funding local content development for digital broadcasting in Africa

Moderator:

Nadia BULBULIA

Executive Director
National Association of Broadcasters

Panellists:

- **Francis WANGUSI**, Director General (DG), Communications Commission of Kenya (CCK)
- **Mike ALDRIDGE**, Broadcast Manager, Cape Town TV
- **John MOMOH**, Chief Executive Officer, Channels Television Nigeria
- **Eugene NYAGAHENE**, Chief Executive Officer, Tele-10 (Rwanda)

Session II: Universal Coverage of Digital Broadcasting Services

12.00

Session keynote: Best practices for delivering successful digital free-to-air TV services

Albertus AOCHAMUB, President, Southern African Broadcasting Association (SABA) and Director General, Namibian Broadcasting Corporation (NBC)

12.15

Featured presentation: Is Mobile TV the platform that will proliferate digital TV in Africa?

- **Mothobi MUTLOATSE**, Founder and Chairman, Mobile TV South Africa

12.30

Discussion: Making the ecosystem work together to ensure that DTT reaches all

- Enabling rapid take-up of Digital Broadcasting services in Africa – using benchmarks and targets
- Assessing the delivery of Digital Broadcast services to remote and disabled communities in Africa
- Reviewing global examples of universal DTT coverage – What can Africa take from these?
- Examples of good communication plans for Digital Switchover that help deliver rapid take-up

Moderator:

Lynn MANSFIELD, General Manager, Distribution, South African Broadcasting Corporation (SABC)

Panellists:

- **Mothobi MUTLOATSE**, Founder and Chairman, MobileTV





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- **Albertus AOCHAMUB**, Namibian Broadcasting Corporation (NBC)
- **Anton SMITH**, CEO, Hambisana
- **Edmund KATITI**, Head, E-Africa Commission, The New Partnership for Africa's Development (NEPAD)

13.10 **Networking Lunch sponsored by Eutelsat**

Session III: Using technologies to deliver innovative digital broadcasting services in Africa

14.10 **Delivering HDTV and wireless broadband services with improved spectrum technologies**

- **Pham NHU HAI**, Head of Broadcasting Services, International Telecommunications Union

14.25 **Delivering IPTV and Triple-play services in emerging markets**

- **Derek COETZEE**, CTO, Digisoft.tv

14.40 **Fast, cost-effective digital terrestrial television (DTT) - a key role for satellite**

- **Cristiano BENZI**, Director, Eutelsat

14.55 **Implementing the 'new' digital broadcasting spectrum plan for Africa: options and strategies**

- **David HEMINGWAY**, Senior Spectrum Manager, BBC

15.10 **Overview of the DVB-T2 switchover planning process: example of Turkey**

- **Laurent NOVEL**, Business Development, ATDI

15.25 **Using Satellite To Promote Digital Broadcasting**

- **Jonathan OSLER**, Managing Director Africa, Intelsat

15.40 **Digital Television: Bridging the Digital Divide in an Afro-Asian Context**

- **Rahul NEHRA**, Global Sales, EXSET

15.55 **Refreshments, Networking & Exhibition Visit**

Session IV: Delivering the promise of DTT to the African Market

16.25 **Discussion session: Enabling broadcasters to thrive with Digital Broadcast coverage**

- Making a success of digital free-to-air broadcasting services in Africa
- Providing direct-to-home (DTH) service innovation – the role for African satellite providers





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Day 2 - Tuesday , 12 Feb 2013

- Getting adequate funding to help sustain digital broadcasting services
- Ensuring that the regulatory framework to deliver DTT in Africa is more help than hindrance

Moderator:

- **Nadia BULBULIA**, Executive Director, National Association of Broadcasters

Panellists:

- **Cecil NGUVAUVA**, Secretary-General, SABA
- **George TWUMASI**, Chief Executive Officer (CEO), African Broadcasting Network
- **Tarif SAYED**, Regional Director, Dolby Middle East and Africa
- **Robert SCHUMANN**, Senior Manager, Analysys Mason
- **Gelfand KAUSIYO**, Chief Executive Officer (CEO), TurboWorx SA (Former General Manager – Broadcast, SABC)

08.00

Registration and Coffee

09.30

Chairman's Opening Remarks

Lynn MANSFIELD, General Manager, Distribution, SABC

09.40

Featured Presentation: Ensuring receiver quality and guaranteeing the consumer experience

- **Paul HIGUERA**, Vice President, Global Sales, Digital TV Labs

09.50

Evaluating new and innovative solutions for DVB-T2

- **David MITCHINSON**, Solutions Manager, Appear TV

10.05

Featured Presentation: Creating a viable DTT market ecosystem to drive scale and achieve revenue potential

- **George TWUMASI**, CEO, African Broadcasting Network (UK)

10.20

Case Presentation: Creating Awareness and Promoting Digital Broadcasting – An African Experience

- **Innocent MUNGY**, Director of Communications, Tanzania Communications Regulatory Authority

10.25

Refreshments, Networking & Exhibition Visit

17.15

Closing remarks

17.20

End of day one

19.30

Evening Drinks Reception at Sky Bar





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Session V: Digital Radio Broadcasting: Technologies, Standards and Associated Services

10.55

Featured Presentation: Exploring DAB+ and DMB digital radio platforms and the innovative services that they enable

Gunnar GARFORS, President, International DMB Advancement Group and Consultant, Norwegian Broadcasting Corporation

11.05

Discussion Session: Examining Digital Radio as a viable proposition

- The current state of play of digital radio broadcasting
- Examining the commercial viability of delivering digital radio via DAB+
- What are the cost implications of digital radio rollout and how should financing be organised?
- What role should the government play in provision of affordable digital receivers?

Moderator:

Edmund KATITI, Head, E-Africa Commission, NEPAD

Panellists:

- **Gunnar GARFORS**, President, International DMB Advancement Group and Consultant, Norwegian Broadcasting Corporation

- **Gerhard FILIPP**, Project Manager, DRM Consortium
- **David HEMINGWAY**, Senior Spectrum Manager, BBC
- **Jean-Francois KIPP**, Head of Marketing Africa, TRANSRADIO

Session VI: Broadening access to Digital Broadcast to remote communities

11.45

Discussion session: Addressing the challenges of provisioning Digital Broadcast services to rural communities

- Infrastructure sharing to incentivise digital broadcast services delivery to rural communities
- Examining the role of effective spectrum allocation and management for an all inclusive digital service
- Using technology-neutral approach to deliver universal access to digital services
- Resolving the funding issues surrounding the delivery and uptake of digital broadcasting to remote communities

Panel chair:

Prof Tim UNWIN, Secretary General, CTO





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Panellists:

- **Pham NHU HAI**, Head, Broadcasting Services Division, International Telecommunications Union
- **Innocent MUNGUY**, Director of Communications Tanzania Communications Regulatory Authority (TCRA)
- **Jonathan OSLER**, Managing Director Africa, Intelsat
- **Sonnyboy MASINGI**, Chairperson, National Community Radio Forum of South Africa

12.30 **Networking Lunch and Exhibition visit**

Session VII: Experiences and Reports on the Implementation of Digital Broadcasting Migration in Africa

13.30 **Report from Nigeria**

John MOMOH, Chief Executive Officer, Channels Television (Nigeria)

13.45 **Report from Tanzania**

Habbi GUNZE, Director of Broadcasting Services, TCRA

14.00 **Report from Zambia**

Masuzyo **NDHLOVU**, Corporate Affairs Manager, Zambia National Broadcasting Corporation (ZNBC)

14.15

Report from Kenya

Francis WANGUSI, Director General Communications Commission of Kenya

14.30

Report from South Africa

Dr Mashilo BOLOKA, Director of Broadcast and Content, Department of Communications, South Africa

14.45

Report from Malawi

Denis W. CHIRWA, Digital Migration Coordinator, Department of Information, Malawi

15.00

Report from Namibia

Aldred DREYER, Chief Technology Officer, Namibia Broadcasting Corporation

15.15

Refreshments, Networking & Exhibition Visit

Session VIII: Interactive Questions and Answers

15.45

Meet the Broadcasters: questions and answers from one to all

16.50

Chair's closing remarks

17.00

End of day two

17.30

Drinks Reception in Exhibitor Area





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Day 3- Wednesday , 13 Feb 2013

Interactive Post-Conference Workshop

Workshop One: Exploiting the Content Hub as a driver of value for Programming

10.00

Welcome Remarks by Facilitators:

- **Duncan IRWIN**, Managing Director, Rapid Blue and
- **George TWUMASI**, CEO, African Broadcasting Network (ABN)

10.10

Understanding the mechanics of the "Content Hub" and what it does for broadcasters

- Content hub - what is it and what it is not
- Improving the content offering on your channels
- Providing lower to no-cost programming
- Providing lower cost additional channels

10.30

The Content hub and robust programming

- Programming and programme blocks
- Packaged channels
- Programme distribution
- Why the future is e-Content?

11.00

Developing and managing a successful digital content matrix

- Understand terrestrial and multichannel digital television environment
- Aggregating channels and content across the continent - a good mix
- Understand public & commercial digital television
- Acquiring the unique set of programming, strategy, production, media and content

11.30

Closing Summary by Workshop Leaders

11.45

Networking Break

12.30

Workshop Two: Using Content and Technology to Successfully Drive your Broadcast Business Model

12:30

Welcome Remarks by Facilitator :

- **Tarif SAYED**, Regional Director, Middle East and Africa, Dolby

12.40

The primacy of local content

- Examining how your content can become king
- Understanding why local content is the key to success for African broadcasters





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13.00

Using technology to meet your customers' expectation as you go digital

- What are customers and viewers looking for or expecting?
 1. Is it a better quality? (Digital, HD etc.)
 2. Is it attractive and entertaining content? (Movies, sports, reality, news)
 3. or is it a better price?
- Assessing the need to understand your consumer media usage and demographics
- Highlighting the key trends in technology platforms: pay TV; online/OTT; VOD
- Content management and metadata

13.30

Evaluating Enabling Technologies of the Future

- First, let's find out what devices, platforms are working
- Reviewing key technology trends: HD, 4K, surround sound
- After 3D, what is next?
- Social media, social TV
- Audio, what is next?

14.00

Closing Summary by Workshop Facilitator

14.15

Close of DBSF 2013 followed by Lunch

