



DIGITAL BROADCASTING AFRICA FORUM 2016

11 - 13 MAY 2016, EKO HOTELS & SUITES, LAGOS, NIGERIA

DAY ONE 11 MAY 2016

REGISTRATION

08:30 - 09:00

08:30 **Registration opens and morning refreshments**

WELCOME ADDRESSES

09:00 - 09:20

09:00 **Welcome address**

Alheri Saidu, Ag Director-General, National Broadcasting Commission, Nigeria

09:10 **Welcome remarks**

Shola Taylor, Secretary-General, Commonwealth Telecommunications Organisation

COUNTRY PROGRESS REPORTS

09:20 - 11:10

Chair: **Shola Taylor**, Secretary-General, Commonwealth Telecommunications Organisation

09:20 **Ghana Edmund Yirenkyi Fianko**, Manager, Engineering, National Communications Authority, Secretary, Digital Migration Committee, Ghana

09:35 **Malawi Gideon Munthali**, Coordinator Digital Migration, Malawi

09:50 **Uganda Henry Mugabi**, Head of Spectrum, Uganda Communications Commission

10:05 **Nigeria Edward Idris Amana**, Chairman Digiteam, Nigeria

10:20 **Sierra Leone Abdul Kuyateh**, Director, Consumer and Industry Affairs Department

10:35 **Botswana Basebi Mosinyi**, Manager, Spectrum Planning, Botswana Communications Regulatory Authority

10:50 **Zambia Esther Cholwe**, Manager Spectrum Management, Zambia Information & Communications Technology Authority

11:00 **Q&A**

11:10 **MORNING REFRESHMENTS (PRESS CONFERENCE BY INVITATION)**

WRC-15 AND SPECTRUM IMPLICATIONS FOR BROADCASTING

11:30 - 13:00

Chair: **Ilham Ghazi**, Head, Broadcasting Division, International Telecommunications Union

11:30 **WRC-15 and broadcasting: The future of the UHF Band**
Festus Daudu, Director, Spectrum Management Federal Ministry of Communications, Nigeria and WRC-15 Chairman

11:50 **Spectrum implications of digital migration**

Aurelie Adam Soule Zoumarou, GSMA Policy Manager, Africa

12:10 **Spectrum battles: Maximizing the benefits of the digital dividend**

Stephen A. Bello, Principal Partner, Kayafas Konsult Ltd, and former Executive Commissioner, NCC, Nigeria

12:15 **Panel discussion: How can policy and technology enable efficient use of spectrum?**

Festus Daudu, Director, Spectrum Management Federal Ministry of Communications, Nigeria and WRC-15, Chairman

Aurelie Adam Soule Zoumarou, GSMA Policy Manager, Africa

Stephen A. Bello, Principal Partner, Kayafas Konsult Ltd, and former Executive Commissioner, NCC, Nigeria

Marcello Lombardo, PMP, Project Manager, European Broadcasting Union

13:00 **NETWORKING LUNCH**

BROADCASTING INNOVATIONS

14:00 - 15:45

Chair: **Yomi Bolarinwa**, Director of FikiyaTech and Former Director-General, NBC, Nigeria

14:00 **Utilisation of Digital Terrestrial Television broadcasting in the development of the African economy**

Friday Ojone Ukwela, Director Technology, National Broadcasting Commission, Nigeria

14:15 **Unlocking the potential of internet TV**

Geir Bjorndal, Vice-President International Strategy, Middle East and Africa Sales, Verimatrix

14:30 **Next Generation satellite innovation**

Theodore Asampong, Manager, Platform Services, Sub-Saharan Africa, SES

14:45 **Satellite platforms for DTH**

Abimbola H. Alale, Managing Director and Chief Executive Officer, Nigerian Communication Satellite Limited

15:00 **Creating a win win win for consumers, the TV industry and government through the digital switchover**

Nick Markham, Chairman, Inview Nigeria

15:15 **Q&A session**

Friday Ojone Ukwela, Director Technology, National Broadcasting Commission, Nigeria

Geir Bjorndal, Vice-President International Strategy, Middle East and Africa Sales, Verimatrix

Theodore Asampong, Manager, Platform Services, Sub-Saharan Africa, SES

Abimbola H. Alale, Managing Director and Chief Executive Officer, Nigerian Communication Satellite Limited

Nick Markham, Chairman, Inview Nigeria

15:45 **AFTERNOON REFRESHMENTS**

LOCAL CONTENT CREATION FOR AFRICA

16:15 - 17:15

Chair: **Phelisa Nkomo**, Chairman, The Media Development and Diversity Agency, South Africa

16:15 **What role will local content play in the future of broadcasting in Africa?**

Eugenia Abu, Executive Director, Programmes, Nigerian Television Authority

16:30 **Local content creation for Africa**

John Ugbe, Managing Director, MultiChoice Nigeria

16:45 **Panel discussion: What are the challenges for new entrants in the market?**

Eugenia Abu, Executive Director, Programmes, Nigerian Television Authority

John Ugbe, Managing Director, MultiChoice Nigeria

Charles Igwe, Chief Executive Officer, Nollywood

Bayo Olushola Omoyiola, Unit Head, Information Technology, Economic Community Of West African States (ECOWAS)

Sa'a Ibrahim, Managing Director/ Chief Executive Officer, ARTV, Kano, Nigeria

17:15 **EVENING RECEPTION**

18:15 **END OF DAY ONE**

DIGITAL BROADCASTING AFRICA FORUM 2016 OFFICIAL OPENING CEREMONY

09:00 - 10:20

Emcee: **Maimuna Jimada**, Public Affairs, NBC, Nigeria

09:00 **Nigerian National Anthem**

National Prayer: 2nd stanza of National Anthem

09:05 **Introductions/ recognitions**

09:10 **Welcome by the host**

Alheri Saidu, Ag Director-General, NBC, Nigeria

09:20 **Opening remarks**

Shola Taylor, Secretary-General, CTO

09:30 **Goodwill message**

Professor Umar Danbatta, Executive Vice-Chairman, NCC and Chairman, CTO

09:40 **Exploring convergence: Opportunities presented by broadband for the delivery of digital multi-media and broadcast services**

Muhammad Zia Siddiqui, Chief Operating Officer, MTN Nigeria

09:50 **Goodwill address**

Honourable Barrister Adebayo Shittu, Minister, Federal Ministry of Communication Technology, Nigeria

10:00 **Official opening of the Digital Broadcasting Africa Forum 2016**

Honourable Alhaji Lai Mohammed, Minister of Information and Culture, Federal Ministry of Information and Culture, Nigeria

10:15 **Closing prayers: National Pledge**

10:20 **GROUP PHOTOGRAPH & MORNING REFRESHMENTS**

THE CURRENT STATE OF DIGITAL MIGRATION

11:00 - 12:30

Chair: **Shola Taylor**, Secretary-General, CTO

11:00 **Status of digital migration in Africa**

Ilham Ghazi, Head, Broadcasting Division, ITU

11:20 **Digital Migration: European perspective**

Marcello Lombardo, PMP, Project Manager, European Broadcasting Union

11:40 **Panel discussion: What factors mitigated against the 17 June 2015 DSO deadline - Views across the continent.**

Elhadji Maman Laminou, Executive Secretary, West Africa Telecommunications Regulators Association

Ilham Ghazi, Head, Broadcasting Division, ITU

Dr Adam Imoro, African Union of Broadcasting

Henry Mugabi, Head of Spectrum, UCC, Uganda

Marcello Lombardo, PMP, Project Manager, European Broadcasting Union

12:30 **NETWORKING LUNCH**

DIGITAL BROADCASTING IMPLEMENTATION CHALLENGES

13:30 - 14:30

Chair: **Greg Odutayo**, Managing Director, R2TV, Nigeria

13:30 **Financing the transition: Experiences of those that have successfully concluded the transition**

Edmund Yirenkyi Fianko, Manager, Engineering, National Communications Authority, Secretary, Digital Migration Committee, Ghana

14:00 **Panel discussion: Financing the transition - What are the key factors to consider?**

Edmund Yirenkyi Fianko, Manager, Engineering, National

Communications Authority, Secretary, Digital Migration Committee, Ghana

Biola Adekanbi-Alabi, Founder, Grooming for Greatness, Nigeria

Bayo Olushola Omoyiola, Unit Head, Information Technology, Economic Community Of West African States

Awwalu Salihu, Director, Public Affairs, NBC, Nigeria

Dr Edmund Katiti, Chief Executive Officer, FikiyaTech Ltd, SA

PROTECTING THE CONSUMER: LEGISLATION AND CONSUMER RIGHTS

14:30 - 15:30

Chair: **Elhadji Maman Laminou**, Executive Secretary, West Africa Telecommunications Regulators Association

14:30 **Creating effective awareness for the switchover; a southern Africa perspective**

Koenie Schutte, Treasurer, Southern Africa Digital Broadcasting Association (SADIBA), South Africa

14:45 **Providing a better quality of service for customers**

Yomi Bolarinwa, Director, FikiyaTech Ltd and Former Director-General, NBC, Nigeria

15:00 **Panel discussion: Consumer rights improving consumer legislation**

Yomi Bolarinwa, Chief Executive Officer, KF Engineering Services, NBC, Nigeria

Koenie Schutte, Treasurer, Southern Africa Digital Broadcasting Association (SADIBA), South Africa

Gideon Munthali, Coordinator Digital Migration, Malawi

Keith Potter, Vice-President Strategic Marketing, Eurofins Digital Testing, UK

John D. Mchilikizo, Director of Marketing, Malawi Digital Broadcast Network Ltd.

AFTERNOON REFRESHMENTS

15:30

CONVERGENCE OF BROADCASTING AND TELECOMMUNICATIONS: POLICY AND REGULATORY ISSUES

16:00 - 17:00

Chair: **Festus Daudu**, Director, Spectrum Management Federal Ministry of Communications, Nigeria and WRC-15, Chairman

16:00 **Policy and regulatory challenges posed by convergence**

Alheri Saidu, Ag Director-General, NBC, Nigeria

16:15 **Imperatives for effective regulatory regime to promote competition in the ICT industry**

Amina Oyagbola, Human Resources and Corporate Services Executive, MTN Nigeria

16:15 **Panel discussion: Over-The-Top and Pay-TV policy challenges**

Alheri Saidu, Ag Director-General, NBC, Nigeria

Amina Oyagbola, Human Resources and Corporate Services Executive, MTN Nigeria

Henry Mugabi, Head of Spectrum, UCC, Uganda

John D. Mchilikizo, Director of Marketing, Malawi Digital Broadcast Network Ltd, Malawi

Dr Armstrong Idachaba, Director, DG Office, NBC, Nigeria

EVENING RECEPTION

17:00

DINNER AT EKO HOTELS & SUITES

18:00



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DAY THREE 13 MAY 2016

DIGITAL BROADCASTING FUTURE TRENDS

09:00 - 10:30

Chair: **Edward Amana**, Chair, Digiteam Nigeria

- 09:00 **Digital Radio Mondiale – Clever solution for smart countries**
Ruxandra Obreja, DRM Consortium Chairman
- 09:15 **DAB Digital radio - Features, benefits and updates from South Africa and around the globe**
Koenie Schutte, Treasurer, Southern Africa Digital Broadcasting Association, South Africa
- 09:30 **Impact of phone video on news gathering**
Phelisa Nkomo, The Media Development and Diversity Agency, South Africa
- 09:45 **Broadcasting disruption: What regulators, players and consumers must know**
Gbenga Sesan, Executive Director, Paradigm Initiative Nigeria
- 10:00 **Panel discussion: How is the Internet likely to impact broadcasting?**
Ruxandra Obreja, DRM Consortium Chairman
Koenie Schutte, Treasurer, Southern Africa Digital Broadcasting Association (SADIBA), South Africa
Phelisa Nkomo, The Media Development and Diversity Agency, South Africa
Gbenga Sesan, Executive Director, Paradigm Initiative Nigeria
Keith Potter, Vice-President Strategic Marketing, Eurofins Digital Testing, UK

MORNING REFRESHMENTS

CAPACITY BUILDING IN BROADCASTING

11:00 - 12:15

Chair: **Gregory Odutayo**, Managing Director, Royal Roots Communication Network Limited, Nigeria

- 11:00 **Improving digital broadcasting content through capacity development**
Rachael Borlase, Head of Country Programmes, BBC Media Action, Nigeria

- 11:15 **Utilisation of Digital Terrestrial Television broadcasting in the development of education in Africa**
Robert Webber, Technology Manager, BBC World Service Distribution, UK
- 11:30 **Capacity building for content development in Africa**
Ikechukwu Adinde, Administrator/Chief Executive, Digital Bridge Institute, Nigeria
- 11:45 **Panel discussion: How to ensure effective and adequate human capacity development for digital broadcasting**
Robert Webber, Technology Manager, BBC World Service Distribution, UK
Faruk Salah, Director, Human Resources Management, National Broadcasting Commission, Nigeria
Rachael Borlase, Head of Country Programmes, BBC Media Action, Nigeria
Ikechukwu Adinde, Administrator/Chief Executive, Digital Bridge Institute, Nigeria

CLOSING CEREMONY

12:15 - 12:45

- Emcee: **Maimuna Jimada**, Public Affairs, National Broadcasting Commission, Nigeria
- 12:15 **Closing address**
Alheri Saidu, Ag Director-General, National Broadcasting Commission, Nigeria
- 12:25 **Closing remarks**
Shola Taylor, Secretary-General, Commonwealth Telecommunications Organisation
- 12:35 **Official closing of the Digital Broadcasting Africa Forum 2016**
Honourable Alhaji Lai Mohammed, Minister of Information and Culture, Federal Ministry of Information and Culture, Nigeria

END OF DAY THREE AND NETWORKING LUNCH



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