

RWANDA UTILITIES REGULATORY AGENCY



IMPLEMENTATION OF PUBLIC AWARENESS CAMPAIGN ON DIGITAL MIGRATION – RWANDA EXPERIENCE

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RWANDA UTILITIES REGULATORY AGENCY - RURA

POLICY & LAW

Broadcasting Policy in place

ICT Bill in the Parliament
(Convergence Effects)

REGULATORY

Regulations for licensing for
Digital Terrestrial Television;

2 applications for MUX/SD
license being assessed;

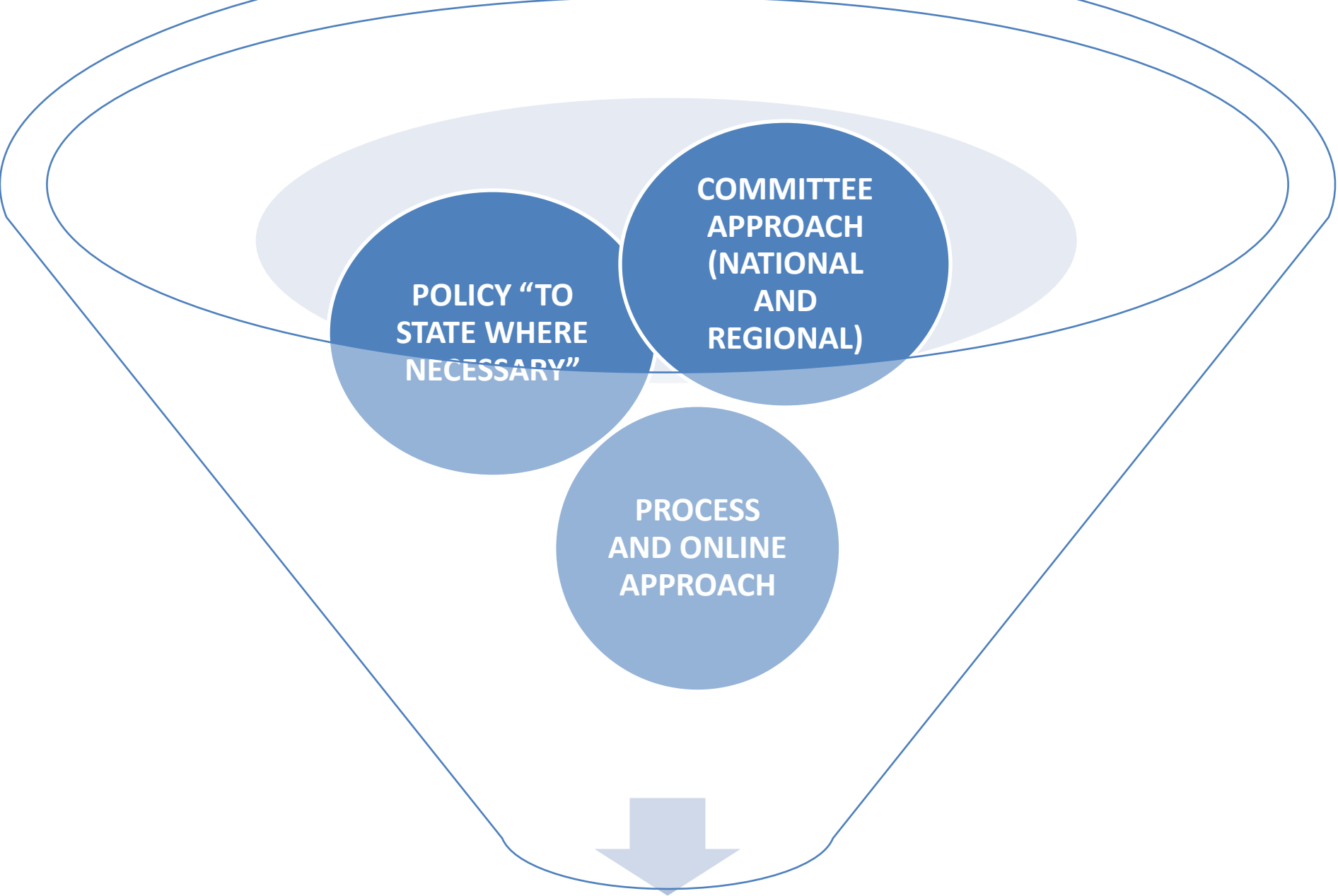
WHERE ARE WE IN THE
MIGRATION PROCESS?
AWARENESS CAMPAIGN
BEGAN 26 NOVEMBER ,
2009

INFRASTRUCTURE

Construction of a Digital TV
Transmission System is
completed

PUBLIC BROADCASTER

Transformation of Rwanda
Bureau of Information and
Broadcasting into a Public
Broadcaster (the Bill is in
the Parliament)



CORE APPROACHES "PUBLIC & AWARENESS"

1ST STRATEGY

“Each Has a Role for General Public Awareness Campaign”

1. DM Steering Committee

2. DM Coordination
Committee + DM
Coordinator

3. DM Secretariat (ICT
Regulator's Office)

A. Policies
and
Regulations

B. Technical
Standards and
Spectrum
Management

C. Business
Development
and Public
Awareness

D. Content
Development
and Capacity
Building

COMPOSITION OF THE STEERING COMMITTEE

- 1. Hon. Minister in Charge of ICT (Overseer of DM Policies, Regulations and Technical Standards issues)**
- 2. Hon. Minister of Cabinet Affairs (Overseer of DM public awareness issues)**
- 3. Hon. Minister of Finance (Overseer of DM financial Implications issues)**

COMPOSITION OF THE STEERING COMMITTEE

4. Hon. Minister of Justice (Overseer of DM legal, agreement, and contract issues)

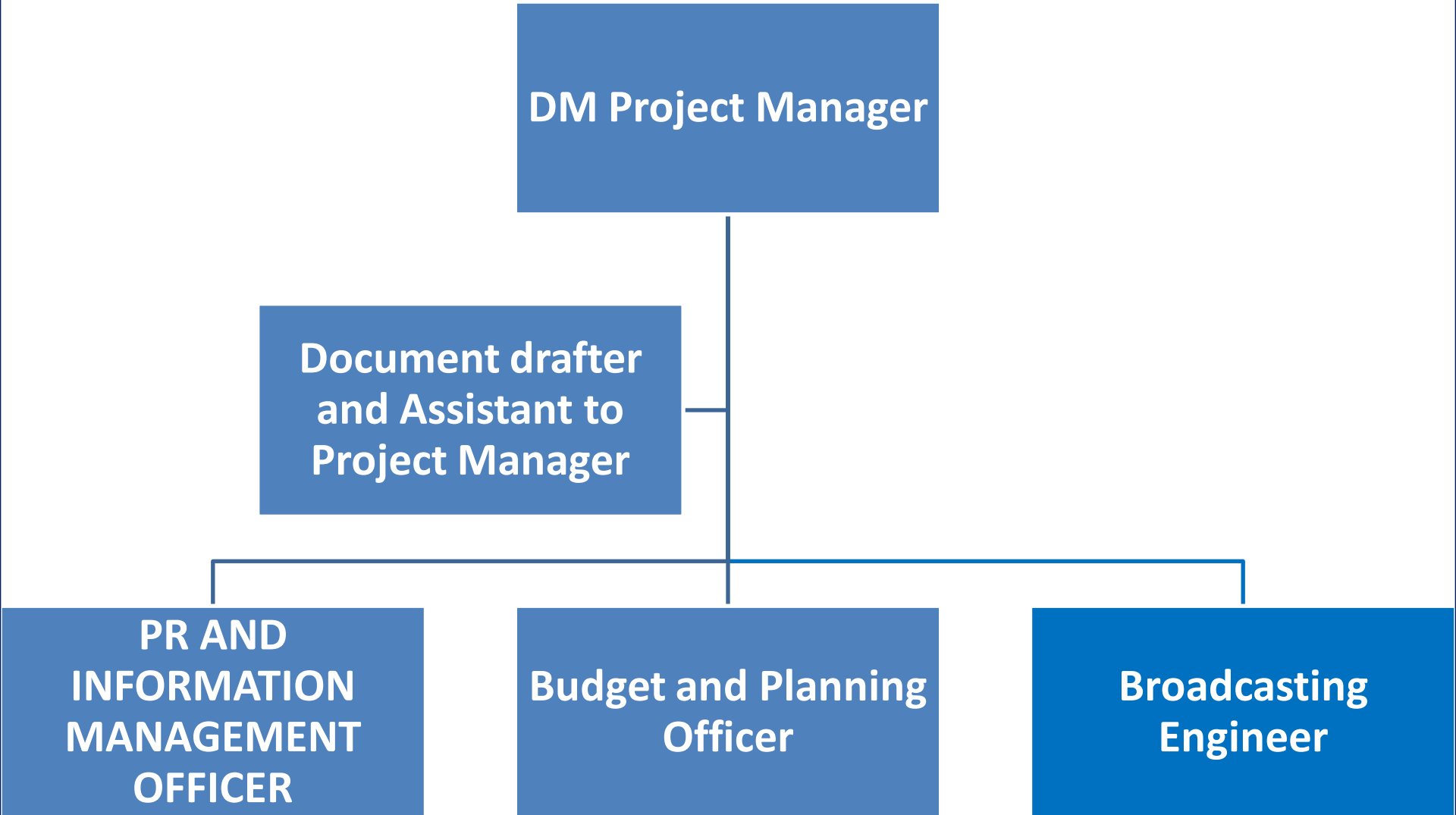
5. Hon. Minister of Trade and Industry (Overseer of DM business value chain issues)

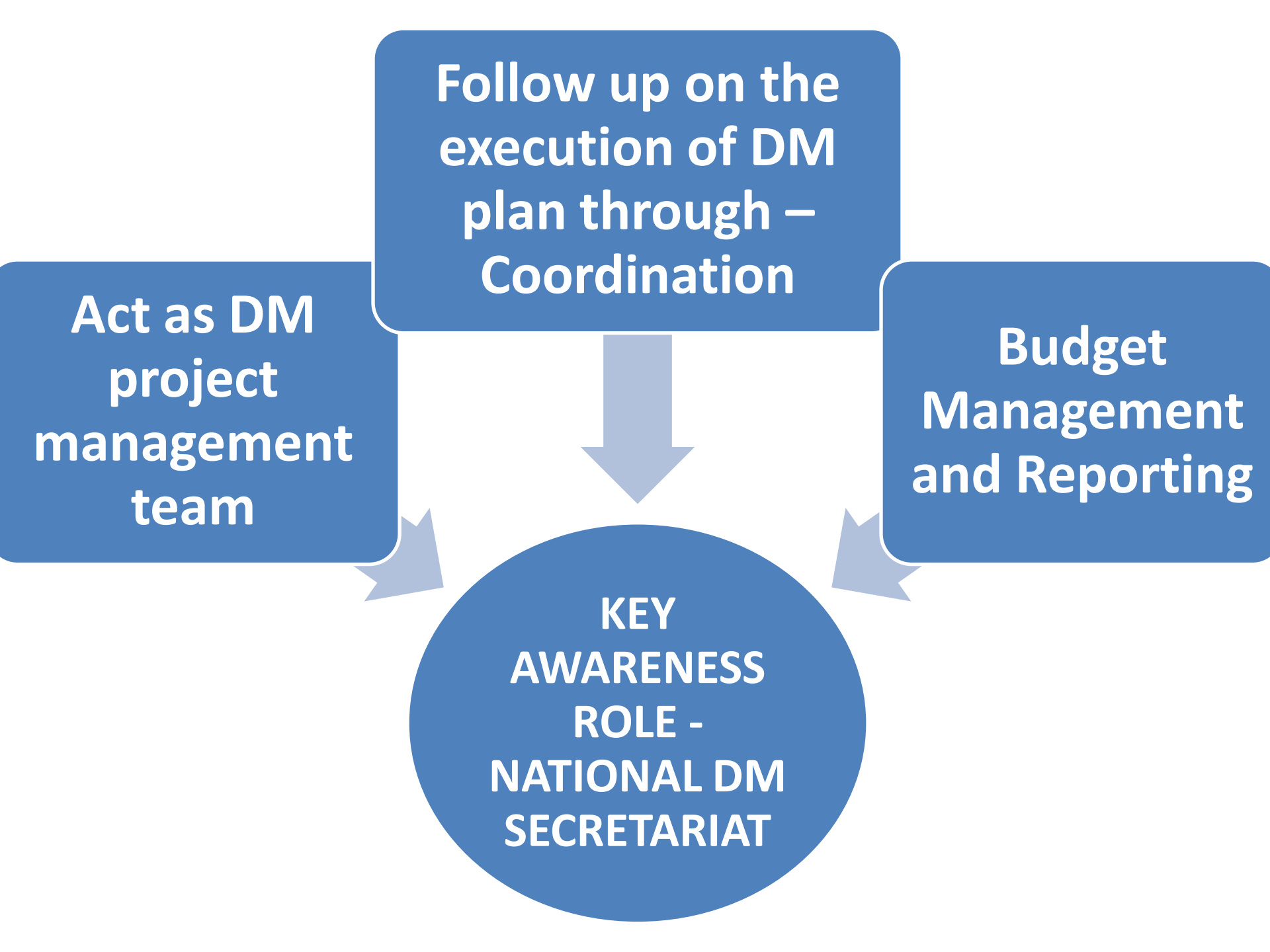
6. Hon. Minister of Youth, Sports and Culture (Overseer of DM content development issues)

7. A Senator (Overseer of consumer protection issues)

8. Hon. Prime Minister) (Overseer of DM capacity building issues)

2ND STRATEGY - National DM Secretariat



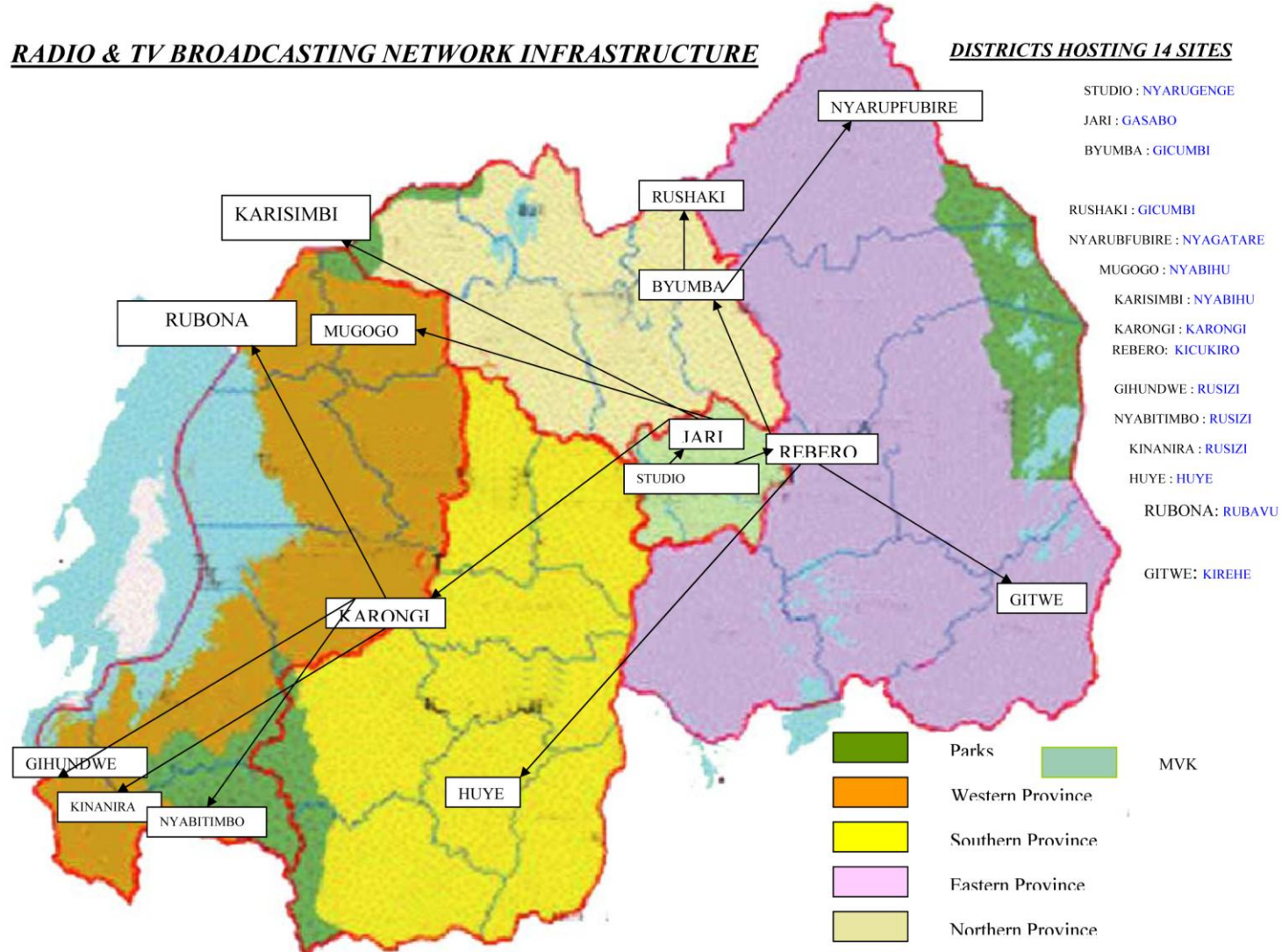


ORINFOR DIGITALIZATION PROCESS & AWARENESS CAMPAIGN

FOURTEEN SITES LOCATIONS

RADIO & TV BROADCASTING NETWORK INFRASTRUCTURE

DISTRICTS HOSTING 14 SITES



SOME REVIEWS

By An Independent Organ of Media Professionals - Self- Regulation / Awareness Responsibility

**MHC (Media Regulator) -
repositioned for 'media development'
V/S RURA Specific Regulatory Scope**

ORINFOR as a
Public
Broadcaster
(RBA)

**RURA's – use of MoU
with the self-
Regulatory Body and
a Charter with RBA**

**Simple System for
Effective Awareness
Campaign**

**Easy Decision Making
Process**

OBVIOUS CHALLENGES & RISKS

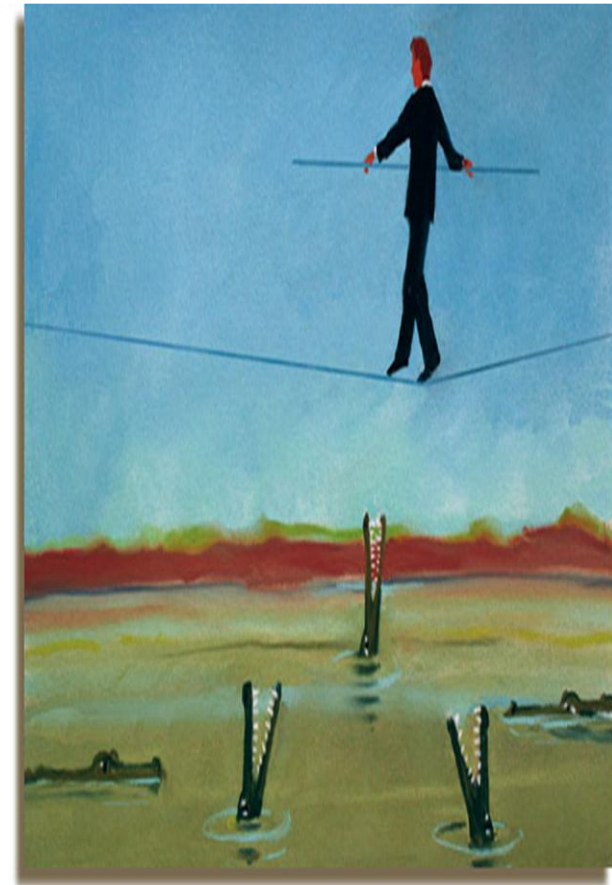
Board Exam,
BITSAT, AIEEE,
IIT-JEE, CET
PMT ...#@%

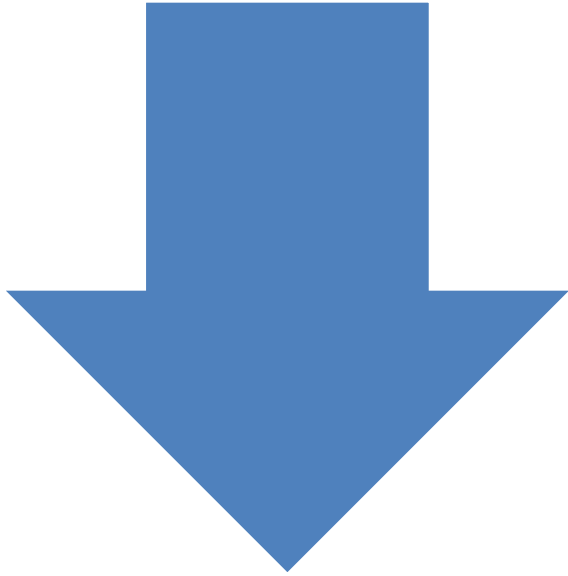


- Broad
- Long-term



- Focused
- Short-term

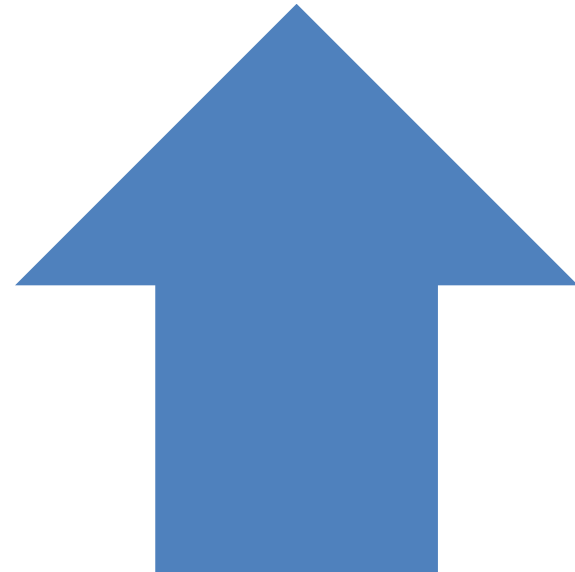




LOOKING AT THE
NATIONAL /
LOCAL
STRATEGIES



THROUGH THE
REGIONAL AND
INTERNATIONAL
BEST PRACTICES



THANK YOU
ASANTE SANA
MURAKOZE