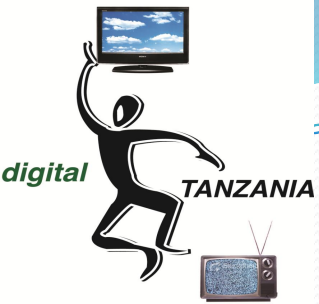


The 6th ACRAN SUMMIT, DECEMBER 2011

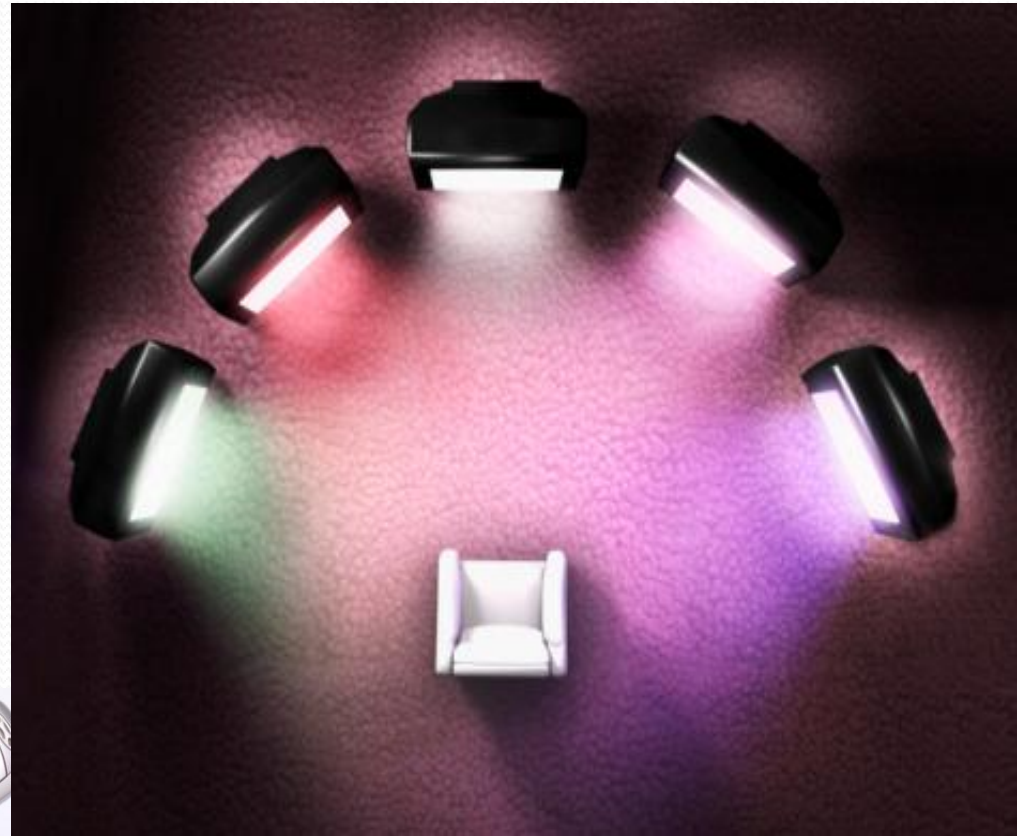
**“Challenges of Convergence, Digital Migration
and New Media Services: The way forward”**

Naura Springs Hotel Arusha : 15th – 18 December, 2012
Presented by : TCRA



Agenda

- Digital Migration
- Milestone
- Challenges
- Convergence of technologies
- New media services
- Conclusion/ A way forward





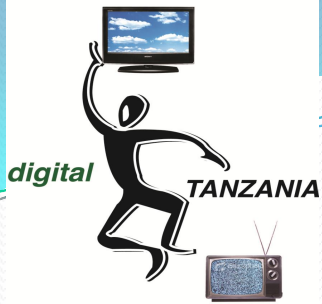
Digital Migration



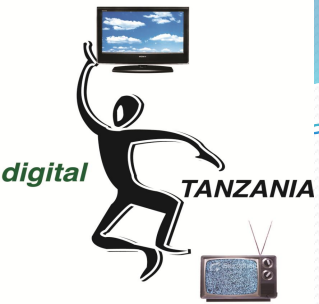
Year	Radio Stations	Television Stations
1993	2	0
1994	7	4
1995	9	6
1996	11	6
1997	11	6
1998	11	6
1999	13	6
2000	14	10
2001	19	10
2002	24	13
2003	26	13
2004	32	15
2005	41	16
2006	45	24
2007	47	24
2008	49	27
2009	52	26
2010	69	28
2011	73	28

Trend of Broadcasting Operators in Tanzania



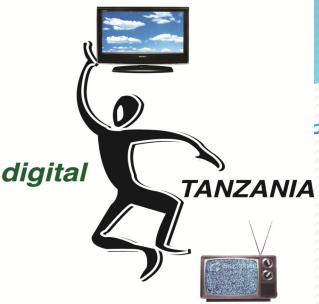


- 2006: Formation of the National Technical Committee to oversee the migration process
- 2007- 2008 : A series of sensitization to Government and Media stakeholders
- 2008: Licensing processing of the multiplex operators through Expression of Interest in News paper
- 2009 Evaluation of Applicants
- 2010 Grant of Network facility for THREE multiplex operators, BTL, AGAPE ASSOCIATES and STAR MEDIA (T) LTD
- 2011 TBC channel available on digital platform without subscription (FTA)
- 2011 Extensive Public awareness



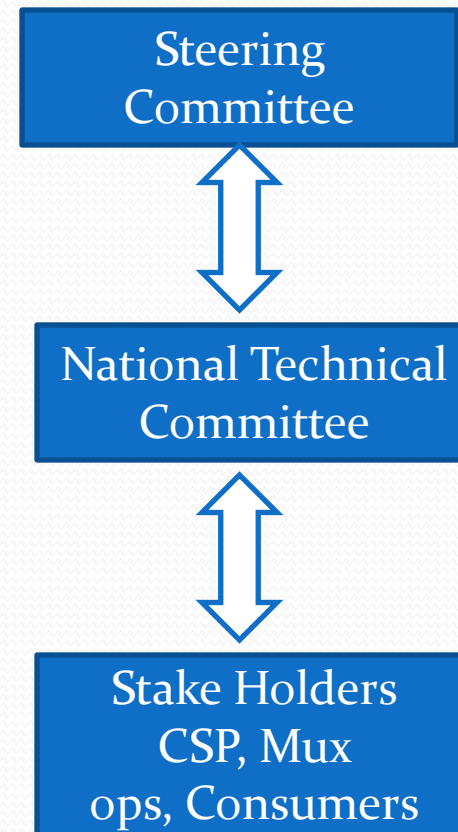
Achievements

- Licensing framework for digital broadcasting is in place
- **THREE** Signal Distributors/ Multiplex Operators has been licensed since 2010;
- **TWO** Signal Distributors/Multiplex Operators have started to roll out, one with 7 digital transmitter sites and another 4 sites;
- **Legislations:(EPOCA, 2010)** addressing digital migration issues has been assented while draft regulations are in the final stage to be signed by the Minister ;



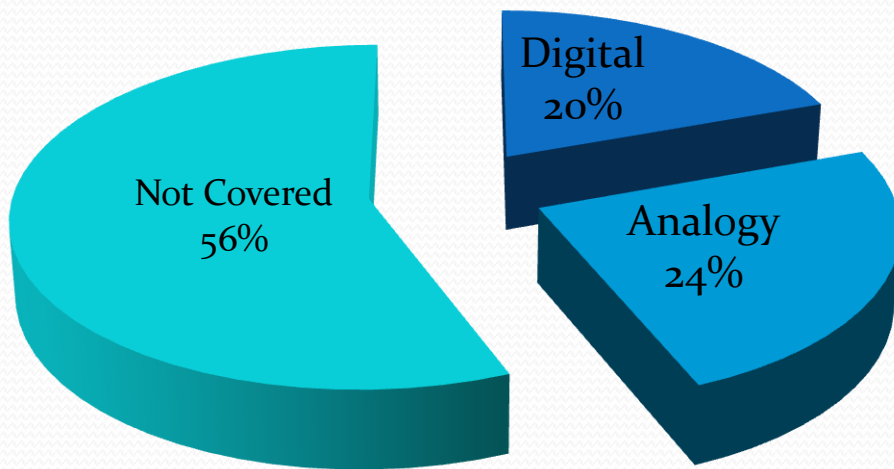
Achievements..

- Monthly meetings between the NTC-DB and **Signal Distributors** to discuss challenges and problems on the migration process;
- A quarterly **steering committee meetings composed by Permanent secretaries from 6 Ministries**
- The President of the United Republic of Tanzania officially launched the public awareness campaign for digital migration on 24th August, 2011 and its LOGO.



DTT market in Tanzania

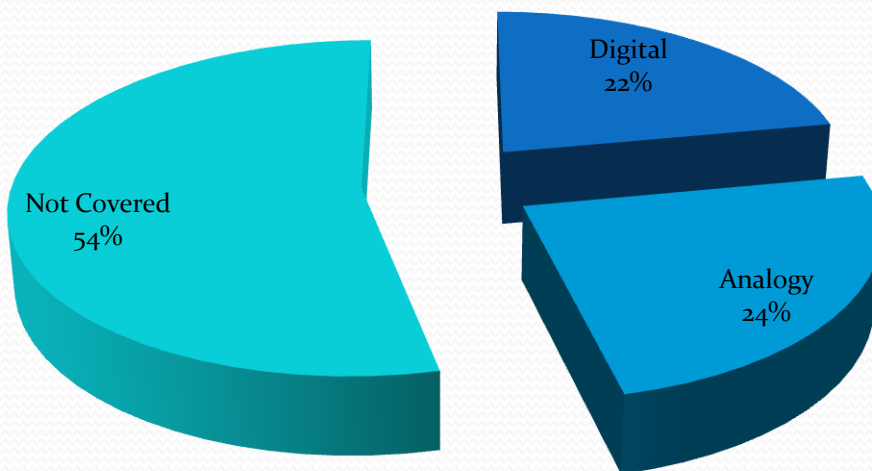
Television Population Coverage



Analogue	DTT
DSM	DSM
Arusha	Arusha
Mwanza	Mwanza
Dodoma	Dodoma
Morogoro	Mbeya
Tanga	Tanga
Moshi	Moshi
Musoma	
Mtwara	
Lindi	
Kigoma	
Mbeya	
Singida	
Tabora	
Makambako	
Shinyanga	
Iringa	
Songea	

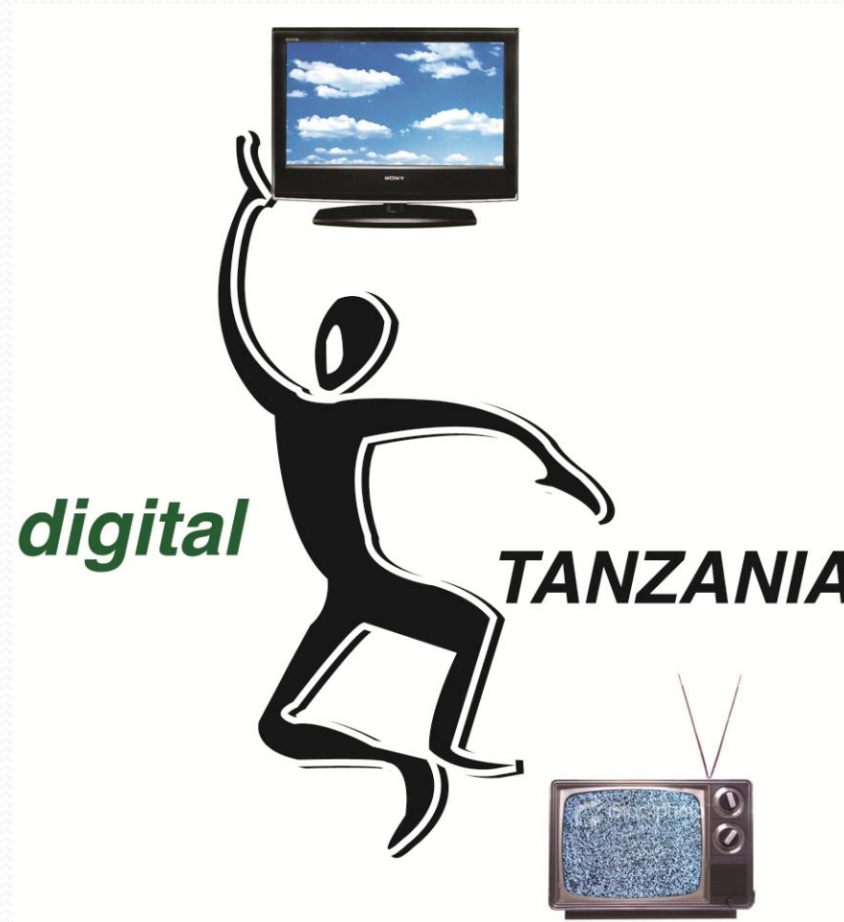
DTT Market in Tanzania

Projected TV Population Coverage by Jan, 2012



Analogue	DTT
DSM	DSM
Arusha	Arusha
Mwanza	Mwanza
Dodoma	Dodoma
Morogoro	Mbeya
Tanga	Tanga
Moshi	Moshi
Musoma	Musoma
Mtwara	Morogoro
Lindi	Shinyanga
Kigoma	Iringa
Mbeya	Bukoba
Singida	
Tabora	
Makambako	
Shinyanga	
Iringa	
Songea	

The digital migration LOGO





Challenges

Challenges

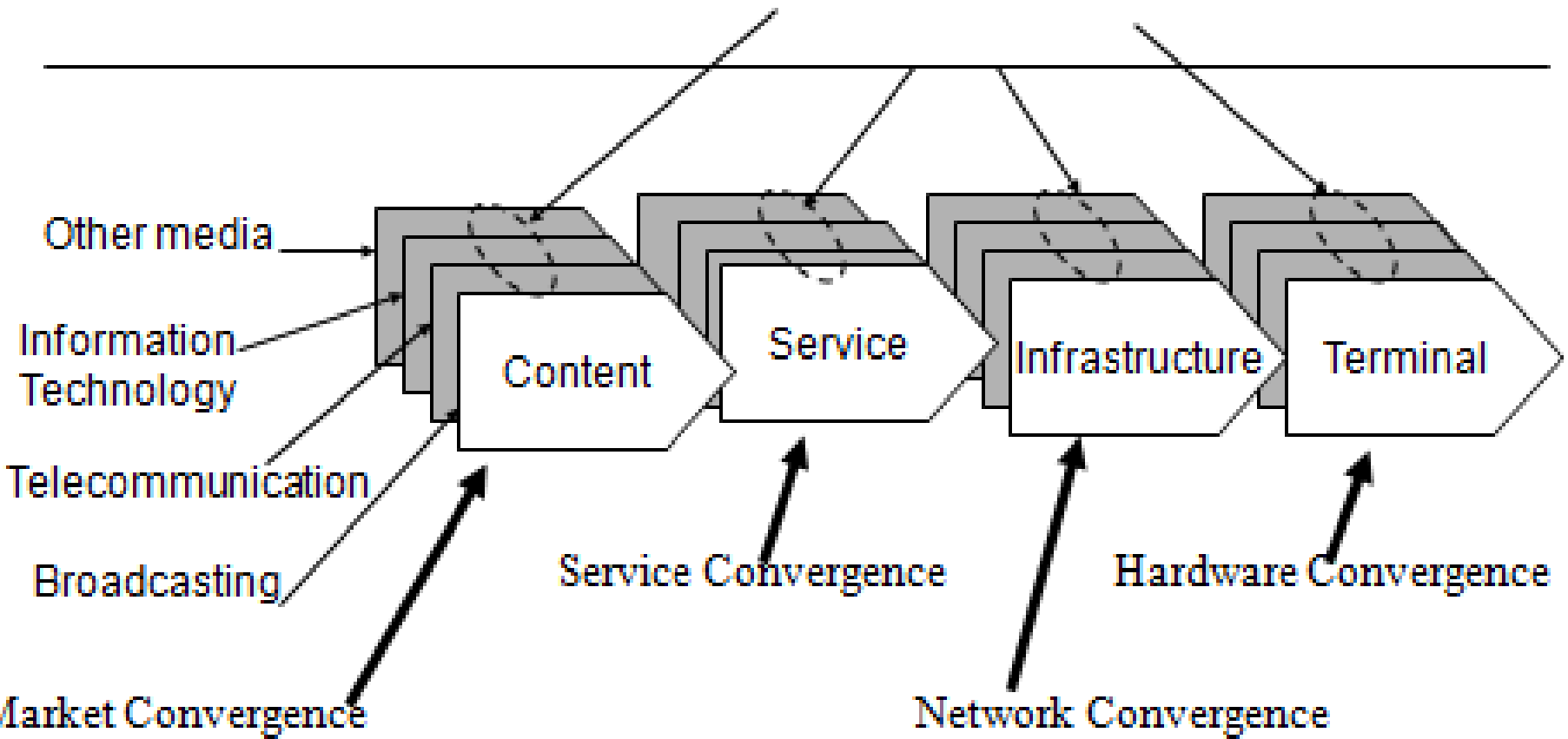
- **Pricing of digital television transmission services**
- **Interoperability of Digital receivers**
- **Migration cost/ dual illumination**
- **Foreign content dominating multiplex capacity**
 - Most are satellite foreign content rebroadcasted in DTT platform
 - The ratio of one – third of multiplex capacity to be FTA has not yet been achieved
 - This defeats the purpose of the regulator of promoting production of local content and results on foreign content to dominate DTT platform
- **Infrastructure sharing**



Convergence

Type of convergence

Convergence



Horizontal licensing

Convergence of technologies..

- No boundaries between telecommunication and broadcasting networks (Convergence of technology);
- No distinction between telecom and broadcast receivers.
- Content may be available on broadcasting or telecommunication networks
- Convergence of devices and services

Convergence of technologies

- Convergence of technologies have lead to adoption of converged or unified licensing framework
 - Content
 - Network facility
 - Network services
 - Application services

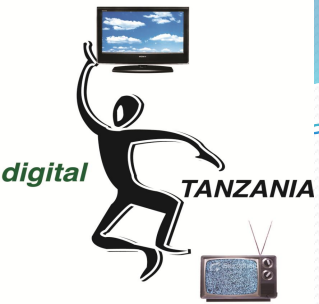


New Media Services

Regulatory challenges on new media services

• Regulatory Frameworks

- Licensing issues
- Content Regulation-legal liabilities (Content Rights Management)
- Economic Regulation –Tariffs, competition
- Technical Regulation- Coverage and standardization
- Broadcasting policy over taken by new media services



Conclusion – A way forward

- Expediting the process of developing legal and regulatory framework for digital migration
- The need for sufficient funding for the Public broadcaster
- Joint effort for addressing the issue of STBs interoperability
- The need for legislations/regulations on infrastructure sharing for enforcement purpose
- Adoption of the converged/unified licensing framework
- Voluntary registration of new media services

Thank you

WEB sites: www.tcra.go.tz