EAST AFRICAN COMMUNICATIONS ORGANISATIONS - EACO

REPORT OF THE ASSEMBLY OF BROADCASTERS TO THE 20TH EACO CONGRESS

**KENYATTA INTERNATIONAL CONFERENCE CENTER, NAIROBI
FROM 24TH – 26TH JUNE 2013**

Contents

1.0. INTRODUCTION

The 2013 Assembly of Broadcasters of EACO was held at Kenyatta International Conference Centre, from 24th – 26th June, 2013.

It was attended by participants from the five member states. The list of participants is attached as **Annex I.**

2.0. OPENING REMARKS

The meeting was opened by the outgoing Chairman, Mr.Deo BIZINDAVYI from Burundi, who also oversaw the election of the bureau.

3.0. ELECTION OF THE BUREAU

In accordance with the Rules and Procedures of the EACO constitution, the Assembly elected the following members to the Bureau:

1. Eng. Wainaina Mungai (Kenya)   -   Chairperson

2. Mr.Elly Ndwigah (Kenya)   -   1st Rapporteur

3. Eng. Diotrefu Abenego (Tanzania)   -   2nd Rapporteur

Following the election of the bureau the outgoing chairperson handed over of Chair to the new chairperson Eng. Wainaina Mungai of Royal Media Services (Kenya).

4.0. ADOPTION OF THE AGENDA

The agenda of the assembly was presented to the members and adopted with amendments as follows.

1. Opening of the meeting
2. Election of the Bureau
3. Adoption of the Agenda
4. Report of the outgoing chairman
5. Report of the Broadcasting Technical Taskforce (BTTF)
6. Matters arising from report of OC and BTTF
7. EAC's Policy and Regulations readiness for digital Broadcasting
8. EAC Digital Migration Education/Public Awareness
9. Implementation/Status on EAC deadline of 2012 Digital switch
10. Availability and Affordability of Set top Boxes
11. Challenges of content development post DTT
12. EACO preparatory position on issues of WRC-15/ protection of Digital Broadcasting Band (470-694MHz)
13. Analogue to Digital Migration – Technology Status and challenges
14. Impact of Social Media
15. IPTV Regulations
16. Preparation of the Report
17. Consideration and Adoption of the Report for the Congress
18. AOB
19. Closing of the meeting.

5.0. REPORT OF THE OUTGOING CHAIRMAN

Membership Recruitment

Noted 1

There was some improvement in the membership recruitment with all public broadcasters from the five countries registering as members of EACO. Registration of the private and associated broadcasters has been very minimal.

Agreed 1

EACO members should put more efforts in encouraging private broadcasters to join EACO and actively participate in the Assembly of Broadcasting Operators.

Transition from Analogue to Digital Broadcasting

Noted 2

All 5 member states of EACO have adopted the recommendation to separate Content Service provision and signal distribution services into different entities. Some countries have already implemented (or are in the process on implementing) this recommendation.

Noted 3

All EACO member states have adopted the DVB-T2 MPEG-4 standard. Some of the countries that had started with DVB–T have already upgraded to DVB-T2 while others are in the process of implementation.

Agreed 2

EACO Member countries that are yet to migrate from DVB-T to DVB-T2 should fast track the migration and discontinue any further importation of DVB-T receivers.

Content copyright

Noted 4

There were reported cases of infringement of content copyright by Pay TV operators

Agreed 3

Member states urged to use anti-piracy technology to protect exclusive broadcast rights.

Agreed 4

Regulators should enforce regulations and licese conditions to ensure that both Pay TV and Free to air content have explicit authorisation from Content Service Providers before inclusion of such content in their bouquets

Agreed 5

Regulators should enforce regulations and license conditions to ensure that Free-to-Air (FTA) channels remain free on the Pay TV platforms.

6.2. Frequency Coordination

Noted 5

Member states have held a series of frequency coordination meetings aimed at reviewing the GE-06 frequency Plan.

Noted 6

ATU, in collaboration with ITU have organized a frequency coordination meeting for the African region in Nairobi in July 2013.

Agreed 6

Member states to continue with the frequency coordination meetings ahead of the global ITU deadline.

6.0. REPORT OF THE CHAIRMAN OF THE BROADCASTING TECHNICAL TASKFORCE (BTTF)

Signal distribution pricing guidelines.

Noted 7

Pricing Methodologies and Principles for determination of DTT fees chargeable to the content providers by the signal distributors have already been developed.

Noted 8

The Guidelines for Broadcast Infrastructure Sharing have been developed.

Agreed 7

Member states are urged to adopt the Pricing methodology and Principles proposed in the guidelines to determine Multiplex transmission fees charged by signal distributors to CSPs.

Agreed 8

Member countries are urged to adopt the guidelines for broadcast infrastructure sharing.

The Future of Public Service Broadcasting in the Digital Environment

Noted 9

Public Broadcasters will have little capacity to generate funds for their public service mandate under the liberalized digital environment due to their unique public service obligation.

Agreed 9

Member States should ensure sustainable funding for Public Broadcasters directly from Government or other means in order to ensure that they continue to discharge their unique public broadcasting service mandate.

Agreed 10

Public Service Broadcasters (PSB) should diversify to new business models and enhance their points of presence by putting their content on other delivery platforms such as new media/internet feeds to cater for the growing number of young population who mainly access broadcasting using internet or mobile phones.

Agreed 11

Member States should ensure that the licenses for the signal distributor and/or pay TV providers includes the 'must carry' condition that also ensures that PSB channels remain unconditionally FTA and are transmitted at each transmission site.

7.0. IMPLEMENTATION/STATUS ON EAC DEADLINE OF 2012 DIGITAL SWITCH – COUNTRY REPORTS

Noted 10

Of all the member states, Tanzania is the only country that effected the analogue switch off within the set EACO deadline of 31st Dec. 2012. Other countries were not able to meet the switch-off deadline due to various challenges.

Noted 11

Member States have adopted a phased switch off strategy. They are currently at different implementation stages and with varying analogue switch off dates but targeting to achieve the analogue switch off within the global deadline of 17th June 2015.

Noted 12

Member States have undertaken public awareness campaigns with varying levels of success. Contributing factors include uncertainty on switch off deadlines and low participation of key stakeholders in the awareness campaigns.

Agreed 12

All EACO Governments should develop and enact a regulatory framework on digital migration with firm switch off dates entrenched in the framework.

Agreed 13

Awareness campaigns should include and involve all stakeholders and government leaders.

8.0. AVAILABILITY AND AFFORDABILITY OF SET TOP BOXES

<u>Affordability and Availability</u>.

Noted 13.

Cost of set top boxes is currently high and unaffordable to most viewers. This is a hindrance to digital migration.

Agreed 14

Members States are urged to zero rate all taxes on set top boxes and digital terrestrial TV receivers up to the global deadline of 17th June 2015.

Agreed 15

Member States should take measures to ensure that the duty and Tax waiver benefit are passed on to the consumers.

Agreed 16

Member States are urged to liberalize the supply of Set Top Boxes and digital TV receivers to attract many suppliers to the industry.

<u>Inter-operability of STB's</u>

Noted 14

The benefits of using a universal set top box brings about convenience to the consumers

Noted 15

Efforts to introduce a universal set top box will require the use of common interface which makes the STBs more expensive and therefore hinders fast uptake.

Agreed 17

Member States should ensure that all terrestrial set top boxes in the market (including the Pay TV Boxes) are capable of receiving the Free-to-air content.

9.0. CHALLENGES OF CONTENT DEVELOPMENT POST DTT

Noted 16

There is a high demand for local content by the viewers in the region and most of the countries are encouraging airing of the same by setting minimum local content levels in TV broadcasts.

Noted 17

A number of member countries have a lot of archived content that need to be digitized for preservation and future use.

Agreed 18

Member States should be encouraged to establish content development centres and create infrastructure for archived content digitization taking into consideration the special obligation of Public broadcaster.

Agreed 19

Member States are urged to align their regulations in line with EACO definition of local content.

Agreed 20

Member States should enhance regional local content development and sharing.

Agreed 21

Member states should develop incentives and create awareness on business models that support Content Providers and independent content creators in generating local content.

10.0. EACO PREPARATORY POSITION ON ISSUES OF WRC-15 AND PROTECTION OF THE DIGITAL BROADCAST SPECTRUM

Noted 18

Broadcasting services have ceded quite a lot of spectrum as Digital Dividend 1 & 2 thus necessitating a re-planning of the spectrum in the remaining Broadcast band (470 – 694MHz) with a view of reviewing GE-06.

Noted 19
Re-planning coordination meetings for the region are already on-going. 1st meeting was held in Kigali, Rwanda in March 2013, and next is scheduled to be held in Tanzania in September 2013.

Noted 20

Countries are at different levels of setting up National Preparatory committees in readiness to participate in the WRC-15 conference in Geneva in 2015.

Noted 21

Introduction of White Space in the broadcast spectrum poses a danger of interferences if not properly regulated and planned.

Agreed 22

All member states are encouraged to involve all stakeholders in the National Preparatory Committees.

Agreed 23
White space utilization in the broadcast band should only be considered after the digital migration is completed.

Agreed 24

Broadcasters should be consulted before implementation of white space systems.

Agreed 25

Broadcasters are encouraged to participate in the forums related to WRC – 15

11.0. ANALOGUE TO DIGITAL MIGRATION TECHNOLOGY STATUS AND CHALLENGES

Noted 22

All member states have already waived duty on set top boxes in order to encourage digital uptake. Tanzania has waived Value-Added Tax (VAT).

Noted 23

There is risk of proliferation of sub-standard set-top boxes coming up in the market due to different implementation standards.

Agreed 26

Members states should enforce laws to ensure only type approved set top boxes are made available to consumers.

Agreed 27

There should be greater involvement of broadcasters in creation of public campaign on digital migration.

Agreed 28

Member states are urged to provide incentives for manufacturers to invest in local assembly of digital receivers.

12.0. IPTV REGULATION AND IMPACT OF SOCIAL MEDIA

Multimedia Service Licensing

Noted 24

To a large extent Multimedia services are internet driven applications.

Noted 25

Multimedia Services are challenging traditional broadcasting services as we know it today due to its flexibility in terms of transport of linear audio and video programming in real time.

Agreed 29

Member states are urged to adopt Converged Licensing Framework as a flexible regulatory framework for Multimedia Services licensing.

Agreed 30

Member states should license IPTV and VoD under managed service category as a combination of *subscription broadcasting (content) service* and *application service* irrespective of the platform on which it is delivered as provided.

Agreed 31

The EACO member states should explore the opportunity for Broadcasters in Multimedia services in a converged environment and adopt new business models.

Agreed 32

Member states should encourage voluntary registration of unmanaged Multimedia Services such as Social Media and Blogs.

Noted 26

There is a risk of viewers being exposed to unsuitable TV content on channels that broadcasts real-time from other regions due to time zone differences.

13.0. ADOPTION OF THE REPORT TO THE CONGRESS

The report of the Assembly was adopted for presentation to the 20th EACO Congress.

14.0. AOB

Membership to the Assembly of Broadcasters

Noted 27

The Assembly has noted that one Public Broadcaster and most private Broadcasters are yet to join EACO as members.

Agreed 33

EACO secretariat is urged to put every effort to recruit Broadcasters into EACO and encourage active participation in the EACO meetings and activities.

There being no other business, the assembly closed the meeting on 26thJune 2013 at 1430Hrs.

ANNEX 1

LIST OF ATTENDANTS

WAINAINAMUNGAI CHAIRMAN	ELLYNDWIGAH 1ST RAPORTEUR	DIOTREFU ABENEGO 2ND RAPORTEUR

	NAME	COUNTRY	Organization	EMAIL
1	AMB. JOSEPH BANGURANBONA	TANZANIA	ARCT	bajos2001@yahoo.com
2	DEO BIZINDAVYI	BURUNDI	ARCT	deobiti@yahoo.com
3	FRANK TUMWEKWASE	BURUNDI	TELE 10	tfrantex@yahoo.com
4	JONATHAN MWAKIJELE	KENYA	AFRALTI	jmwakijele@afralti.org
5	SAMWEL OTIENO	KENYA	KBC	otieno.samwel@yahoo.com
6	AYUB IMBIRA	KENYA	KBC	apuyu1@yahoo.com
7	DOROTHY ODHIAMBO	KENYA	MULTIMEDIA University	dodhiambo@mmu.ac.ke
8	CHRISTINE NJAGI	KENYA	KBC	karimichris@yahoo.com
9	NGULAMU MWAVIRO	KENYA	KBC	ngulamu@yahoo.com
10	ALFRED M.AMBANI	KENYA	CCK	ambani@cck.go.ke
11	WAINAINA MUNGAI	KENYA	ROYAL MEDIA	wainaina@royalmedia.co.ke
12	AMOS OMONDI	KENYA	KBC	amosomondi@kbc.co.ke
13	KAGWA MEDDY	UGANDA	UCC	mkaggwa@ucc.co.ug
14	HABBI NGUNZE	TANZANIA	TCRA	ngunze@tcra.go.tz
15	N.HABBI GUNZE	TANZANIA	TCRA	hgunze@gmail.com
16	REBECCA MUKITE	UGANDA	UCC	rmukite@ucc.co.ug
17	MARY LUSIBA		BBC	mary.lusiba@bbc.co.uk
18	JUSTIN RUGONDINENE	RWANDA	RURA	Justin.rugondinene@rura.gov.rw
19	AUGUSTINO MGANGA		AMAL	a.mganga@amgl.co.tz
20	ADREW KISAKA	BURUNDI	TCRA	andrewk@tcra.go.tz
21	JOSEPH NYIRINGABO	RWANDA	RURA	joseph.nyiringabo@rura.gov.rw
22	FRANCIS NGABO	RWANDA	RURA	francis.ngabo@rura.gov.rw
23	DEOTREFU ABENEGO	TANZANIA	TBC	deosemmy@yahoo.com
24	DANIEL OBAM	KENYA	NCS	Daniel.obam@yahoo.com
25	THOMAS KILONZI	KENYA	ATHIANI FM	Md@athiani.com
26	CHRISTOPHER MURIGU	KENYA	KBC	chrisnjoka@gmail.com