Country Report on Broadcasting

Republic of Ghana
Ghana @ a Glance

- Developing country in W/A founded 54yrs ago.
- Land area of 238,537 sq km
- Population of over 24million
- GDP per capita as of 2009 was US$1,108.58
- Strengthening democracy
- Rated:
  - 2nd best in Africa in Governance and Economic Development.
  - Ranked 3rd in Sub-Saharan Africa on Global Peace Index (GPI)
  - Ranked 5th in Sub-Saharan Africa in the “Ease of Doing Business” category, in 2010.
Broadcasting Policy, Legal & Regulatory Environment

- **Policies**
  - NMC National Media Policy, 2000
  - National Telecommunications Policy (NTP), 2005

- **Laws**
  - Television Licensing Decree, 1966, (N.L.C.D. 89)
  - Television Licensing (Amendment) Law, 1991 (P.N.D.C.L. 257)
  - Ghana Broadcasting Corporation Decree, 1968, (NLCD 226)
  - National Media Commission Act, 1993 (Act 449)
  - National Communications Authority Act, 2008 (Act 769)
  - Electronic Communications Act, 2008, (Act 775)

- **Regulations & Guidelines**
  - Television Licensing Regulations, 1991 (L.I. 1520)
  - NMC Broadcasting Standards, 2000
  - National Communications Regulations, 2003, (L.I. 1719)
  - NMC Guidelines for Local Language Broadcasting, 2009
## Composition of Communications Space By Number in operation

<table>
<thead>
<tr>
<th>Category</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>Mid 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fixed Line</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Cellular</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>ISPs</td>
<td>25</td>
<td>29</td>
<td>32</td>
<td>34</td>
<td>35</td>
<td>35</td>
<td>35</td>
<td>35</td>
</tr>
<tr>
<td>FM Radio</td>
<td>84</td>
<td>84</td>
<td>127</td>
<td>129</td>
<td>144</td>
<td>171</td>
<td>190</td>
<td>203</td>
</tr>
<tr>
<td>TV</td>
<td>8</td>
<td>8</td>
<td>10</td>
<td>11</td>
<td>13</td>
<td>14</td>
<td>14</td>
<td>16</td>
</tr>
</tbody>
</table>
Telephony Penetration Rates 2000-2010

Percentage Penetration

Pen_Rate%
Distribution of FM Stations in Ghana as of 2010

28-Sep-16
Distribution of Types of TV Stations in Ghana as of 2010

- Free on Air Terrestrial: 9
- Free on Air Satellite: 1
- Pay TV Satellite: 2
- Pay TV Terrestrial: 2

28-Sep-16
Overview of Existing Analogue Terrestrial TV Signal Distribution

- GTV has
  - 30 transmitters operating in VHF Band III
  - 9 repeater stations operating in UHF Bands IV & V

- Private broadcasters
  - TV3, Metro TV, TV Africa operate in Band III
  - Net2 TV, Viasat 1, e-TV Ghana, Crystal TV, Coastal TV operate UHF transmitters
Challenges of Existing Analogue Regime

- Poor Infrastructure sharing/Co-location
  - Each broadcaster carries own signals
  - Combined Network management costs for the industry are high
  - Transmitters are located in varied directions for the same coverage target resulting in:

- Poor reception conditions
  - Use of a single directional antenna presents serious reception challenges:
    - Ghosting
    - Blurr images
    - Lines across images
    - Poor sound, etc
  - Environmental aesthetics are badly affected by the sight of long bamboo poles hoisting antennas
Why Migrate?

- To comply with and adopt the tenets of the GE-06 Agreement.
- To rapidly adopt spectrum efficient methods in the management of the scarce RF spectrum
  - to broaden its utility as a resource in the interest and benefit of stakeholders.
- To prevent dumping of obsolete analogue TV equipment into the country
- To enhance the quality and experience of TV viewers in Ghana
STRATEGY FOR THE TRANSITION FROM ANALOGUE TO DIGITAL BROADCASTING IN GHANA
Governance/Leadership

- Overall Leadership provided by the Government of Ghana:
  - All policy decisions approved by Cabinet
  - All Legal instruments to be approved by Parliament

- Digital Broadcasting Migration Committee:
  - Chaired by Honourable Minister of Communications
  - Membership of 13 from all stakeholder institutions
    - Ministries, Parliament, Regulators, State Broadcaster, Private Broadcasters
  - Responsible for:
    - policy implementation
    - integrated planning
    - budgeting
    - communication with the public
    - performance monitoring
Licensing Structure

Authorised Services

- TV Broadcasting Stations
- Sound Broadcasting on DTT
- Additional Services, eg. Teletext, etc

DTT Transmission Network

- Multiplexing
- Network Management Services
- Transmission / Signal Distribution
Free-to-Air TV Strategy

- Independent DTT Transmission Entity
  - Being established through Public Private Partnership
  - Ghana Broadcasting Corporation (GBC) and Ghana Independent Broadcasters Association (GIBA)
  - Preliminary discussions pointing to 50%:50% risk & reward
  - Discussions led by Public Investment Unit of MoFEP
  - RFP for DVB-T2 network under development in lieu of PPP

28-Sep-16
Standards

- Transmission standard - **DVB-T2 (EN 302 755)**

- Television presentation formats:
  - standard definition (SDTV) until analogue switch off (ASO)
  - high definition after ASO

- Compression technology:
  - H.264/AVC/MPEG-4 (part 10) and
  - Advanced Audio Coding (AAC)

- Application Programming Interface (API) for additional and interactive services - **MHEG-5**
Conformance Strategy

- Appointment of test lab for STB Compliance testing
- Licensing of compliant STBs to use certification logo
- Logo would confirm to consumers that the receiver is Ghana DTT compliant.
- Publication of STB Manufacturers ‘White’ list.
Analogue Switch-off Date

- 31\textsuperscript{st} December, 2014 (3 yr double illumination)
Public Awareness

Do you know about Digital Television? I know….

Are you aware that the analogue terrestrial television services like GTV, Viasat

Awareness about Digital TV

Awareness about 2014 analogue switch-off
Public Education Strategy

- **National**: to raise overall awareness
- **Regional**: to increase awareness and promote understanding
- **District**: to promote understanding and encourage action
- **Local Area**: to promote understanding and encourage action

- Message should be *simple* and *straight forward*
- Materials should be transmitted in at least the languages identified to be widely spoken in Ghana
- All media platforms should be used
- Outreach events to schools, churches, mosques, etc
Sample Campaign teasers
(First draft – not final)
Sample Campaign teasers
(First draft – not final)
## Switchover Timetable

<table>
<thead>
<tr>
<th>Activity</th>
<th>Start Date</th>
<th>End Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>NDBMTC Final Report to Govt</td>
<td>13&lt;sup&gt;th&lt;/sup&gt; Jan 2010</td>
<td>30&lt;sup&gt;th&lt;/sup&gt; Aug 2010</td>
</tr>
<tr>
<td>Development of Legal Framework (Amendment of Electronic Communications Act)</td>
<td>Sept 2010</td>
<td>December 2010</td>
</tr>
<tr>
<td>Public Awareness Campaign</td>
<td>September 2010</td>
<td>December 2014</td>
</tr>
<tr>
<td>Establishment of National Digital Migration Implementation Body</td>
<td>January 2011</td>
<td></td>
</tr>
<tr>
<td>Licences for Digital TV</td>
<td>3Q 2011</td>
<td></td>
</tr>
<tr>
<td>Nationwide Roll-out of Digital TV (Simulcast Period)</td>
<td>2011</td>
<td>2013</td>
</tr>
<tr>
<td>Coverage of all Regional Capitals &amp; environs</td>
<td>By December 2012</td>
<td></td>
</tr>
<tr>
<td>Phased Analogue Switch-off</td>
<td>To be determined according to locations and conditions</td>
<td></td>
</tr>
<tr>
<td>Completion of Switchover</td>
<td>31&lt;sup&gt;st&lt;/sup&gt; December 2014</td>
<td></td>
</tr>
<tr>
<td>Appraisal Report of Switchover Process</td>
<td>6 months after completion of switchover</td>
<td></td>
</tr>
</tbody>
</table>
Existing Digital TV Installations

- Digital TV transmissions
  - Skyy Digital: DVB-T in Accra, Cape Coast, Takoradi, Koforidua, Kumasi
  - GBC: DVB-T Accra, Kumasi
  - Multichoice: DVB-H in Accra
  - Black Star TV: TDMB in Accra & Kumasi
It’s Digitime in Ghana!

Thank You!
Contact Info

Edmund Yirenkyi Fianko
Secretary, Digital Broadcasting Migration Committee (DBMC)

Email: secretariat.dbmc@nca.org.gh
       edmund.fianko@nca.org.gh

Tel: +233 (0)302 776621
Fax: +233 (0)302 743669

Websites: www.koodigi.org
          www.nca.org.gh