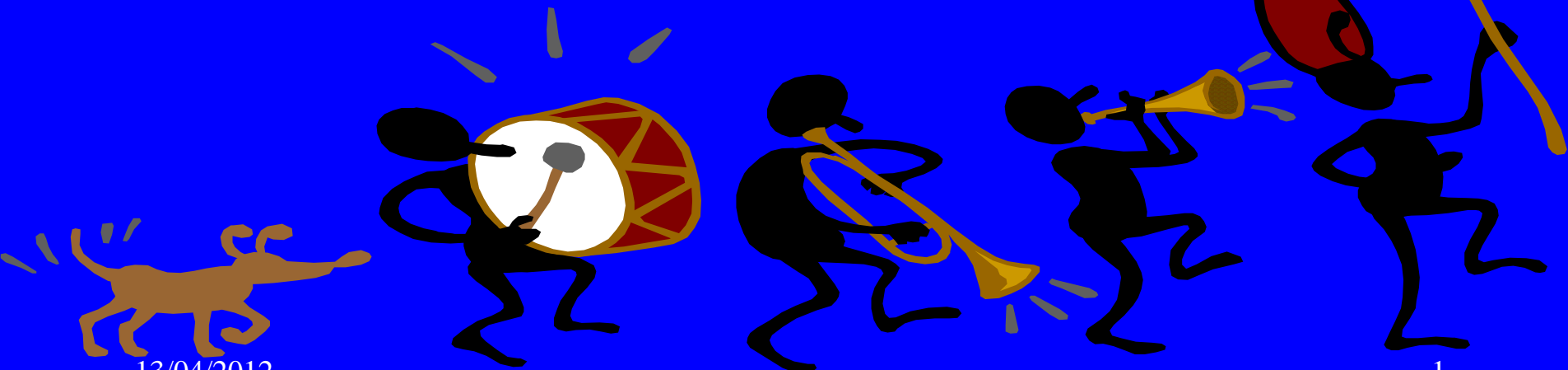


TANZANIA COMMUNICATIONS REGULATORY AUTHORITY

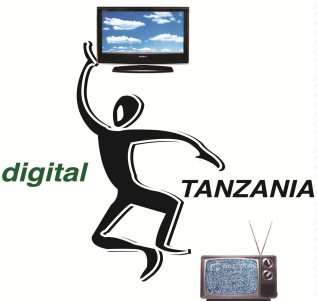


PRESENTATION TO THE 6TH ACRAN SUMMIT
16TH DECEMBER 2011

IMPLEMENTATION OF PAC ON ANALOGY TO DIGITAL MIGRATION: TANZANIA EXPERIENCE



THE UNITED REPUBLIC OF TANZANIA
**TANZANIA COMMUNICATIONS REGULATORY
AUTHORITY**



THE 6TH ACRAN SUMMIT
NAURA SPRING ARUSHA TANZANIA

**IMPLEMENTATION OF THE PUBLIC AWARENESS
CAMPAIGN ON
DIGITAL BROADCASTING:
TANZANIA EXPERIENCE**

PRESENTED BY INNOCENT P.M. MUNGY *MCIPR*

AGENDA



- Introduction
- Where Are We
- The Public Awareness Campaign
- Objectives
- Goals
- Key Messages
- Target Audience
- Implementation of PAC So far
- What Next
- Conclusion

INTRODUCTION

- ❖ Tanzania as part of ITU: Need to go digital by 2015.
- ❖ TCRA plans to prepare Tanzania to enter Digital Broadcasting by 2015; (Be ready by December 2012).
- ❖ 2010 TCRA issued licences to 3 Multiplex Operators (signal distributors) – signalled the advent of **DB** in **TZ**.
 - ❖ **Agape Associates – On Air – Signal in Several Regions in TZ**
 - ❖ **Basic Transmission and -Rolling Out**
 - ❖ **Star Media – On Air – Signal in 7 regions in TZ**
- ❖ Change from Analogue to Digital Broadcasting; a big impact to consumers.
- ❖ A communication Strategy was needed to craft important messages to all stakeholders and.

Where are we.....

- ❖ Migration from Analogue to Digital Broadcasting **WILL** affect TV sets users in Tanzania.
- ❖ The users will have to buy set top boxes (decoders) in order to receive digital signals in their analogue TV sets.
- ❖ Public Awareness Campaign **IS** needed to educate stakeholders and the general public on how the migration is going to affect the way they used to watch TV.
- ❖ That the migration process will involve change from analogue terrestrial free to air services to digital platform.

Where are we....ctd

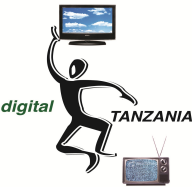
- ❖ The purpose of the migration process is to ensure analogue services will migrate to digital services on 17th June 2015; (2012 Agreed EACO Member States)
- ❖ Tanzania has set Dec 2012 as country deadline for migration from Analogue to Digital Broadcasting;
- ❖ Other East African Community countries have adopted the same as part of harmonization of policies in the region;

Where are we...ct

- ❖ It is against the situation analysis explained that the Communication Strategy for Public Awareness Campaign was necessary;
- ❖ Key focus was **to draw a road map** on how the various stakeholders should be informed and educated;
- ❖ Limited information to the general public calls for public awareness campaign to engage all stakeholders;
- ❖ The communication strategy addresses main issues of DB;
- ❖ To provide relevant information on migration process.

THE PUBLIC AWARENESS CAMPAIGN

- ❖ **The Public Awareness Campaign is intended to:**
 - ❖ **Create awareness** of the migration from analogue to digital broadcasting by 17th June 2015 worldwide (Deadline);
 - ❖ **To inform** the public of 2012 as country deadline; (EAC)
 - ❖ **To inform/educate** the public the challenges ahead;
 - ❖ **Increase understanding** on the impact of the migration;
 - ❖ **Create awareness** to content services providers on business opportunities on digital platform.



THE PUBLIC AWARENESS CAMPAIGN

❖ The PAC is known as;

“DIGITAL TANZANIA”

“DIJITALI TANZANIA”

❖ The PAC 4 key elements:

❖ **Clear explanation** What is Digital Broadcasting?
Why DB;

❖ **Accurate information** on DB;

❖ **Owners of analogue TV sets need to migrate;**

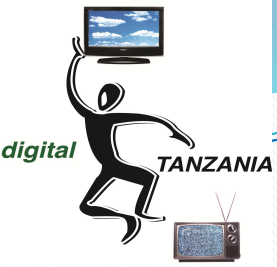
PAC OBJECTIVES AND GOALS

❖ Objectives:

- ❖ To **Inform** and **Educate** all stakeholders about DB;
- ❖ **Explain** impact of the process to users;
- ❖ To **Create Awareness** to the public on the issues around the migration process and their role;

❖ Goals:

- ❖ Availability of **clear, timely and well balanced information** to consumers on digital migration;
- ❖ **Correct** information on issues around set top box and its availability;
- ❖ Awareness to consumers on **cost** associated with the Migration process.



KEY MESSAGES OF THE PAC



- ❖ **More choices:** DB offers wide range of quality channels;
- ❖ **Digital Platform:** Offers variety of digital services i.e. e-banking, e-Gov., e-Educ., e-Shopping;
- ❖ **Availability of Digital Equipment:** More choices of digital TV sets, set top boxes;
- ❖ **Excellent Quality of Services:** better pictures and sounds, interactive services and viewing experience;
- ❖ **Affordability:** It is affordable and none will be left out;

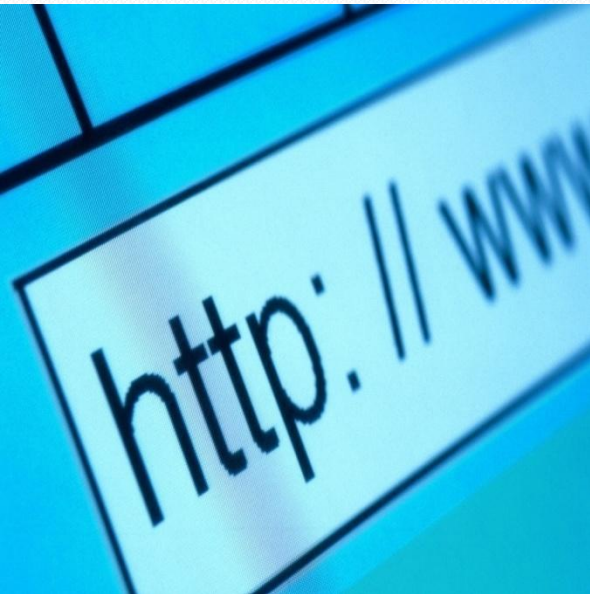
KEY MESSAGES OF THE PAC

- ❖ **Accessibility of Services:** Tanzania is committed to making sure no one will miss TV services in DB;
- ❖ **Enjoy Digital Broadcasting:** Through set top box D-TV is going to be enjoyable;
- ❖ **TARGET AUDIENCE:** General Public (Consumers) Government Officials (Ministers, PS's,) Content Service Providers, Vendors of Broadcasting Equipments, TRA, The Media, Regional Administration Officers and other stakeholders in all administrative levels of GVT.

TACTICS OF THE PAC

- ❖ Wide range of tools to be used during the PAC.
- ❖ **Social Media:** SMS, MMS, FB, Twitter YouTube;
- ❖ **Webpage** on TCRA website;
- ❖ **Advertisement** in the media – print and electronic;
- ❖ **News brief** to Media houses from time to time;
- ❖ **Feature stories/articles** on print media;
- ❖ **Posters, Leaflets, Brochures;**
- ❖ **Quarterly Press Briefing;**
- ❖ **Radio and TV programmes** in national and regional broadcasting stations.
- ❖ **Road shows** across the country

TOOLS of Communications



- ❖ **Pre Launch Campaign: AUGUST 2011**
 - ❖ Press statements were issued to the Media before launch of PAC;
- **Official Launching: 23 AUGUST 2011**
 - HE. Dr. Jakaya Mrisho Kikwete launched the Campaign by inaugurating a **Logo** for Digital Broadcasting Migration PAC. The event was attended by local and International Stakeholders and VIP's & CIP's.

IMPLEMENTATION

- **Radio & TV Programmes: ONGOING**
 - Radio and TV programmes; national and regional;
- **Advertisement: ONGOING**
 - Press Statements to both national and regional newspapers;
- **Seminar and Workshop: ONGOING**
 - To Editors Forum in September 2011.

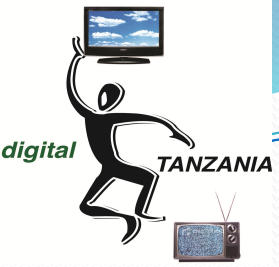
Logo Competition for PAC initiated and winner awarded!



Launch of PAC by HE. Dr. JMK



The URT President
Inaugurate the PAC in
Dar Es salaam on 23
August 2011 FINAL DIGITAL
ANIMATION TCRA - Computer.m4v

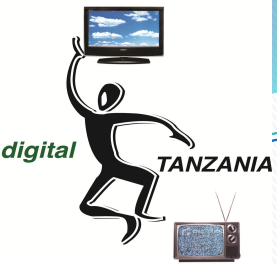


PAC LOGO

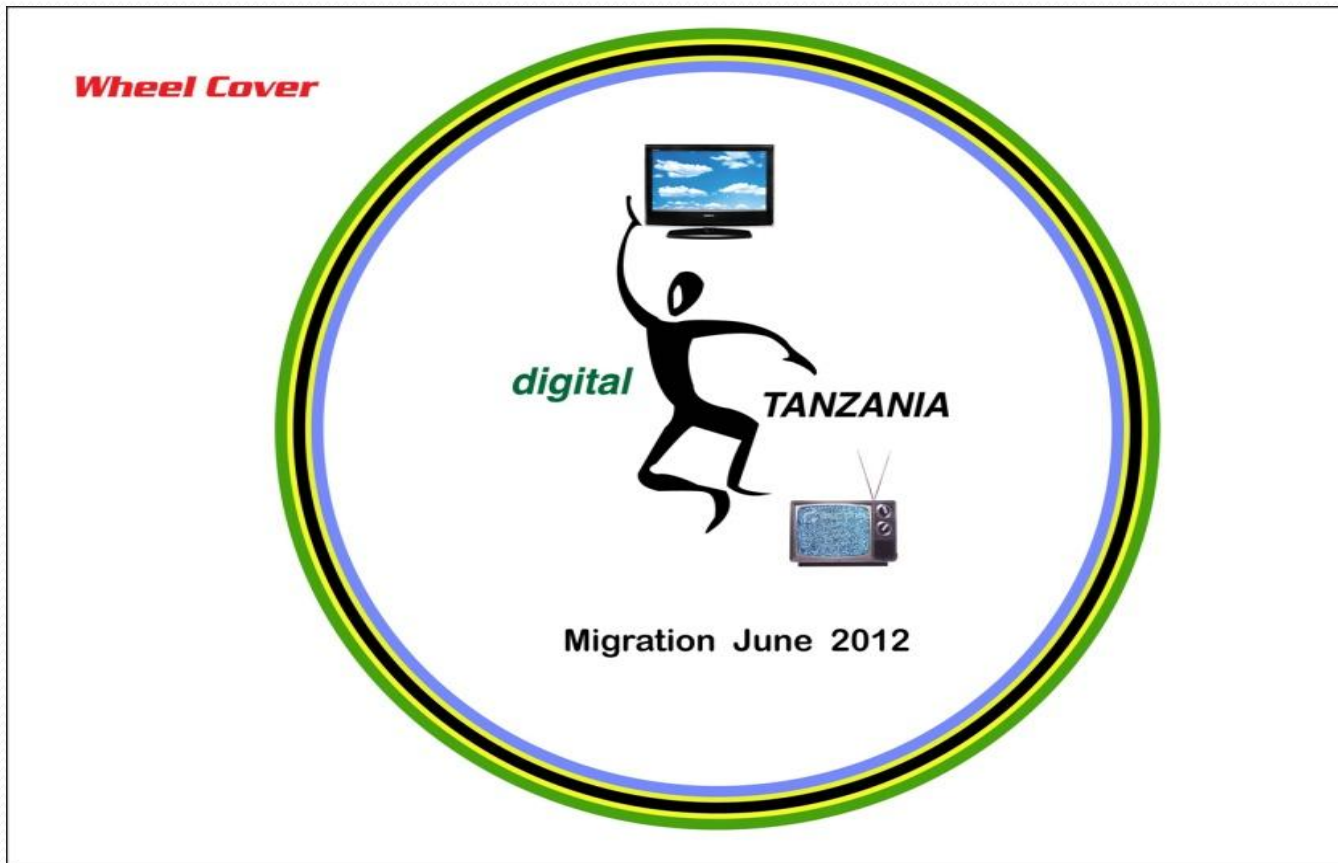
digital

TANZANIA





IMPLEMENTATION



**Publicity Material Produced
And Being Distributed**



**Public awareness
campaigns in
villages during
TCRA Events.....**

WHAT NEXT.....

- ❖ Media Houses are expected to play a constructive and important role in the PAC:-
 - (a) Radio/TV Educational programmes;
 - (b) Features stories and articles in newspapers;
 - (c) interviews and talk shows;
 - (d) Radio/TV live programmes.
 - (c) Bloggers to contribute in online campaigns

- ❖ TCRA will be always ready to cooperate or work together with the Media Houses during the Public Awareness Campaigns.

What Next

❖ Road Shows: JANUARY – MARCH 2012

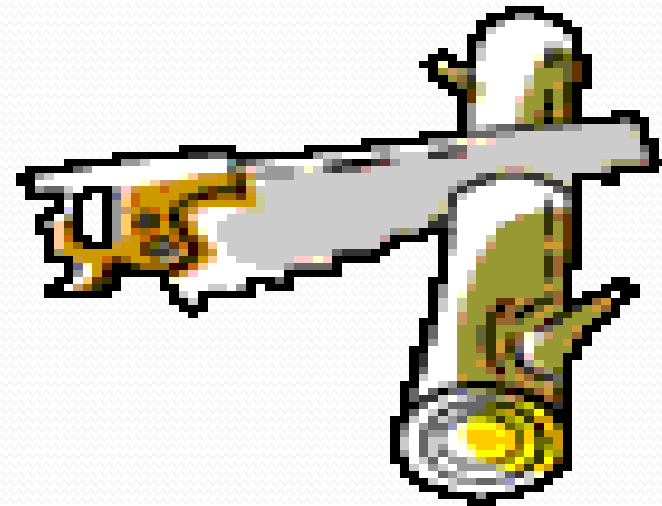
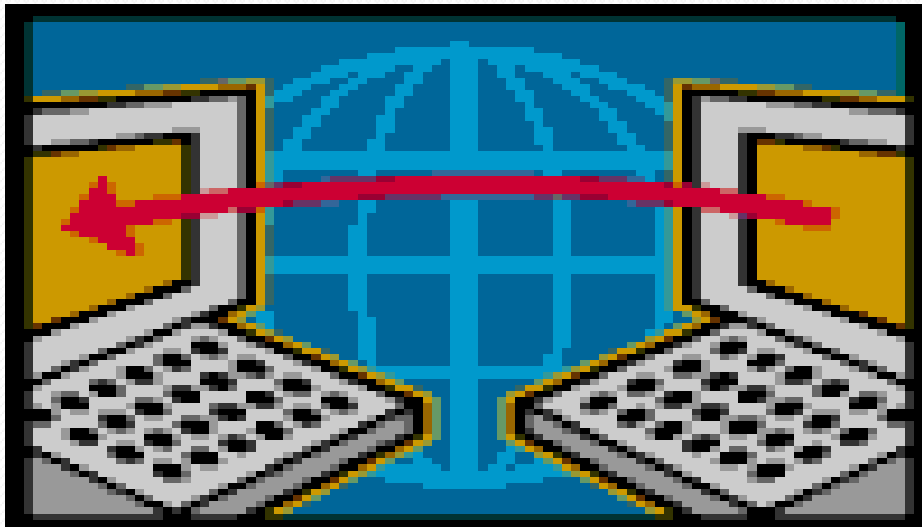
Across the country through TCRA Zones on different days for 3 months in the first phase;

❖ Leaflets and Posters Distribution: ONGOING

Distributed during various TCRA events and during the campaign.

CONCLUSION

A LOT OF COMMUNICATIONS TO BE DONE



Evaluation Quarterly; Intervention when Needs Arises



- Selected Publicity to avoid confusion to stakeholders;
- Re-battle to misinformation from the Public Awareness Campaign;
- Consistency;

**IT IS NOT HOW YOU START; BUT
HOW YOU FINISH YOUR
CHALLENGE THAT COUNTS!**

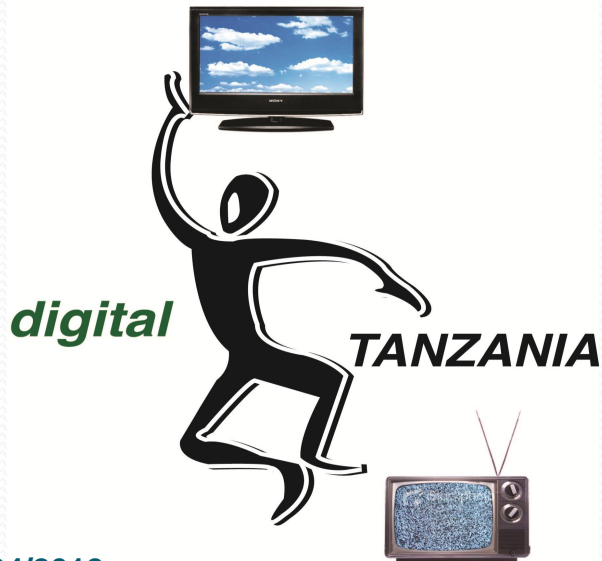
Akwari.flv

WE ARE FLEXIBLE

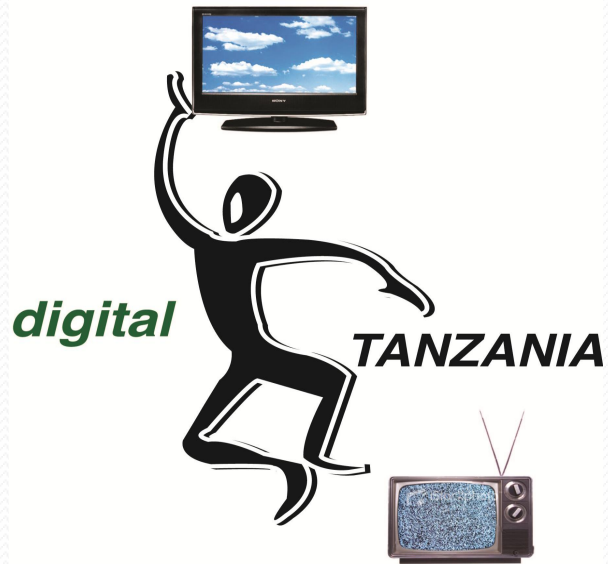
THANK YOU



Happy to
Answer your
Questions



imungy@tcra.go.tz
www.tcra.go.tz



THANK YOU