

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

REGULATORY

Regulations governing licensing for Digital Terrestrial Television in place

2 applications for signal distribution license from the private broadcasters 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)

1ST STRATEGY

“Each Has a Role for General Public Awareness Campaign”

DM Steering Committee

DM Coordination
Committee + DM
Coordinator

DM Secretariat (ICT
Regulator's Office)

Technical
Standards and
Spectrum
Management

Policies and
Regulations

Business
Development
and Public
Awareness

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)

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

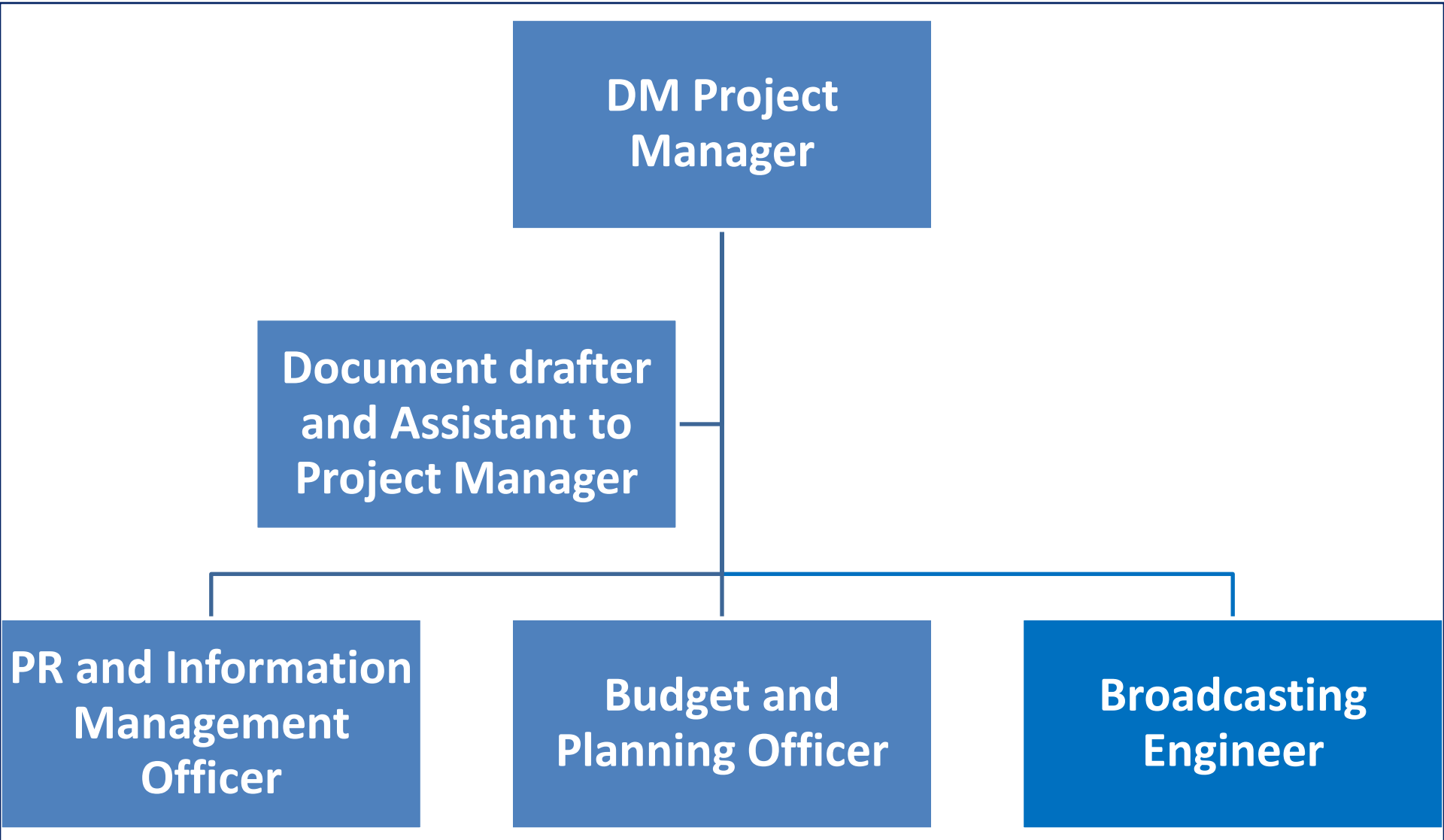
5. Hon. Minister of Trade and Industry (Overseer of DM business value chain issues)

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

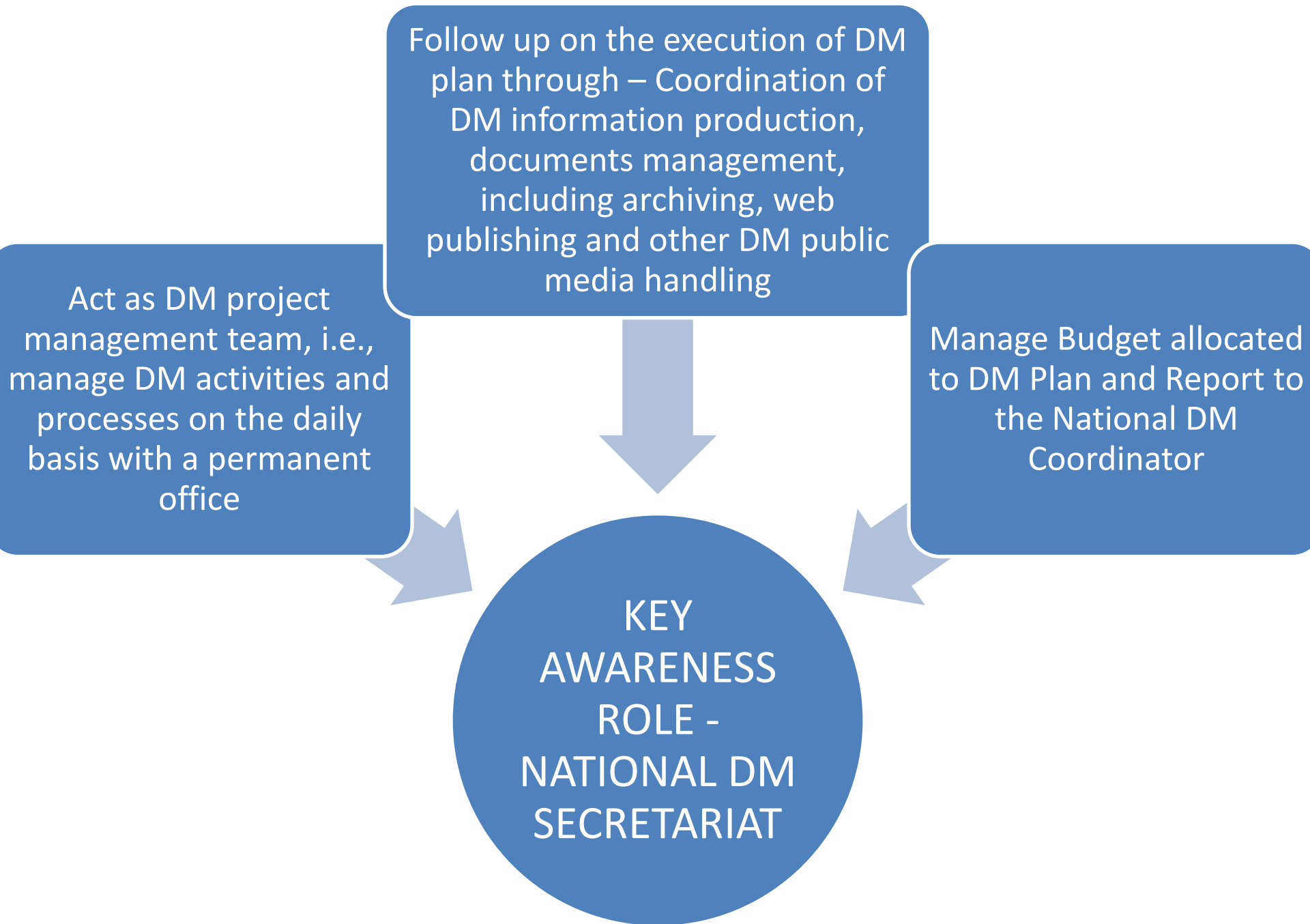


Follow up on the execution of DM plan through – Coordination of DM information production, documents management, including archiving, web publishing and other DM public media handling

Act as DM project management team, i.e., manage DM activities and processes on the daily basis with a permanent office

Manage Budget allocated to DM Plan and Report to the National DM Coordinator

KEY
AWARENESS
ROLE -
NATIONAL DM
SECRETARIAT

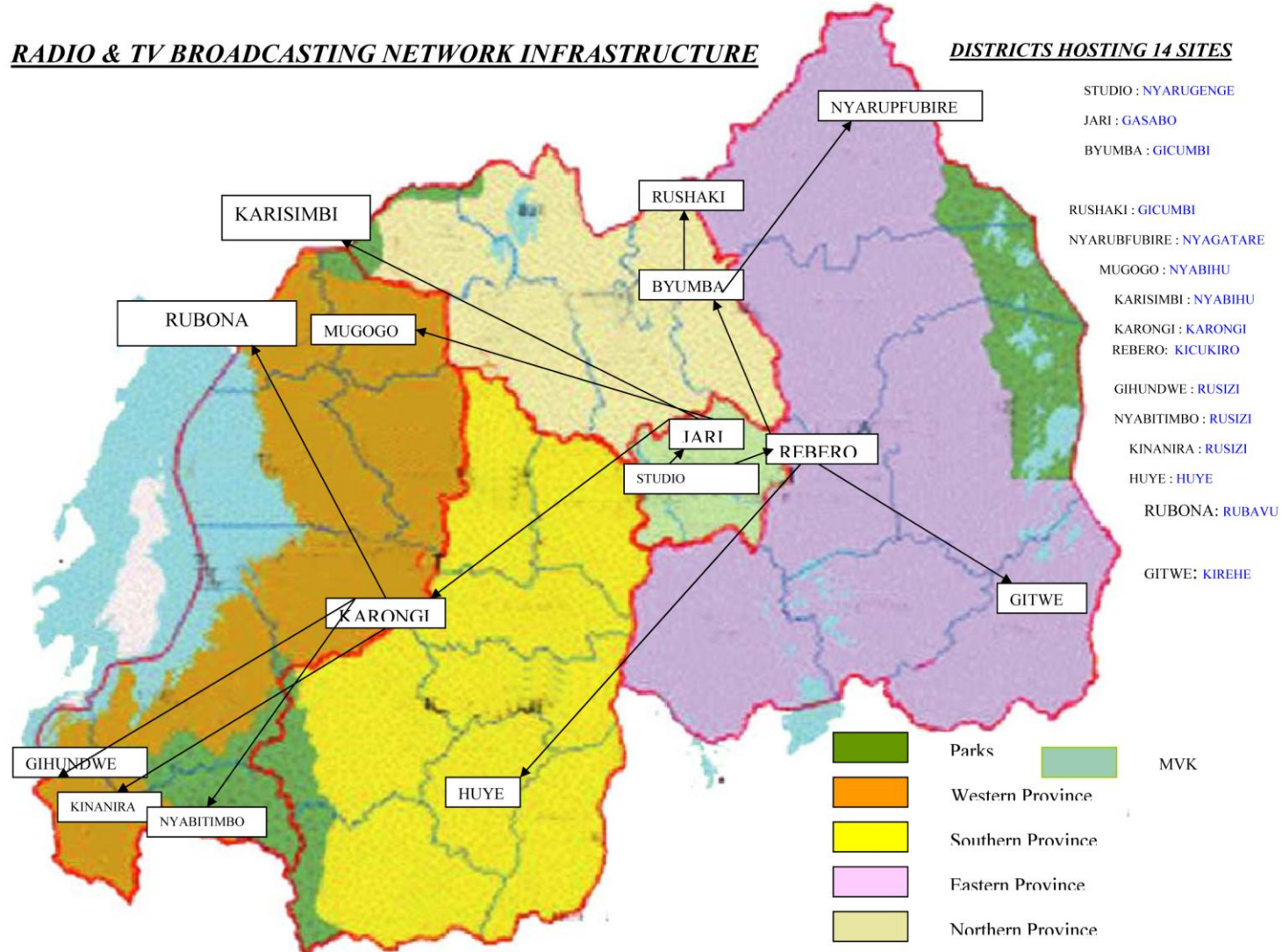


ORINFOR DIGITALIZATION PROCESS & AWARENESS CAMPAIGN

FOURTEEN SITES LOCATIONS

RADIO & TV BROADCASTING NETWORK INFRASTRUCTURE

DISTRICTS HOSTING 14 SITES



DURING SOME REVIEWED MEASURES

Media Content to be Self-Regulated (By An Independent Organ of Media Professionals)

MHC (Media Regulator) to be repositioned for media development only: Some Functions go to the self-regulatory organ & Others to RURA

ORINFOR to be Repositioned as a Public Broadcaster (RBA)

RURA-to use MoU with the self-Regulatory Body and a Charter with RBA

Simple System for Effective Awareness Campaign

Easy Decision Making Process

OBVIOUS CHALLENGES & RISKS

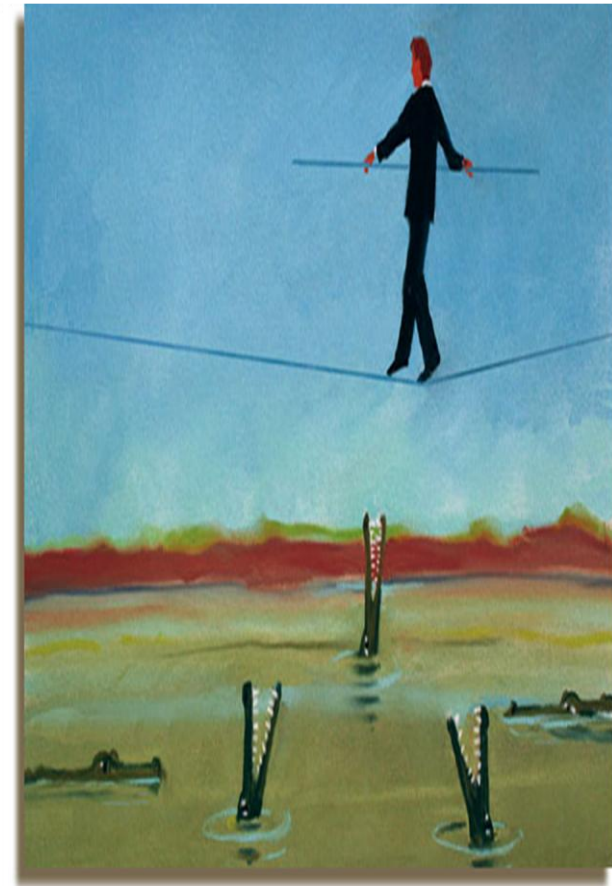
Board Exam,
BITSAT, AIEEE,
IIT-JEE, CET
PMT ...#@%

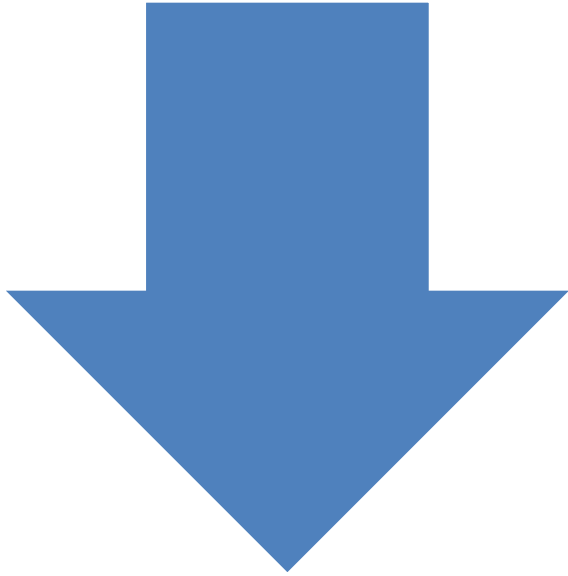


- Broad
- Long-term



- Focused
- Short-term

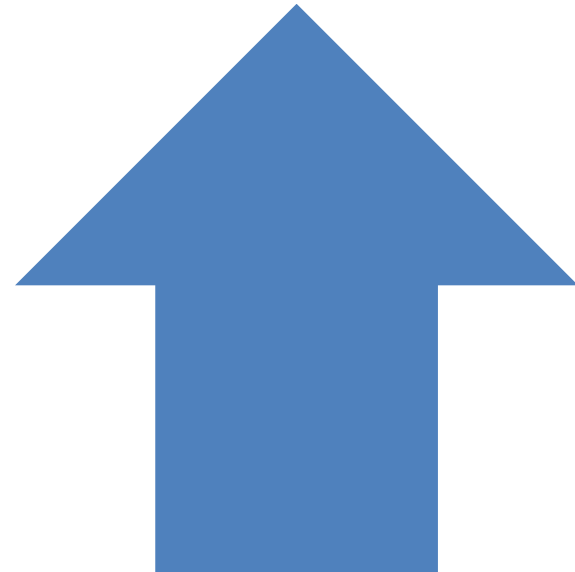




LOOKING AT THE
NATIONAL /
LOCAL
STRATEGIES



THROUGH THE
REGIONAL AND
INTERNATIONAL
BEST PRACTICES



THANK YOU
ASANTE SANA
MURAKOZE