Communications for all in East Africa

REPORT OF THE 26TH EACO ASSEMBLY OF BROADCASTING OPERATORS HELD IN MWANZA, TANZANIA ON 3RD JULY 2019

1.0.   OPENING OF THE MEETING

The 26th Assembly of Broadcasting Operators of EACO was held in Mwanza, Tanzania on 3rd July 2019. The Chairperson, Mr. Josiah Murunga (Tanzania) welcomed members present to the 26th Assembly of Broadcasters of EACO.

The meeting was attended by members from the EACO Secretariat, Broadcasting Operators and National Regulatory bodies of the EACO members, namely Kenya, South Sudan, Tanzania, and Uganda. The list of participants is attached in *Annex 1*.

2.0.   ELECTION OF THE BUREAU

In accordance with the Rules of Procedures of the EACO, the Assembly of Broadcasting Operators elected the following members to the Bureau:
- a) Mr. Josiah Murunga   *Chairman -Tanzania*
- b) Mr. Mussa Fumbuka   *1st Rapporteur-Tanzania*
- c) Ms. Rebecca Mayanja   *2nd Rapporteur- Uganda*

3.0.   ADOPTION OF THE AGENDA

The Assembly's agenda was presented and adopted as follows: -
1. Opening of the Meeting
2. Election of the Bureau
3. Adoption of the Agenda
4. Review of the report of the last assembly and matters arising
5. Presentation on trends in broadcasting sector
6. Presentation on TV White Spaces- Mr. Jabhera Matogoro, University of Dodoma
7. Presentation of the Reports of the WG05: *Broadcasting Development, Spectrum Management & Media Services Regulations*
8. Identify cross cutting issues to be shared in the Joint Working Committee
9. Way forward for the Broadcasting Assembly
10. Preparation of the Report
11. Adoption of the report
12. Closing of the Assembly of Broadcasting Operators

4.0. REVIEW OF THE REPORT OF THE LAST ASSEMBLY AND MATTERS ARISING

Mr. Josiah Murunga presented the report of the 25th Assembly of Broadcasters. The details of the report are provided in *Annex 2*.

The matters arising from the discussions of the report are provided in the table below.

No.	Matters Arising	Notes	Way Forward
1.	Absence of broadcasters and operators from working groups		(1) Encourage Broadcasters to become members of EACO. (2) NRAs of EACO Member States make efforts to encourage broadcasters to participate in the EACO activities. (3) The Broadcasters that have attended EACO meetings are encouraged to be ambassadors for EACO in their respective organisations and countries.
2.	Insufficient local content	a) Production of quality TV content is expensive. b) Complications in relationships between the independent content producers and TV broadcasters	Independent content producers, TV broadcasters and marketers should hold workshops that will provide opportunity to: - • Discuss challenges that are being faced by the independent content producers and TV broadcasters such high production costs • Develop framework that highlights the relationship between TV broadcasters and independent content developers • Engage global partners that will share their experiences and benchmark best practices in addressing the challenges in local content development.
3.	Poor Quality of Service and Quality of Experience	Due to insufficient funding, the Content producers are not able to provide high quality content.	Discussion between independent producers and TV broadcasters to develop strategies to get funding to address poor quality of service and quality of experience, training of upcoming producers and cultural considerations.
4.	Piracy	Loss of revenue and rapid adoptability of piracy	(i) Anti-piracy laws need to be enforced and need for constant surveillance of piracy activities by relevant bodies. (ii) Concerted efforts from all affected parties towards the fight against piracy.

5.	Escalating copyright issues	Loss of revenue by the pay TV operators due to copyright issues.	Copyright is a negotiable deal between the licensor and licensee.

5.0.   PRESENTATION ON TRENDS IN THE BROADCASTING SECTOR

The Chairman of Working Group Five (WG05) Eng. Andrew Kisaka presented a paper on Trends of the broadcasting sector that highlighted the following: -

(a) Advent of new emerging media services against traditional broadcasting and where the future will take broadcasting industry;

(b) The broadcasting landscape in Tanzania focusing on development made in Radio broadcasting services such as Digital Audio Broadcasting (DAB), Digital Radio Mondaile (DRM) and internet radio

(c) Migration from analogue to digital terrestrial television services using DVB-T2 standard and embedded opportunities such as Hybrid Broadband Broadcast (HBBTV).

(d) LTE technology that will facilitate delivery of high speed Internet access on telecom network and will therefore be able to deliver IP based audio and video content.

Details are provided in *Annex 3*.

6.0.   PRESENTATION ON TV WHITE SPACES

Mr. Jabhera Matogoro, University of Dodoma made a presentation on TV White Spaces for community networks in rural Tanzania.

The presentation highlighted the following: -

i)   Background Information on Internet Access in Tanzania

ii) Definition of TV white spaces

iii) Outcomes of the quantitative Assessment of TV White Space in Tanzania

iv) Development of the University of Dodoma Geolocation Spectrum Database to allocate free channels to whitespace devices.

v)   Piloting the use of TV White Space for Community Networks in one of the rural areas of Tanzania

vi) Sustainability of rural connectivity initiatives

Details of the presentation is provided in *Annex 4.*

7.0.   CONSIDERATION OF THE REPORT OF THE WORKING GROUP 5

The Chairman of WG5 presented the report of the WG 5 and it was adopted by the Assembly.

A copy of the power point presentation made by the Chair and the EACO WG5 report are provided in *Annex 5*.

Noted 1:

The Assembly supports the ongoing study on sustainability of FTA television broadcasting services.

Agreed1:

EACO Member States who have not filled out the questionnaires are encouraged to do so.

Noted 2:

The Assembly noted that the revenue for FTAs is declining and can no longer support their operations.

Agreed 2:

EACO Member States are encouraged to hold meetings with commercial advertisers to get their views on issues pertaining advertisement in media.

8.0. IDENTIFY CROSS CUTTING ISSUES TO BE SHARED IN THE JOINT WORKING COMMITTEE

1. There is a need for increased and consistent participation of TV and radio broadcasters in all EACO activities. The NRAs engage all stakeholders and provide timely and adequate information about EACO and its activities.

2. It is proposed that telecom operators provide appropriate / specialized packages that will enable broadcasters to utilize existing telecom infrastructure in order to stream content.

9.0. WAY FORWARD FOR THE BROADCASTING ASSEMBLY

1. The activities that will be conducted in the next cycle are: -
   (a) To develop strategies and regulatory frameworks for digital rights management and digital content management
   (b) To conduct a study on the current arrangement of acquiring exclusive rights to broadcast sports
   (c) To develop regulatory framework for local content development within the region

2. The EACO Secretariat is requested to organise a regional workshop that will address the following issues: -
   (i) Local content development and challenges faced by the independent content producers and TV broadcasters.
   (ii) Sustainability business model for FTA TV broadcasters taking into account rapidly changing environments in the broadcasting sector.

      (iii)   To invite commercial advertisers to get their views on issues pertaining advertisement in media.

10.0. CONSIDERATION AND ADOPTION OF THE REPORT OF THE BROADCASTING ASSEMBLY

The Assembly considered and adopted the report of the Broadcast Assembly.

11.0. CLOSING OF THE MEETING

In the closing remarks, the Chairman thanked the members for their participation in the Assembly meeting and encouraged them to actively participate in the future work of the Assembly.

The Chairman therefore declared the meeting closed at 6:26pm.

ANNEX 1: LIST OF PARTICIPANTS

Annex 1_Attendance
List.docx

ANNEX 2: REPORT OF THE 25TH ASSEMBLY OF BROADCASTERS

Report of 25th EACO
Assembly of Broadcas

ANNEX 3: TRENDS IN BROADCASTING SECTOR

The future of
broadcasting.doc

ANNEX 4:   USE OF WHITE SPACES

Piloting the Use of TV
White Space for Comr

ANNEX 5: REPORT OF THE EACO WORKING GROUP 5

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