



DigiTeam
NIGERIA

Corporate Presentation

**PRESENTATION BY THE CHAIRMAN OF THE IMPLEMENTATION COMMITTEE ON
TRANSITION FROM ANALOGUE TO DIGITAL BROADCASTING IN NIGERIA -
DigiTeam Nigeria.**

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DIGITAL BROADCASTING FORUM AFRICA 2016

11 - 13 MAY 2016, EKO HOTEL, LAGOS, NIGERIA

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THE TRANSITION FROM ANALOGUE TO DIGITAL TERRESTRIAL TELEVISION BROADCASTING IN NIGERIA

UPDATE

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POLICY DECISIONS ON DIGITIZATION IN NIGERIA:

The following Policy Decisions were taken by Government in the implementation of the Transition from Analogue to Digital Terrestrial Television Broadcasting in Nigeria:

- **There will be a separation of functions in the Broadcast Industry,**
 - **The Broadcaster will be responsible for the Content of the Broadcast while**
 - **A Signal Distributor or Carrier will be responsible for the Transmission of the Signals to the Viewers at home**

- **3 Signal Distributors or Carriers are to be Licensed, one of which is to evolve from the Transmission Infrastructure of the Nigerian Television Authority – NTA.**

- **The Transmission Standard shall be the DVB-T2 Format with MPEG-4 AVC Compression Format.**

- **Set Top Boxes to enable existing Analogue Television Receivers to continue Receiving the Digital Transmission after the Switch Over Date will be manufactured in Nigeria.**

- **The new Switch over Date is 1st January 2015.**

- **Signal Distributors are now licenced.**
- **A total of 13 Companies for the Manufacturing of Set Top Boxes have been approved.**
- **The selection of the Conditional Access Software to protect the Set Top Boxes manufactured in Nigeria has been concluded.**
- **The Digital Switch-On in the Pilot City Jos / Plateau State, was successfully launched on April 30'th, on the Platform of one of the Signal Distributors – Integrated Television Services (ITS) by the Hon. Minister of Information & Culture Alhaji Lai Mohammed.**
- **With the successful conclusion of the Pilot Project, we are set for the Transition proper.**

At the early planning stages of the Transition, focus was all about the Digital Dividend resulting from the Transition. Dividend mainly from the point of view of the Frequency Bands left over which will be available for sale after the Transition and of course the resulting increase in Programming.

However, as the strategy for the Transition progressed and after a series of consultative meetings with various Stake Holders, the Regulators decided on a more holistic Ecosystem for the Broadcast Industry in Nigeria.

The Transition should not be simply moving the existing Analogue Stations in their present form onto a Digital Platform. The Transition should also bring a transformation to the quality of the existing stations such that the Viewers can reap the full benefit of Digital Broadcasting.

It therefor became necessary to modify the value chain.

A company Cable Channels Nigeria Limited (CCNL) was appointed as a Signal Aggregator to Brand the Free to Air Television Channels as a Free View Bouquet on the Terrestrial Network. This they have done and labelled FreeTv. CCNL is utilizing the SES Satellite Platform to backhaul signals from the various Broadcasters on the FreeTv Platform to the Signal Distributor Head End.

Inview Limited is providing the Conditional Access Software utilizing the Nagravisio Encryption. Inview will also manage the EPG Operation

At the just concluded Pilot in Jos, 15 Channels of Programming is on offer with an Information Channel as the 16'th Channel. This will be increased to 32 Programme Channels until the Analogue Switch Off. After the Analogue Switch Off, there will be Frequency Re-farming and Re-planning to provide more channels on FreeTv.







VIDEO WALL AT THE JOS PILOT LAUNCH



VIDEO WALL AT THE JOS PILOT LAUNCH

LESSONS FROM THE JOS PILOT

A lot of lessons were learnt from the Pilot Project

For the Pilot City, Jos, Government had allocated 200,000 Set Top Boxes to be distributed free, one to each Television Household in the designated Pilot Area. Unfortunately, reliable data on the Television Households in the Designated Areas. We had to resort to house to house enumeration. 400 youths, from the different Wards within the Designated Areas were engaged for this.

There were some grey areas in the responsibilities of the Signal Aggregators – CCNL and the Signal Distributor – ITS. This had to be ironed out in the field.

Another issue that arose was the activation of the STBs. A lot of the homes needed assistance in the activation of the STBs. We had to mobilize members of the Satellite Installers Association of Nigeria to help.



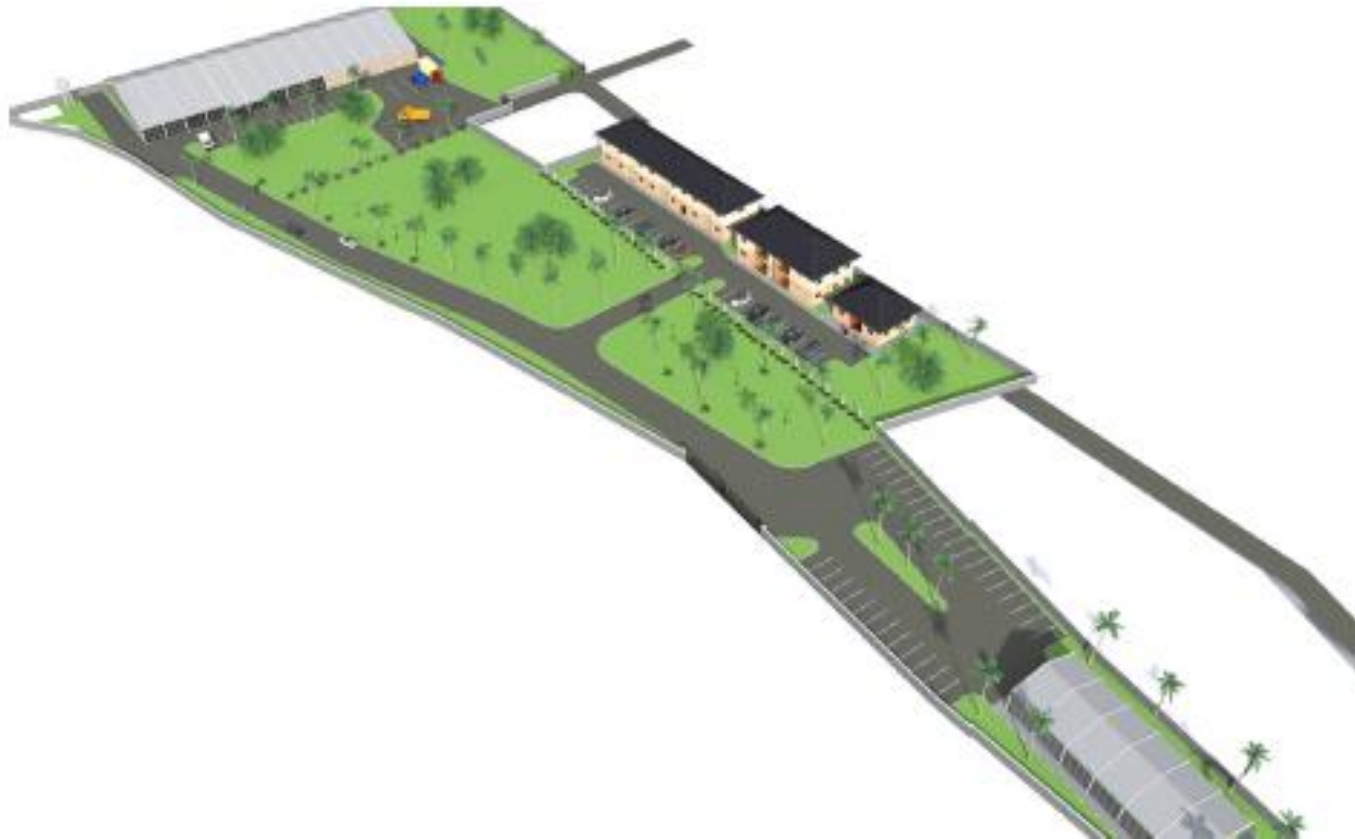
Resulting from the Pilot, all on the value chain are now on the same page.

As at today, STB Manufacturers have set up Plants in Lagos, Calabar and Port Harcourt.

It is envisaged that each Plant will be employing a minimum of 2,000 personnel directly

This will result in a minimum of 26,000 Direct employment.

There will still be the down stream benefit of Distributors, Retailers and Installers of the STBs.



SET TOP BOX FACTORY SITE PORT HARCOURT

CONCLUSION

Two major reasons were responsible for Nigeria not meeting the ITU deadline of 17 June 2015:

- **Commitment on the part of Government in the past**
- **Funding.**

Now we have a Minister of Information and Culture who is passionate about the Transition and some funding has been made available through the pre-sale of a small part of the Digital Dividend.

With commitment from all Stake Holders, we should meet the ECOWAS new date of June 2017.

CONCLUSION

We have come a long way in the Transition process

The journey ahead is now much shorter than where we were coming from

WE WILL GET THERE.

THANK YOU ALL VERY MUCH.

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