



**ITU Centres of Excellence Network for Africa**

**African Advanced Level Telecommunications Institute (AFRALTI)**

**Face-to-Face Training Course on**

**Digital Broadcasting Content Regulation in a Converged Environment**

**Nairobi, Kenya**

**3–14 February 2020**

**COURSE OUTLINE**

**COURSE DESCRIPTION**

Title	Digital Broadcasting Content Regulation in a Converged Environment
Objectives	<p>Digital Broadcasting Content Regulation course gives an in-depth understanding of the policy, legal and regulatory issues as well as trends affecting broadcasting and digital media in the converged, globalized communications/ICT environment of today.</p> <p>The objectives of the training course are to:</p> <ul style="list-style-type: none"><li>• Understand different digital broadcasting technologies.</li><li>• Describe and interpret the broad impacts of digitalization, globalization and convergence on broadcasting;</li><li>• Describe and analyse both traditional and contemporary objectives underlying the regulation of broadcasting;</li><li>• Understand key digital broadcasting market trends and the policy/regulatory implications of these trends;</li><li>• Understand key features of the current policy and regulatory environment for broadcasters internationally.</li><li>• Understand content regulations followed in other countries.</li></ul>
Dates	3-14 February 2020
Duration	10 days
Registration deadline	17 January 2020
Training fees	USD1800
Course code	20WS24480AFR-E

## LEARNING OUTCOMES

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After completing this course, the participant will be able to:

- Understand overview of different digital broadcasting technologies and applications.
- Describe and interpret the broad impacts of digitalization, globalization and convergence on broadcasting;
- Describe and analyse both traditional and contemporary objectives underlying the regulation of broadcasting;
- Understand key digital broadcasting market trends and the policy/regulatory implications of these trends;
- Understand key features of the current policy and regulatory environment for broadcasters internationally.
- Case studies of content regulations followed in other countries.

## TARGET POPULATION

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This training is targeted at the personnel from regulators, lawyers, consultants, journalists involved in Broadcasting. This course will also be appropriate for policy makers, broadcast service providers, film classification bodies and signal distributors.

## TUTORS/INSTRUCTORS

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NAME OF TUTOR(S)/INSTRUCTOR(S)	CONTACT DETAILS
Mr. Jonathan P. Mwakijele, BSc, MCM, MSc	<a href="mailto:jmwakijele@afraiti.org">jmwakijele@afraiti.org</a>
Eng. Wainaina P. Mungai	<a href="mailto:wainaina@wainainamungai.com">wainaina@wainainamungai.com</a>

## EVALUATION

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Centres of Excellence shall grant certificates of achievement based on assessment tests undertaken during, and at the end of, each training. In this regard, Centres of Excellence shall develop assessment tools for this training. The tools should include the following:

- Regular assessments
- Final assessment

Only candidates who have successfully completed all the assessments shall be awarded the ITU certificate.

## TRAINING SCHEDULE AND CONTENTS / AGENDA

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### *Training schedule and content (face-to-face training)*

DAY	MODULE TITLE	TOPICS
1	Introduction and overview of different Digital broadcasting technologies and applications.	<ul style="list-style-type: none"><li>▪ Introduction to the course</li><li>▪ Overview of different Digital broadcasting technologies</li><li>▪ Overview of different Digital broadcasting applications</li></ul>
2	Need for Digital broadcasting policy and regulation.	<ul style="list-style-type: none"><li>▪ Digital Broadcasting Policy</li><li>▪ Digital Broadcasting Regulation</li></ul>
3	International Digital broadcasting trends, convergence and	<ul style="list-style-type: none"><li>▪ Digital Broadcasting Trends</li><li>▪ Convergence</li></ul>

	globalization.	<ul style="list-style-type: none"> <li>Globalization</li> </ul>
4	Community Digital broadcasting – trends and Policy guidelines.	<ul style="list-style-type: none"> <li>History of community broadcast media – technological and content issues</li> <li>Impact of community digital broadcasting in developing countries – Africa</li> <li>Case studies of community broadcasters – Africa</li> </ul>
5	Regulating Digital broadcasting content.	<ul style="list-style-type: none"> <li>Regulating Digital broadcasting content</li> </ul>
6	IPTV and its trend – Policy and regulation requirement.	<ul style="list-style-type: none"> <li>IPTV-Definition-Trends-Policy</li> <li>Comparison of IPTV, Internet TV and Internet Video</li> <li>Regulation Requirement</li> </ul>
7	Local content and independent production issues.	<ul style="list-style-type: none"> <li>A review of local content regulation and impact – A regulatory perspective</li> <li>Broadcasters’ perspective and feedback</li> <li>Local content in the converged and globalized World</li> </ul>
8	Embracing 21 <sup>st</sup> Century Regulation	<ul style="list-style-type: none"> <li>Introduction</li> <li>Trends in Broadcast media</li> <li>The role of the regulator in a changing World</li> </ul>
9	Converged Licensed Framework (CLF) and Over-The-Top Services (OTTS)	<ul style="list-style-type: none"> <li>Introduction - Converged Licensed Framework</li> <li>Case study – Converged Licensed Framework</li> <li>Introduction - Over-the-Top Services</li> <li>Challenges of regulating Over-the-Top Services</li> </ul>
10	Case studies on content regulations followed in other countries.	<ul style="list-style-type: none"> <li>Case studies (America, Europe, Asia, Australia and Africa)</li> </ul>

**Agenda (for face-to-face trainings)**

Date for 1 <sup>st</sup> day	Breaks	Topics/Activities
Introduction and Overview of different Digital broadcasting technologies and applications.		<ul style="list-style-type: none"> <li>Introduction to the course</li> <li>Overview of different Digital broadcasting technologies</li> </ul>
	<b>LUNCH</b>	
Overview of different Digital broadcasting technologies and applications		<ul style="list-style-type: none"> <li>Overview of different Digital broadcasting technologies (Cont.)</li> <li>Overview of different Digital broadcasting applications</li> </ul>
Date for 2 <sup>nd</sup> day	Breaks	Topics/Activities
Need for Digital broadcasting policy and regulation.		<ul style="list-style-type: none"> <li>Digital broadcasting policy</li> <li>Digital broadcasting policy (Cont.)</li> </ul>
	<b>LUNCH</b>	
Need for Digital broadcasting policy and regulation.		<ul style="list-style-type: none"> <li>Digital broadcasting regulation</li> <li>Digital broadcasting regulation (Cont.)</li> </ul>

<b>Date for 3rd day</b>	<b>Breaks</b>	<b>Topics/Activities</b>
International Digital broadcasting trends, convergence and globalization.		<ul style="list-style-type: none"> <li>• International digital broadcasting trends</li> <li>• Convergence</li> </ul>
	<b>LUNCH</b>	
		<ul style="list-style-type: none"> <li>• Convergence (Cont.)</li> <li>• Globalization</li> </ul>
<b>Date for 4<sup>th</sup> day</b>	<b>Breaks</b>	<b>Topics/Activities</b>
Community Digital broadcasting – Trends and policy guidelines.		<ul style="list-style-type: none"> <li>• History of community broadcast media – Technological and content Issues</li> <li>• Impact of Community Digital broadcasting in developing countries – Africa</li> </ul>
	<b>LUNCH</b>	
Case studies and regulatory issues		<ul style="list-style-type: none"> <li>• Case studies of community digital broadcasters – Africa</li> <li>• Regulatory issues for community media – opportunities and challenges</li> </ul>
<b>Date for 5<sup>th</sup> day</b>	<b>Breaks</b>	<b>Topics/Activities</b>
Regulating Digital broadcasting content.		<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Digital Content – Disrupting and Empowering</li> </ul>
	<b>TEA BREAK</b>	
		<ul style="list-style-type: none"> <li>• Challenges for traditional content regulatory regimes in a digital environment</li> </ul>
	<b>LUNCH</b>	
		<ul style="list-style-type: none"> <li>• Possible solutions – Framework for regulating digital content</li> </ul>
	<b>TEA BREAK</b>	
		<ul style="list-style-type: none"> <li>• Conclusions and issues for discussion</li> </ul>
<b>Date for 6<sup>th</sup> day</b>	<b>Breaks</b>	<b>Topics/Activities</b>
IPTV and its trend – Policy and regulation requirement.		<ul style="list-style-type: none"> <li>• IPTV – Definition – Trends – Policy</li> </ul>
	<b>LUNCH</b>	
		<ul style="list-style-type: none"> <li>• Comparison of IPTV, Internet TV, and Internet Video</li> </ul>

<b>Date for 7<sup>th</sup> day</b>	<b>Breaks</b>	<b>Topics/Activities</b>
Local content and independent production issues.		<ul style="list-style-type: none"> <li>• Regulation requirement</li> <li>• A review of local content regulation and impact – a regulatory perspective</li> </ul>
	<b>TEA BREAK</b>	
		<ul style="list-style-type: none"> <li>• Broadcasters' perspective and feedback</li> </ul>
	<b>LUNCH</b>	
		<ul style="list-style-type: none"> <li>• Challenges for independent producers</li> </ul>
	<b>TEA BREAK</b>	
		<ul style="list-style-type: none"> <li>• Local content in the converged and globalized world</li> </ul>
<b>Date for 8<sup>th</sup> day</b>	<b>Breaks</b>	<b>Topics/Activities</b>
Embracing 21 <sup>st</sup> Century regulation		<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Trends in broadcast media</li> </ul>
	<b>LUNCH</b>	
		<ul style="list-style-type: none"> <li>• The role of the Regulator in a changing World</li> </ul>
<b>Date for 9<sup>th</sup> day</b>	<b>Breaks</b>	<b>Topics/Activities</b>
Converged Licensing Framework (CLF) and Over-The-Top Services (OTTS)		<ul style="list-style-type: none"> <li>• Introduction - Converged Licensing Framework</li> <li>• Case study - Converged Licensing Framework (Cont.)</li> </ul>
	<b>LUNCH</b>	
		<ul style="list-style-type: none"> <li>• Introduction - Over-The-Top Services</li> <li>• Challenges of regulating Over-The-Top Services</li> </ul>
<b>Date for 10<sup>th</sup> day</b>	<b>Breaks</b>	<b>Topics/Activities</b>
Case studies on Content regulations followed in other countries.		<ul style="list-style-type: none"> <li>• Case studies (America, Europe)</li> </ul>
	<b>TEA BREAK</b>	
		<ul style="list-style-type: none"> <li>• Case studies (Asia, Australia)</li> </ul>
	<b>LUNCH</b>	
		<ul style="list-style-type: none"> <li>• Case studies (Africa)</li> </ul>
	<b>CLOSING CEREMONY</b>	

## METHODOLOGY

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Instructor led training, lectures, case studies and group work.

## TRAINING COORDINATION

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<b>Training Coordinator:</b> Mr. Jonathan P. Mwakijele Head of Management, Policy and Regulatory Unit at AFRALTI Tel: +254 20 444 0634 Mobile: +254 718 860 897 Email: <a href="mailto:Jmwakijele@afralti.org">Jmwakijele@afralti.org</a>	<b>ITU coordinator:</b> Elena Stankovska-Castilla ITU Headquarters, Geneva Tel: +41 22 730 6027 E-mail: <a href="mailto:elena.stankovska-castilla@itu.int">elena.stankovska-castilla@itu.int</a> ; <a href="mailto:hcbmail@itu.int">hcbmail@itu.int</a>
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## REGISTRATION AND PAYMENT

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### ITU Academy portal account

Registration and payment should be made online at the ITU Academy portal.

To be able to register for the course you **MUST** first create an account in the ITU Academy portal at the following address:

<https://academy.itu.int/index.php/user/register>

### Training registration

When you have an existing account or created a new account, you can register for the course online at the following link: <https://academy.itu.int/training-courses/full-catalogue/digital-broadcasting-content-regulation-converged-environment-0>

You can also register by finding your desired course in our training catalogue

<https://academy.itu.int/index.php/training-courses/full-catalogue>

### Payment

#### 1. On-line payment

A training fee of USD 1800 per participant is applied for this training. Payments should be made via the online system using the link mentioned above for training registration at

<https://academy.itu.int/training-courses/full-catalogue/digital-broadcasting-content-regulation-converged-environment-0>.

#### 2. Payment by bank transfer

Where it is not possible to make payment via the online system, select the option for offline payment to generate an invoice using the same link as above. Download the invoice to make a bank transfer to the ITU bank account shown below. Then send the proof of payment/copy of bank transfer slip and the invoice copy to [Hcbmail@itu.int](mailto:Hcbmail@itu.int) and copy the course coordinator. **All bank transaction fees must be borne by the payer.**

**Failure to submit the above documents may result in the applicant not being registered for the training.**

#### 3. Group payment

Should you wish to pay for more than one participant using bank transfer and need one invoice for all of them, create an account as **Institutional Contact**. **Institutional Contacts** are users that represent an organization. Any student can request to be an institutional contact or to belong to any existing organization.

To do this, head to your profile page by clicking on the “**My account**” button in the user menu. At the bottom of this page you should see two buttons:

- a. If you want to **become an institutional contact**, click on the “**Apply to be an Institutional Contact**” button. This will redirect you to a small form that will ask for the organization name. After you fill the name of the organization you want to represent, click on “**continue**” and a request will be created. An ITU Academy manager will manually review this request and accept or deny it accordingly.
- b. If you want to **belong to an existing organization**, click on the “**Request to belong to an Institutional Contact**” button. This will redirect you to a small form that will ask you to select the organization you want to join from an organization list. After you select the correct organization, click on “**continue**”, a request will then be created. The Institutional Contact that represents that organization will manually accept or deny your request to join the organization.

**ITU BANK ACCOUNT DETAILS:**

Name and Address of Bank:	UBS Switzerland AG Case postale 2600 CH 1211 Geneva 2 Switzerland
Beneficiary:	Union Internationale des Télécommunications
Account number:	240-C8108252.2 (USD)
Swift:	UBSWCHZH80A
IBAN	CH54 0024 0240 C810 8252 2
Amount:	USD 1800
Payment Reference:	CoE-AFR 24480 – P.40590.1.07

**4. Other method of payment**

If due to national regulations, there are restrictions that do not allow for payment to be made using options 1 & 2 above, please contact the ITU coordinator for further assistance.