ITU Centres of Excellence Network for Africa

African Advanced Level Telecommunications Institute (AFRALTI)

Online Training Course on

Digital Broadcasting Regulation in a Converged IP Environment(2nd Intake)

11 October – 5 November 2021

COURSE OUTLINE

COURSE DESCRIPTION

Title	Digital Broadcasting Regulation in a Converged IP Environment
Objectives	Digital Broadcasting Regulation course gives an in-depth understanding of the policy, legal and regulatory issues and trends affecting broadcasting and digital media in the converged, globalized communications/ICT environment of today. The objectives of the training course are to: • Understand different digital broadcasting technologies. • Describe and interpret the broad impacts of digitalization, globalization and convergence on broadcasting; • Describe and analyze 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. • Understand content regulations followed in other countries.
Dates	11 October – 5 November 2021
Duration	20 Days
Registration deadline	7 October 2021
Training fees	USD960
Course code	21OI26518AFR-E

LEARNING OUTCOMES

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

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.

TUTOR/INSTRUCTOR

NAME OF TUTOR(S)/INSTRUCTOR(S)	CONTACT DETAILS
Eng. Martin Mwaura	Email: martinmwaura@live.com Tel: +254 733 879 673
Jonathan Mwakijele	Email: Jmwakijele@afralti.org Tel: +254 718 860 897

EVALUATION

Centres of Excellence shall grant certificate 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 will include the following:
- Regular assessments quizzes for each topic covered (7 Quizzes): 70%
- Forums and chats discussions (4 Forums): 10%
- End of course assignment (1 assignment): 20%

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

Training schedule and content (online training)

DAY	MODULE TITLE	TOPICS
1	Introduction and Overview of Digital Broadcasting Technologies and Applications.	• Introduction to the Course and participants • Overview of different Digital Broadcasting Technologies and Applications
2	Need for digital broadcasting	• Economic importance of broadcasting • Broadcasting Regulation in member states • Digital Broadcasting Trends and emergence of new technologies • Convergence of Services
3	Globalization	• Effect of Globalization on broadcasting regulation • Open communication networks • Global Internet and its impact on broadcasting • Role of mobile phone networks on broadcasting
4	Community Digital Broadcasting – Trends and Policy Guidelines.	• History of community broadcast media – Technological and content issues • Impact of community digital broadcasting in developing countries – Africa • Case studies of community broadcasters – Africa
5	Regulating Digital Broadcasting Content.	• Guidelines from ITU on Content Regulation • Challenges to Content Regulation • Views of Content producers and service providers • Views of regulatory authorities
6	IPTV and its trend – Policy and regulation requirement.	• IPTV-Definition-Trends-Policy • Comparison of IPTV, Internet TV and Internet Video • Regulation Requirements and challenges
7	Local content and independent production issues.	• A review of local content regulation and impact – A regulatory perspective • Broadcasters' perspective and feedback • Local content in the converged and globalized World
8	Embracing 21st Century Regulation	• Introduction of converged multimedia networks • Trends in multi-media communication • The role of the regulator in a changing World
9	Converged Licensed Framework (CLF) and Over-The-Top Services	• Introduction - Converged Licensed Framework • Case study – Converged Licensed Framework • Introduction - Over-The-Top Services • Challenges of regulating Over-The-Top Services
10	Infrastructure Planning and Sharing of broadcasting networks	• Broadcast network plans • Broadcasting frequency bands • Single frequency networks • Multi frequency networks • Signal distribution
11	Licensing of Broadcast services	• Unified licensing framework • Technology neutrality • Broadcasting license provisions • Codes of conduct for broadcasters
12	Spectrum Policy and Management	• National Spectrum policy

		• Spectrum management for broadcasting • Interference management in broadcast networks • International frequency coordination
13	Roles of ITU in Broadcasting Regulation	• ITU guidelines on broadcasting • ITU Study group on broadcasting • International Broadcast standards and best practices • Type approval of broadcasting equipment
14	Content Development	• National content policy • External content • Quality of service • Intellectual property rights • WTO regulations on content
15	Broadcasting Services in a Converged Environment	• IPTV • Internet TV • Internet Radio • Mobile TV • Streaming Video channels
16	Television Signal Standards	• TV Codec standards MPEG2, MPEG 4, • DVB-T, DVB-S • Picture Quality, Aspect Ratio • SDTV and HDTV • FEC
17	Digital Audio Broadcasting Standards	• DAB standard from ITU • FM bands for digital Audio broadcasting
18	Broadcasting Market Analysis and Pricing in a Converged IP Environment	• Broadcasting market • Market regulation • Market analysis • Tariffs for broadcasting services
19	Case studies on Broadcasting Regulation	• Selected case studies depending on group composition
20	Summary and Conclusions	• Summary of discussed topics and feedback from participants

METHODOLOGY

This course shall be conducted fully online. It will be Instructor-led training, online lectures, discussions, case studies and quizzes. All participants must do all the quizzes and pass in order to get a certificate from ITU. The tutor will deliver live lectures through ZOOM on every **Tuesday** and **Thursday** from **1500 Hours to 1700 Hours EAT/Nairobi Time** (https://time.is/Nairobi). This will be opportunity for participants to interact directly with the tutor and ask questions and discuss different topics covered online in that week.

TRAINING SCHDULES AND CONTENT AGENDA

WEEK	ACTIVITIES	EXERCIZES AND QUIZ
WEEK 1	Read Week one topics: • Broadcast technologies, • Broadcasting regulation, • Globalization, • Community broadcasting	Do all quizzes
WEEK 2	Read week 2 topics:	Do all quizzes

	• IPTV • Local content regulation • 21st century regulation • Converged unified licensing framework • Infrastructure planning and sharing	
WEEK 3	Read week 3 topics: • Converged licensing framework • Infrastructure planning and sharing • Spectrum policy and management • The role of ITU in broadcasting regulation • Content development and management • New Broadcasting services	Do all quizzes
WEEK 4	Read week 4 topics: • TV and Audio Broadcasting standards • Broadcasting market analysis • Competition and market stabilization • Pricing and tariffs for TV services • Case studies	Do all quizzes

TRAINING COORDINATION

AFRALTI Coordinator:	ITU coordinator:
Mr. Jonathan P. Mwakijele Head of Management, Policy and Regulatory Unit AFRALTI Tel : +254 718 860 897 Email: Jmwakijele@afralti.org	Mr. Emmanuel Niyikora Programme Officer ITU Area Office for West Africa, Dakar Tel : +250 788312939 Email: emmanuel.niyikora@itu.int

REGISTRATION AND PAYMENT

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

Course 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/index.php/training-courses/full-catalogue/digital-broadcasting-regulation-converged-ip-environment2nd-intake

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 960** per participant is applied for this training. Payment should be made via the online system using the link mentioned above for training registration at https://academy.itu.int/index.php/training-courses/full-catalogue/digital-broadcasting-regulation-converged-ip-environment2nd-intake

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 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 960**
Payment Reference:	CoE-AFR 26518 – 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.