



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

22 March – 16 April 2021

COURSE OUTLINE

COURSE DESCRIPTION

Title	Digital Broadcasting Regulation in a Converged IP Environment
Objectives	<p>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.</p> <p>The objectives of the training course are to:</p> <ul style="list-style-type: none">• 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 digital broadcasting regulations followed in other countries.
Dates	22 March – 16 April 2021
Duration	20 Days
Registration deadline	19 March 2021
Training fee	USD960
Course code	21O126452AFR-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 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.
- Case studies of digital broadcasting 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. Jared Baraza	Email: nyakwarodenge@gmail.com Tel: +254 719 596 054
Jonathan Mwakijele	Email: Jmwakijele@afraiti.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
- Forums and chats discussions

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	Overview of Digital Broadcasting Technologies and Systems	<ul style="list-style-type: none"> Introduction to the Course and participants Overview of Digital Broadcasting Technologies
2		<ul style="list-style-type: none"> FM Radio and TV Broadcasting
3	The Need for broadcasting	<ul style="list-style-type: none"> Social, Economic and political importance of broadcasting history and Evolution of broadcasting Regulation
4	Broadcasting Bands and Frequencies	<ul style="list-style-type: none"> FM radio Broadcasting bands Terrestrial Television broadcasting bands
5		<ul style="list-style-type: none"> Satellite Video Broadcasting Bands
6	Transition from Analogue to Digital Broadcasting	<ul style="list-style-type: none"> Geneva -06 Analogue to digital Terrestrial Television Agreement
7		<ul style="list-style-type: none"> Digital terrestrial TV Model and Infrastructure Digital Dividend
8	Analogue to digital transition Roadmap	<ul style="list-style-type: none"> Analogue to digital Transition Road map as set by ITU and GE-06 Agreement for Region one
9	Impact of digitization, globalization and convergence on Broadcasting	<ul style="list-style-type: none"> Effect of Globalization on broadcasting regulation Open communication networks
10		<ul style="list-style-type: none"> Global Internet and its impact on broadcasting Role of mobile phone networks on broadcasting
11	Broadcasting Market Trends	<ul style="list-style-type: none"> Traditional broadcasting services versus new broadcasting services (Digital) Effects of IP and globalization on FM Radio and TV market segments
12	Traditional and contemporary objects of Regulation in Broadcasting	<ul style="list-style-type: none"> Guidelines from ITU on Broadcasting Regulation Challenges in Broadcasting Regulation
13		<ul style="list-style-type: none"> Views of producers and service providers Views of policy makers and regulatory authorities
14	Current Broadcasting Policy and Regulations	<ul style="list-style-type: none"> Current Broadcasting Policy and Regulations in member states and their relevance (Cont.)
15		<ul style="list-style-type: none"> Current Broadcasting Policy and Regulations in member states and their relevance
16	Implications of digitization and convergence on Broadcasting Policy and Regulations	<ul style="list-style-type: none"> Policy and Regulation after digitalization and convergence in member states
17		<ul style="list-style-type: none"> Challenges and opportunities after convergence
18	Case Studies of Current Broadcasting Policies from other member states	<ul style="list-style-type: none"> Case study from Africa (Republic of South Africa) Case study from Asia Pacific (Republic of South Korea)

19		<ul style="list-style-type: none"> • Case study from Europe (UK OFCOM)
20	Summary and Conclusions	<ul style="list-style-type: none"> • Open discussions forum • 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 SCHEDULES AND CONTENT AGENDA

WEEK	ACTIVITIES	EXERCISES AND QUIZ
WEEK 1	Read Week 1 topics: <ol style="list-style-type: none"> 1. Overview of Digital Broadcasting Technologies and Systems 2. The Need for Broadcasting 3. Broadcasting Bands and Frequencies 	Do all quizzes and participate in discussions
WEEK 2	Read week 2 topics: <ol style="list-style-type: none"> 1. transition from Analogue to Digital Broadcasting 2. Analogue to digital transition Roadmap 3. Impact of digitalization and convergence on Broadcasting 	Do all quizzes and participate in discussions
WEEK 3	Read week 3 topics: <ol style="list-style-type: none"> 1. Digital Broadcasting market trends 2. Traditional and contemporary Regulation of Broadcasting 3. Current Broadcasting Policy and Regulations 	Do all quizzes and participate in discussions
WEEK 4	Read week 4 topics: <ol style="list-style-type: none"> 1. Implications of digitization and convergence on Broadcasting Policy and Regulations 2. Case Studies of digital broadcasting regulation in Converged IP Environment 3. Course Assignment 	Do all quizzes and participate in discussions Do end of course Assignment

TRAINING COORDINATION

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

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/training-courses/full-catalogue/digital-broadcasting-regulation-converged-ip-environment>

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 USD960 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/training-courses/full-catalogue/digital-broadcasting-regulation-converged-ip-environment>

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:	USD960
Payment Reference:	CoE-AFR 26452 – 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.