



Training course outline

ITU and African Advanced Level Telecommunications Institute

Title	Digital Broadcasting Regulation in a Converged IP Environment
Modality	Online instructor led
Dates	7 February – 4 March 2022
Duration	20 Days
Registration deadline	6 February 2022
Training fees	USD960
Description	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.
Course code	22O127992AFR-E

1. LEARNING OBJECTIVES

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.

2. 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.

3. 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.

4. ENTRY REQUIREMENTS

No prior knowledge or qualification in Spectrum Management is required, however it is important for participants to be working for a regulator, or in the ICT/Telecoms sector as a provider or consultant.

5. TUTORS/INSTRUCTORS

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

6. EVALUATION AND GRADING

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%

A candidate who attain a grade of at least 60% shall be awarded ITU certificate.

7. TRAINING COURSE CONTENTS

MODULE TITLE	TOPICS
Introduction and Overview of Digital Broadcasting Technologies and Applications.	<ul style="list-style-type: none"> • Introduction to the Course and participants • Overview of different Digital Broadcasting Technologies and Applications
Need for digital broadcasting	<ul style="list-style-type: none"> • Economic importance of broadcasting • Broadcasting Regulation in member states • Digital Broadcasting Trends and emergence of new technologies • Convergence of Services
Globalization	<ul style="list-style-type: none"> • Effect of Globalization on broadcasting regulation • Open communication networks • Global Internet and its impact on broadcasting • Role of mobile phone networks on broadcasting
Community Digital Broadcasting – Trends and Policy Guidelines.	<ul style="list-style-type: none"> • History of community broadcast media – Technological and content issues • Impact of community digital broadcasting in developing countries – Africa • Case studies of community broadcasters – Africa
Regulating Digital Broadcasting Content.	<ul style="list-style-type: none"> • Guidelines from ITU on Content Regulation • Challenges to Content Regulation • Views of Content producers and service providers • Views of regulatory authorities
IPTV and its trend – Policy and regulation requirement.	<ul style="list-style-type: none"> • IPTV-Definition-Trends-Policy • Comparison of IPTV, Internet TV and Internet Video • Regulation Requirements and challenges
Local content and independent production issues.	<ul style="list-style-type: none"> • A review of local content regulation and impact – A regulatory perspective • Broadcasters’ perspective and feedback • Local content in the converged and globalized World
Embracing 21 st Century Regulation	<ul style="list-style-type: none"> • Introduction of converged multimedia networks • Trends in multi-media communication • The role of the regulator in a changing World
Converged Licensed Framework (CLF) and Over-The-Top Services	<ul style="list-style-type: none"> • Introduction - Converged Licensed Framework • Case study – Converged Licensed Framework • Introduction - Over-The-Top Services • Challenges of regulating Over-The-Top Services
Infrastructure Planning and Sharing of broadcasting networks	<ul style="list-style-type: none"> • Broadcast network plans • Broadcasting frequency bands • Single frequency networks • Multi frequency networks • Signal distribution
Licensing of Broadcast services	<ul style="list-style-type: none"> • Unified licensing framework • Technology neutrality • Broadcasting license provisions • Codes of conduct for broadcasters
Spectrum Policy and Management	<ul style="list-style-type: none"> • National Spectrum policy • Spectrum management for broadcasting • Interference management in broadcast networks

	<ul style="list-style-type: none"> • International frequency coordination
Roles of ITU in Broadcasting Regulation	<ul style="list-style-type: none"> • ITU guidelines on broadcasting • ITU Study group on broadcasting • International Broadcast standards and best practices • Type approval of broadcasting equipment
Content Development	<ul style="list-style-type: none"> • National content policy • External content • Quality of service • Intellectual property rights • WTO regulations on content
Broadcasting Services in a Converged Environment	<ul style="list-style-type: none"> • IPTV • Internet TV • Internet Radio • Mobile TV • Streaming Video channels
Television Signal Standards	<ul style="list-style-type: none"> • TV Codec standards MPEG2, MPEG 4, • DVB-T, DVB-S • Picture Quality, Aspect Ratio • SDTV and HDTV • FEC
Digital Audio Broadcasting Standards	<ul style="list-style-type: none"> • DAB standard from ITU • FM bands for digital Audio broadcasting
Broadcasting Market Analysis and Pricing in a Converged IP Environment	<ul style="list-style-type: none"> • Broadcasting market • Market regulation • Market analysis • Tariffs for broadcasting services
Case studies on Broadcasting Regulation	<ul style="list-style-type: none"> • Selected case studies depending on group composition
Summary and Conclusions	<ul style="list-style-type: none"> • Summary of discussed topics and feedback from participants

8. TRAINING COURSE SCHEDULE

WEEK	ACTIVITIES	EXERCIZES AND QUIZ
WEEK 1	Read Week one topics: <ul style="list-style-type: none"> • Broadcast technologies, • Broadcasting regulation, • Globalization, • Community broadcasting 	Attend live lectures and discussion on Tuesday and Thursday Do all quizzes
WEEK 2	Read week 2 topics: <ul style="list-style-type: none"> • IPTV • Local content regulation • 21st century regulation • Converged unified licensing framework • Infrastructure planning and sharing 	Attend live lectures and discussion on Tuesday and Thursday Do all quizzes
WEEK 3	Read week 3 topics: <ul style="list-style-type: none"> • Converged licensing framework • Infrastructure planning and sharing • Spectrum policy and management • The role of ITU in broadcasting regulation 	Attend live lectures and discussion on Tuesday and Thursday Do all quizzes

	<ul style="list-style-type: none"> • Content development and management • New Broadcasting services 	
WEEK 4	Read week 4 topics: <ul style="list-style-type: none"> • TV and Audio Broadcasting standards • Broadcasting market analysis • Competition and market stabilization • Pricing and tariffs for TV services • Case studies 	Attend live lectures and discussion on Tuesday and Thursday Do all quizzes

9. METHODOLOGY (Didactic Approach)

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**. This will be opportunity for participants to interact directly with the tutor and ask questions and discuss different topics covered online in that week.

10. TRAINING COURSE COORDINATION

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