

**WELCOME SPEECH BY WILLIAM TEVIE AG. DIRECTOR GENERAL OF NCA AT THE
DIGITAL TERRESTRIAL TELEVISION TRAINING WORKSHOP FOR THE MEDIA**

3rd February 2016 at the La Palm Royal Beach Hotel

Distinguished Members of the Digital Broadcasting Migration Committee (DBMC),

Management of the National Communications Authority (NCA),

Distinguished Members of the Press

Ladies and Gentlemen,

Good afternoon and welcome to this very important occasion.

On behalf of the Board, Management and Staff of the National Communications Authority (NCA), I welcome you to this very important workshop.

We have gathered here today to train our media partners on the Digital Terrestrial Television (DTT) campaign. The significance of this workshop is to improve our understanding, and sensitise you to what is expected from you and the industry as we gradually move from Analogue to Digital Broadcasting.

First of all, as a member and signatory to International Telecommunications Union's (ITU) Geneva 2006 (GE-06) Agreement, Ghana has to migrate towards Digital Broadcasting. The Conference agreed that the transition period from analogue to digital broadcasting, which began at 0001 UTC 17 June 2006, should end on 17 June 2015, but some countries including Ghana preferred an additional five-year extension for the VHF band (174-230 MHz). And the interesting aspect is that this cannot be achieved without the strong partnership of our valued and key stakeholders including you the media to sensitise our populace and ensure that we all understand what the migration is about and how it will impact television viewers.

By the above-mentioned international agreement, indeed, we have received technical assistance. In a bid to ensure Ghana's conformance to the GE06 Agreement, a National Digital Broadcasting Migration Committee was been established to make policy recommendations to the Government to enable Ghana achieve a cost effective and timely migration from analogue to digital broadcasting.

The National Communications Authority has been working with the Digital Broadcasting Migration Committee (DBMC), which was set up by the Government and the Ghana Standards Authority (GSA) to develop minimum specifications for Set Top Boxes and Television sets.

The Minimum Specifications have been developed because the free to air terrestrial television stations: GTV, TV3, TV Africa, Crystal TV, Metro TV, Viasat1, Net-2 TV, e-TV Ghana, Coastal TV, GhOne, Top TV, UTV and all other stations with similar licenses will migrate their transmissions from analogue to a digital platform in accordance with the Geneva 2006 (GE06) Agreement of the International Telecommunications Union (ITU).

The objective of the Minimum Specification is to ensure a DTT receiver which will provide good quality video and sound for the viewer and to ensure the lowest possible cost for the free-to-air receiver. The Specification therefore sets requirements for a free-to-air DTT receiver which will result in a low cost, low maintenance unit providing basic functionality.

To ensure that all digital terrestrial television (DTT) receivers sold on the Ghana market conform to acceptable receiver standards, the National Communications Authority (Authority) has published standards for DTT receivers which include set-top boxes and integrated digital television sets. To enforce these minimum receiver standards, this conformance regime has been instituted and shall require all DTT receivers such as set top boxes (STBs) and integrated digital TV sets (iDTVs) sold in Ghana to pass a conformance test to be certified to use a receiver certification logo. The logo will confirm to consumers that the receiver is Ghana DTT compliant with these approved standards.

With the collaboration of the Digital Broadcasting Migration Committee (DBMC), the NCA has successfully trained some staff, who will be spokespersons for the Authority during the public education campaigns. In the same light, we organized this workshop in support of the DBMC's activities. This media has a stake in our public education campaign, and this workshop is designed to equip you with an overview of digital terrestrial television. This training combined with your dedication and hard work will bring us closer to our goal. We know that this training workshop is a significant step towards guaranteeing that consumers know what to expect as Ghana migrates to the digital platform.

We are appreciative that you made yourselves available from your busy schedules, which in itself is an indication of how important this is to you. We are grateful for your attendance and

coverage, as it will also help in sensitizing the public, and not only of this forthcoming change but to be also informed of the necessity.

In conclusion, I would like to urge to you to fully participate and ask many questions. The feedback would go a long way to provide the committee with the relevant information and serve as a practical resource in our processes towards an effective DTT transition.

To the DBMC, the NCA assures you of its continuous support as we work together to support Government's objective towards the Digital Terrestrial Migration project.

Once again on behalf of the Authority I welcome you, wish you a fruitful participation and on that note I declare this training workshop open.