

**SPEECH BY DR. CHIEF P. A. CRYSTAL-DJIRACKOR, CHAIRMAN OF THE
COMMUNICAATIONS/PUBLICITY SUB-COMMITTEE OF DIGITAL BROADCASTING
MIGRATION COMMITTEE AT THE DTT TRAINING WORKSHOP FOR THE MEDIA**

10th August 2016 at the Golden Tulip Hotel-Kumasi

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

Management and Staff of the National Communications Authority (NCA)

Cherished stakeholders

Media partners,

Ladies and gentlemen,

Good Afternoon.

On behalf of the National Digital Broadcasting Migration Committee, I welcome you to this very important workshop. The aim of this workshop is to enhance our understanding, and sensitize you to what is expected from you and the industry as we gradually move from Analogue to Digital Broadcasting.

Switching from Analogue television to Digital Terrestrial television is an exercise that the Government of Ghana is taking very seriously as the country stands to benefit immeasurably from this project. Going digital will improve the country in educational development and information dissemination.

Our nation is migrating to digital to offer:

- Freed spectrum for broadband wireless services. This is because the digital broadcast signal can be compressed, spectrum can be freed up and this can be sold to communications operators who want to provide better wireless broadband services.
- Television viewers will get improved picture and sound quality.
- TV stations will be able to offer several channels of programming in spectrum that previously was only able to transmit a single analogue channel.

In all this, we see you, the media is an important stakeholder in the telecommunications industry as it is through your efforts by which we can reach our consumers. It is imperative therefore for you, our media personnel to be educated on Ghana's migration prior to the launch of the nationwide public education campaign.

Ultimately, media knowledge and understanding about this transition can help all stakeholders better engage in the process, and even help to steer it. You are our partners in our bid to protect consumers in the acquisition of quality and reliable DTT receivers.

Last month, we embarked on a market surveillance exercise on Digital Terrestrial Television (DTT) receivers (televisions and set top boxes) within the Greater Accra Region.

The surveillance exercise is part of our quest to protect consumers when television analogue broadcasting finally switches over to digital broadcasting. It is also to ensure that the DTT receivers sold on the Ghana market have been certified by the NCA and conform to the acceptable standards.

The NCA team visited various outlets where DTT receivers were being sold and found out that while there were certified receivers on the market, some dealers were also selling uncertified receivers, thus putting the consumers at risk. A number of the uncertified receivers, mostly set top boxes, were seized with the aid of the Ghana Police Service.

Only equipment/products that have been duly certified by the National Communications Authority, shall have the digital Ghana thumb logo affixed to them.

Television Viewers are advised to make sure that the Ghana's Digital Conformance logo is affixed on the Set Top Boxes and Televisions before they make any purchase.

Dealers and Retailers should note that it is illegal to sell Set Top Boxes that are not certified by the NCA. Visit the Digital Ghana website on www.digitalghana.org for the list of approved Digital Television sets and Set Top Boxes (STB).

Consumers are very important stakeholders in Ghana's digital migration. And a lot of effort have been made to protect their interest. However, consumers of TV services face a number of challenges.

Very often, consumers do not get proper and timely information. And in the absence of information, consumers may not be properly informed on what to expect as Ghana gradually migrates. In our efforts to reduce this misinformation to the barest minimum, you are to furnish the NCA and the DBMC with feedback as this would enable us clarify any issue you do not understand.

Furthermore, although information may be readily accessible, it is often conveyed in jargons that the consumers may find difficult to understand. You have been made partners in this training workshop to make sure that the information is easy for people to understand.

Furthermore your role as partners will include:

- Understanding how the right equipment guarantees the consumer better experience with DTT
- Gaining an in-depth knowledge of the conformance regime with regards to set-top boxes and TV sets to support and enhance end-user experience
- Addressing counterfeiting of consumer equipment and possible concerns of the consumer
- Resolving possible issues that are likely to come up as you interact with the general public
- Having a Manual to ensure that the right information is given to consumers and to also guide you to answer the basic questions

Finally, you should also know that the Digital Broadcasting Migration Committee will keep a database of the personnel present here today and certify you as media spokespersons who have received basic training and have the basic information on our DTT migration journey.

Ladies and Gentlemen,

Today's workshop would include numbers of topics regarding Digital migration and its benefits to ensure that consumers get more from their television experience. This workshop has been designed to be practical and interactive to provide skills, encourage participation and exchange information.

I urge you to pay attention and participate in this training session.

Thank you.