



Project Title: Support for Transition from Analogue to Digital Broadcasting in the Caribbean

Estimated Start Date: April 2012

Estimated End Date: March 2015

Government Coop. Agencies: Ministries of Communications, Regulatory Bodies, Regional Organizations

Implementing Agency: International Telecommunication Union (ITU)

Beneficiary Countries: Caribbean countries among the ACP Group of States

ITU Project Manager: Area Office, Barbados

SUMMARY OF CONTRIBUTIONS	
A) Project Budget	
Description	EUR*
Staff Costs	2,036,000
Missions	1,058,800
Training	32,000
External Services	40,000
Equipment and Supplies	43,200
Communication Services	105,800
Bank Charges and Exchange Losses	48,000
Miscellaneous and Other Costs	236,200
Total:	3,600,000
* EUR 3,600,000 (in-cash) equivalent to USD 4,700,000	

Brief Description:

The project “**Support for transition from analogue to digital broadcasting in the Caribbean (TADCAR)**” is designed to assist Caribbean countries among the ACP Group of States in smoothly transitioning from analogue to digital broadcasting through the development and promotion of harmonized guidelines (policy and regulatory, economic, market and business development, and technologies and networks issues) for the development of roadmaps for the transition from analogue to digital broadcasting and the development of a toolkit for broadcasting policies and regulations, as well as human and institutional capacity building.

The project will address the regulatory, political, technological and economic challenges which the beneficiary countries will face when implementing the transition. It will bring together Caribbean governments, regulators, service providers, civil society, private sector, regional and international organizations dealing with broadcasting.

For the	Signature	Date	Name/Title
ITU:	_____	__/__/__	
Partner(s):	_____	__/__/__	
	_____	__/__/__	

1. BACKGROUND AND CONTEXT

Information and Communication Technologies (ICTs) are widely recognized as key drivers for socio-economic and cultural development. More particularly, broadcasting is one of the most economical and influential media to deliver content such as news, education and entertainment.

Over the last 10 years, broadcasting has been experiencing a revolution through the influence of digitalization which also affected other telecommunication technologies. Digital broadcasting not only increases the efficiency in channel performance and offers a great range and diversity of ICT applications and multimedia services. It also contributes to the efficient uses of spectrum and paves the way for countries to take advantage of the digital dividend whereby the released spectrum can be used for promoting wireless broadband communications.

Many developed countries across the world are now in the final stages of converting to digital broadcasting through terrestrial, satellite or cable. However, the transition process is not progressing evenly amongst all countries with most developing countries still only at the stage of considering how the process of transition should be initiated.

1.1 Justification

As for other regions, broadcasting is in the Caribbean one of the most important media for news, education and entertainment because of its ability to reach the majority of citizens within the countries – in comparison with the press which has limited distribution and access and which is dependent on literacy.

The introduction of new digital broadcasting technologies was defined as one of the Regional Initiatives for the Americas in the recent World Telecommunications Development Conference (WTDC) one of the key activity for the region.

The transition from analogue to digital broadcasting requires decisions to be made on a great number of issues: political, social, economic, financial and technical. Therefore, it is essential for to develop a well defined roadmap covering regional and national strategies and key decisions.

This project aims to respond to the request from the Caribbean organizations and relating countries for assistance and cooperation to develop and promote harmonized transition policies, legislations, and regulations as well as strategies (project plan – roadmap) that would empower them to implement the necessary reform for transitioning from analogue to digital broadcasting.

2. PROJECT DESCRIPTION

The transition from Digital Terrestrial Television Broadcasting (DTTB) and the introduction of Mobile Television (MTV) services is complex, involving decisions on key topics covering many aspects such as political, technological, economical and consumer aspects.

The project will include the development of harmonized guidelines and roadmaps (plan short-term and long-term goals that indicates main activities to meet these goals) for the transition from analogue to digital broadcasting in the Caribbean, as well as the development of a toolkit on broadcasting policies and regulations, and the provision of relevant training.

Special consideration is given to the methodology which will facilitate ownership of the proposed project by the beneficiary countries. National involvement and participation from the countries as well as from regional organizations will be an important aspect of the project. Thus, deliverables and activities will be

the result of a negotiated process involving the beneficiary countries, Caribbean institutions and other organizations dealing with broadcasting.

In order to increase efficiency and impact of the project, to avoid/minimize duplication or overlapping and exploit synergies and complementarities, the project will ensure incorporation of past or current regional initiatives/projects (from ITU as well as from other international/regional organizations, etc.) and encourage cooperation with and participation of all concerned organizations/institutions as well as other stakeholders in the region who can provide inputs to the project.

3. PROJECT OBJECTIVES

The objective of this project is to assist Caribbean countries from the ACP Group in smooth transition from analogue to digital broadcasting by developing harmonized transition guidelines and customized roadmaps and by strengthening human and institutional capacity in broadcasting in the region with the over-arching objective to further develop broadcasting infrastructure and applications to maximize economic and social benefits and to serve national priorities in line with the objectives of the WTDC-10, WSIS and MDGs.

4. EXPECTED OUTPUTS

The following outputs are envisaged:

- Harmonized guidelines on policy and regulatory, technologies, network planning, customer awareness in business planning developed and approved for the development of roadmap for transition from analogue to digital broadcasting;
- Roadmaps customized for each country;
- Toolkit for broadcasting policies and regulations developed and available on-line;
- Training curricula developed; and
- Capacity on transition issues and broadcasting policies enhanced.

5. INDICATORS

- Number of guidelines developed, validated and adopted;
- Number of roadmaps customized;
- Number of countries having received direct assistance;
- Number of training courses delivered;
- Number of focal points and professionals trained.

6. MAIN ACTIVITIES

The following main activities are foreseen for implementation of the project:

a. Multi-stakeholder (kick-off) meeting

At the start of the project, the project team will identify and contact the stakeholders of the region in order to present the project, review the priorities and prepare an initial assessment to be presented at a multi-stakeholder (kick-off) meeting. This kick-off meeting would be convened with all project beneficiaries to formally launch the project, recall its objectives and solicit views from all segment of the society. It would confirm priorities and agree upon an implementation plan, introduce necessary adaptations within the limits set by the financial partners and establish a consultative mechanism for countries to gain public input. It will also be an opportunity to ensure and formalize the full commitment and participation of all

beneficiary organizations (CARICOM, CTU, CBU, etc.) and countries, which are essential partners in the successful implementation of the project. Support could also be sought from other UN agencies, international and bilateral organizations dealing with broadcasting. Results and recommendations of this meeting will guide the project staff in the preparation of the training activities and tools to be delivered.

b. Assessment of the situation

At the initial stage of the project, information gathering and assessment of the existing situation in each country will be carried out, taking into account results and recommendation of the multi-stakeholder (kick-off) meeting. This analysis will determine areas of commonalities and differences amongst the countries and how to develop the roadmap with time frames for harmonization identifying the areas which could be addressed immediately, areas which can be harmonized with some modification of national processes and areas for future harmonization which will require significant preparatory work. During these studies, materials produced by ITU and by other organizations/institutions on the subjects will be collected and reviewed.

c. Development and validation of harmonized guidelines for development of roadmap

From this situation analysis, it is expected that draft recommendations and guidelines, which will facilitate the harmonization be prepared by ITU through a consultative process with the regional and national focal points as well as with other regional stakeholders on the areas selected at the multi-stakeholder (kick-off) meeting, among others¹:

- Policy and regulatory:
 - Technology and standard policies,
 - Licensing regimes,
 - Frequency Management,
 - Digital dividend,
 - Analogue switch over policies (ASO).
- Market and business development:
 - Consumer aspects,
 - Business planning.
- Networks:
 - Technology and standards applications,
 - Networks architecture and planning.

These draft recommendations/guidelines will then require validation by countries in face-to-face workshops and their transfer to regional organizations for adoption/endorsement by the highest governing bodies.

d. National transposition/implementation (customization) and development of roadmap

Once guidelines have been validated, the project anticipates that direct assistance would be needed by the beneficiary countries to assist them in the transposition of these guidelines at the national level and in the development of their own roadmap (customization).

¹ This list will be reviewed and confirmed or modified at the multi-stakeholder meeting.

e. Development of a Broadcasting policies and regulations toolkit

In parallel, a toolkit for broadcasting policies and regulations will be developed in order to respond to the beneficiaries' needs for practical and relevant guidance in the era of digital transition and convergence. Regulators need to manage the transition from old to new environments, which raises a wide range of questions, involving the scope of authority of ICT regulatory institutions, approaches to licensing, competition policy, public broadcasting services and level playing field in the new environment. This Toolkit aims to provide the beneficiaries with reference material than can assist them with the design of effective and enabling regulatory frameworks to harness the latest technological and market advances as well as competition policy, issue of content, and access.

f. Capacity building

Capacity building is an important component of this project. Comprehensive training curricula tailored to regional and national needs of the Caribbean countries will be developed and delivered to national experts in order to equip them with the necessary tools and skills for long-term sustainability and success in the project². Training curricula will cover the aspects of broadcasting regulatory framework but also the development and promotion of the roadmap for the transition to digital broadcasting in the beneficiary region/countries.

7. INPUTS

ITU: Staff resources funded by the project for overall project coordination will be managed by the ITU. Information on the current practices concerning broadcasting issues, access to ITU existing materials, including training courses and relevant publications will be provided. ITU will exercise all reasonable skill, care and diligence to ensure the success of the project.

Proposed partner: The proposed partner will provide funding support for the implementation of the project.

Beneficiaries: The regional organizations and respective countries of the Caribbean will provide qualified and dedicated focal points that will play a key role both for ownership of the project and for effective transfer of the know-how. These focal points will be participating as far as possible in the formulation process, validation and statutory meetings and adapting the project deliverables to the national context of the concerned countries. Commitment and participation from each beneficiary country as well as from the regional organizations will be an important aspect of the project. The beneficiaries are also expected to provide information/data necessary to carry out the work, access to all relevant documents, secured premises to host the project team meetings, workshops and training activities, logistics arrangements and support and any other assistance to the project that may be required by the project staff.

8. RISKS

The main advantage of this project, namely the fact that it addresses several countries at a time, can be viewed as a risk factor. In general, the decision process with a large number of countries can be slow and the degree of accountability and interest may be low compared to a single country case. In this project, this risk is reduced by closely linking the project to established regional organizations (eg. CARICOM, CTU, CBU) that are mandated at the highest political level for achieving economic integration of their respective countries and by benefiting from the dynamism already created in the region through the ITU-EC project "Enhancing the competitiveness in the Caribbean through the harmonization of ICT Policies, Legislation and Regulatory Procedures (HIPCAR)".

² Confirmation and adaptation of the type of intervention will depend on the situation of each of the region concerned.

In-country activities may suffer delays due to unforeseen local events and circumstances. This risk will be minimized as the staff at the ITU Area Office for the Caribbean will be closely involved in this project.

9. MANAGEMENT

The role and responsibilities of the different stakeholders are to be clearly defined. In order to facilitate project implementation, a project team funded by this project will be constituted by the ITU. This project team will work in close collaboration with the personnel of the ITU Regional and Area Offices as well as of Headquarters and will perform the project activities in close relationship with the regional organizations and beneficiary countries' focal points. The project team will be assisted by subject experts.

10. MONITORING AND EVALUATION

Regular progress reports will be prepared by the project team. These reports will consist of a narrative part and financial part and will provide a summary of the project progress, the challenges as well as any necessary amendments that may be required for successful project implementation. At the end of the project, a final evaluation will be undertaken to assess its success and a report prepared by the project staff.

11. SUSTAINABILITY

The project will be conducted so as to ensure that, after its closure, the beneficiary countries and regional organizations have the capacity to sustain the project on their own. Emphasis will be put on beneficiary ownership as it remains a key element to sustainability. However, the regional organizations as well as respective countries of the Caribbean will have to allocate appropriate human and financial resources to ensure such sustainability.

12. WORK PLAN

Activities	2012			2013				2014				2015
	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
1. Multi-stakeholder (kick-off) meeting												
2. Assessment of the situation												
3. Grouping countries and identify their needs												
4. Assisting the group of countries in preparation of the roadmap templates, delivering workshops on the results												
5. Selecting countries for individual assistance, preparing roadmaps, delivering trainings												
6. Preparing toolkit for broadcasting policies and regulation and training curricula												
7. Delivering trainings on policy and regulation and presenting the roadmaps												
8. Holding a common workshop on presenting results and exchanging the views, experiences, setting final report content												
9. Final report and project end												

13. ESTIMATED BUDGET

SPONSOR CLASSES	DESCRIPTION	TOTAL
		EUR
	STAFF COSTS	
3001	Permanent Staff – Base salaries	550.000
3002	Temporary Staff – Base salaries	150.000
3003	Interpreters – Base salaries	96.000
3004	External services – Consulting	1.000.000
3005	External services – Translation	200.000
3006	National professional project personnel – salaries	40.000
	Sub-total:	2.036.000
	MISSIONS EXPENSES	
3111	Mission expenses DSA staff	150.000
3112	Mission expenses transportation staff	120.000
3113	Other mission expenses staff	32.000
3131	Fellowship mission expenses - DSA	200.000
3132	Fellowship mission expenses – transportation	150.000
3133	Fellowship - other mission expenses	50.000
3141	External services consulting DSA	160.000
3142	External services consulting – transportation	120.000
3143	External services consulting – miscellaneous	16.000
3161	National professional project personnel – DSA	32.000
3162	National professional project personnel – TKT	24.000
3163	National professional project personnel – misc.	4.800
	Sub-total:	1.058.800
	TRAINING	
3201	Fellowship training	32.000
	Sub-total:	32.000
	EXTERNAL SERVICES	
3310	Sub-contracts ITU-D	
3320	External services – Printing publication	
3330	Rental – Office space	
3331	Rental – Photocopiers	8.000
3332	Rental – Computer systems	12.800
3333	Rental – Audiovisual equipment	11.200
3334	Rental – Conference rooms	8.000
3335	Rental – Shuttle, bus, cars	
3340	Maintenance – Cleaning of premises	
	Sub-total:	40.000
	PURCHASE OF EQUIPMENT AND SUPPLIES	
3410	Office supplies	3.200
3420	Purchase machine and technical equipment	8.000
3430	Purchase IT equipment	16.000
3440	Purchase office furniture	8.000
3450	Purchase computer software	8.000
	Sub-total:	43.200
	COMMUNICATIONS SERVICES	
3510	Postage and expedition charges	
3520	Telecommunication services – fixed phone	48.000
3521	Telecommunication services – mobile phone	27.000
3522	Telecommunication services – internet	26.000
3530	External services – Insurance contracts	4.800
	Sub-total:	105.800

BANK CHARGES AND EXCHANGE LOSSES		
3610	UNDP service charges	32.000
3620	Bank charges	16.000
3630	Exchange losses realized	
3640	Exchange losses not realized	
Sub-total:		48.000
OTHER CHARGES		
3710	External auditing of accounts	
3720	Miscellaneous & contingency charges	
3740	Internal Invoicing (DPS)	
SUB-TOTAL PROJECT		3.363.800
3730	Administrative Overhead Support costs	236.200
3800	Contingency component/Reserve	
TOTAL BUDGET		3.600.000

