



JOE FRANS

Joe Frans is a Ghanaian-born, Swedish-based independent broadcasting and spectrum policy adviser and entrepreneur with long experience in the African broadcasting sector. He serves as Special Adviser on African spectrum policy to Broadcast Networks Europe (BNE) and the European Broadcasting Union (EBU) ahead of WRC-27. He works closely with African regulators, broadcasters and regional organisations on the future of digital terrestrial television, programme-making and special events (PMSE) and the UHF band.

He is the former CEO of Next Generation Broadcasting Africa, where he worked on the digital broadcasting transition in African markets. Mr Frans is a former Member of the Swedish Parliament and is Co-Founder and Executive Director of Sabuni & Partners, a Nordic-Africa impact investment platform active in Ghana and Kenya.

His work focuses on the practical conditions for a sustainable broadcasting transition in developing countries: infrastructure, affordability, investment, regulatory certainty and universal access to public service media.