ITU-D STUDY GROUP 1 · QUESTION 2/1 WORKSHOP

Next-generation broadcasting in Africa

Priorities, challenges and pathways for a sustainable transition

A managed, hybrid transition: universal access through broadcasting, plus broadband, IP and mobile services as readiness allows.

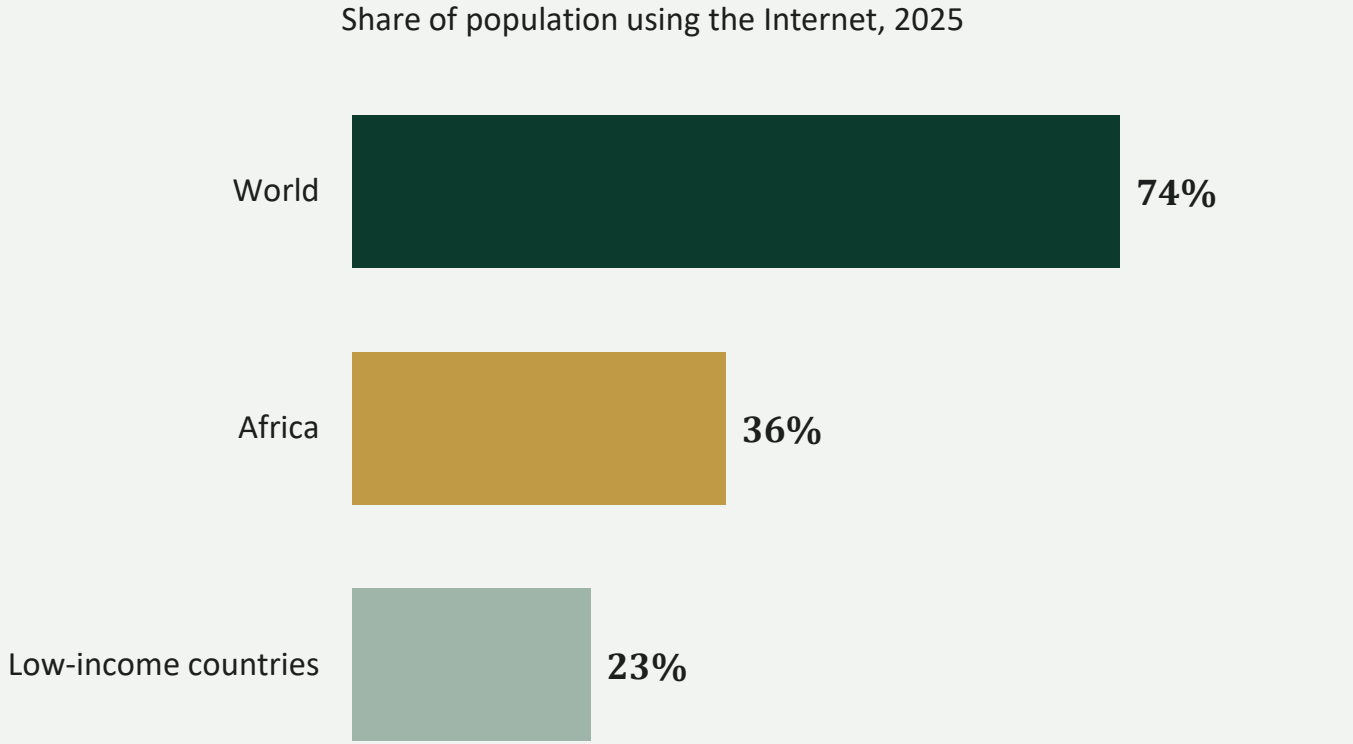


Joe Frans

Independent broadcasting and spectrum-policy adviser
Former CEO, Next Generation Broadcasting Africa

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Coverage is not usage



Source: ITU, Measuring digital development – Facts and Figures 2025.

57%

rural 4G coverage in Africa

2.6×

urban-to-rural gap in Internet use (Europe: 1.1)

Access ≠ use

power, data costs, receivers and language still decide

One region, many pathways

1

Complete analogue switch-off; establish reliable DTT

2

Improve coverage, quality, receivers and local content

3

Connect broadcast with broadband and digital platforms

4

Mature hybrid, IP and mobile-enabled media

Technology readiness is not market readiness. Countries often work across several stages at once.

Finish the foundation

Completing DTT is not a backward-looking step. It is the foundation for inclusion.

Receivers are the bottleneck

Unaffordable boxes leave networks idle

Awareness drives take-up

As important as transmitters

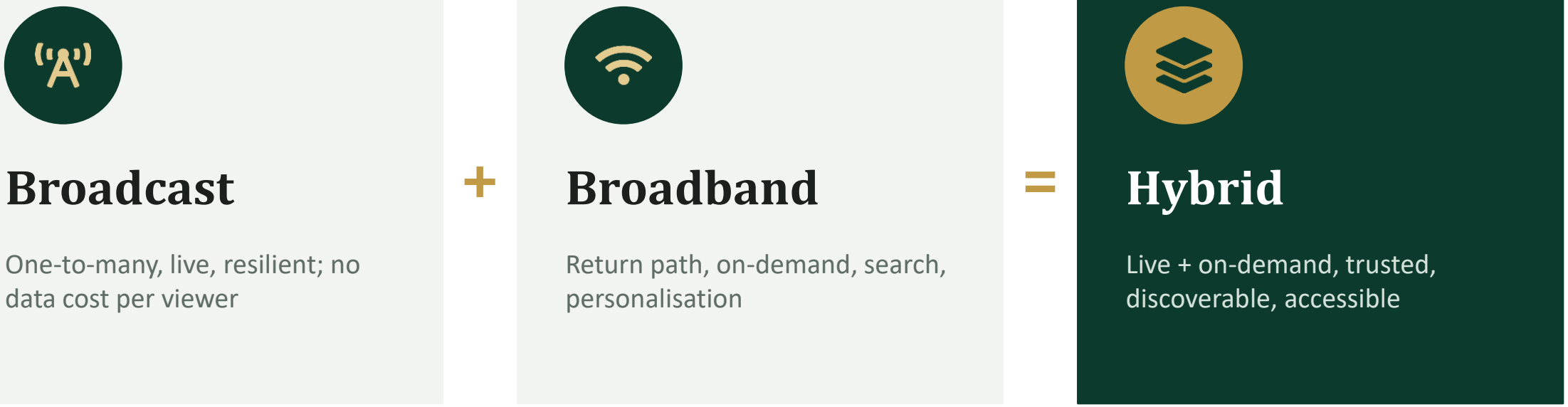
Shared signal distribution

Faster rollout, lower broadcaster cost

Affordable carriage

Otherwise channels stay off air

From “or” to “and”: the future is hybrid



Which distribution works best for which service, audience and geography?

Spectrum certainty is a balance-sheet input



01 Actual and future use

02 DTT coverage and continuity

03 PMSE and live events

04 Mobile demand and alternative bands

05 Consumer transition costs

06 GE06 and cross-border coordination

07 Public value and long-term flexibility

Spectrum is a strategic public-policy asset, not only a fiscal one.

Sustaining public-interest media



Shared networks

No broadcaster builds alone



Predictable funding

Tied to a clear public remit



Affordable terminals

Reception in everyday devices



Discoverability

Prominence and local content on platforms

AI and cloud lower cost, not ownership. The real asset is the audience's trust.

Six actions for the next 24–36 months

01

Roadmap

A national broadcasting–broadband transition plan

02

Evidence

Coverage, use, devices, affordability, spectrum

03

Finish DTT

Where universal access is incomplete

04

Pilot

Stay technology-neutral; test before committing

05

Cooperate

Regional standards, skills and coordination

06

Invest

Networks, skills, content, consumers

Possible inputs to the Question 2/1 report

I

Switchover lessons

A compendium on receivers, awareness and carriage tariffs

II

Transition roadmaps

Guidance on national broadcasting–broadband plans

III

Cost of uncertainty

A framework for spectrum risk in investment decisions

THREE TAKEAWAYS

1. Universal access is the non-negotiable foundation
2. Hybrid evolution must match readiness and affordability
3. Spectrum, infrastructure and public-service media policy work together

The goal is not only next-generation broadcasting. It is next-generation universal access.

Thank you

Joe Frans · joefrans@joefrans.se