

GLOBAL ICT CAPACITY
BUILDING SYMPOSIUM

ITU CBS
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*Developing skills for
the digital economy
and society*

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Challenges And Opportunities In Capacity Building For Caribbean Digital Transition

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Locating Digital Media In The Digital Economy - Global

Digital economy def.

"...economic activity that results from billions of everyday online connections among people, businesses, devices, data, and processes." - Deloitte

Digital sector def:

"...core activities of digitalization, ICT goods and services, online platforms, and platform-enabled activities such as the sharing economy." - IMF

The digital media can be located within the realm of ICT goods and services

Locus Of Digital Media In The Digital Economy - Regional

Vision and Roadmap for a CARICOM Single ICT Space

"An ICT-enabled borderless space that fosters economic, social and cultural integration for the betterment of Caribbean citizens"

Required action by Caribbean governments:

"Support the digitisation of every sector of the economy by promoting the free flow of data, the standardisation of e-services and the development of digital skills"

Digital media transition in the Caribbean

Uneven progress:

- Digital television transition has started – ITU mandate for Region 1 for 2020
- Little attention being paid to digital radio by policy-makers or industry outside of CBU efforts

Digital television transition: decisions *still* being made

- Digital standard – decisions in 8 of 24 jurisdictions
- Distribution (multiplexing) methodology – decisions in 4 jurisdictions
- Switchover date – decisions in 8 jurisdictions
- Switch off date – decisions in 3 jurisdictions
- **Key challenge: Who will bear the financial and regulatory cost**

Digital Dividend vs Digital Drop-off

Opportunity for terrestrial digital broadcasting for:

- Expanded services
- Higher quality video & audio
- Greater variety
- Faster rates of data transmission
- More spectrum efficiency

Heightened risk to indigenous broadcasting of:

- High digital equipment replacement cost
- Diminished audience reach because of limited public capacity to make the switch

The Caribbean's Heightened Vulnerability To Digital Dumping

Need for urgent state regulatory response to the environmental risk of switch-over of consumer equipment

ITU-CBU 2015 & 2016 studies on E-waste in the Caribbean

Opportunity for addressing e-waste holistically, triggered by digital transition

Funding The Transition

High investment cost especially for broadcasters:

Challenge of lack of clarity on possible and feasible new business models

No clearly identified source of funding from:

- New products/ services
- Advertising
- State support

Opportunity: for entrepreneurs who can scope and shape new business models

Opportunities In Digital Development

1. DTT for analogue TV, permits expansion into niche content, expanding production and technical opportunities
2. Digitisation of radio spectrum allows for more entrants to the market and therefore increased opportunities for jobs
3. The expansion of new mobile and on-line platforms increases opportunities for content producers, IT specialists as well as support functions e.g. marketing, accounting etc.

Challenges To Digital Development

1. In the absence of a clear business model broadcasters are unable to invest in the development of the sector
2. Absence or limited policy support: digital media business development; environmental; anti-dumping; digital media regulation
3. Work in the sector is often organised by projects
4. Significant osmosis of workers between media and other sectors; workforce is characterised by contractors and freelancers

Capacity Challenges

1. Work in the sector is often organised by projects
2. Significant osmosis of workers between media and other sectors
3. Workforce is characterised by contractors and freelancers

Capacity Challenges (Cont.)

ROLE	SKILL-GAP
AD SALES	<ul style="list-style-type: none">- Understanding digital content/products- Effectively communicating value/return to advertiser
COPY WRITING/ FEATURE WRITING/ CONTENT CURATION	Ability to create content for multiple platforms
IT	<ul style="list-style-type: none">- Writing relevant programming code- Data analytics- Digital product development (e.g. apps, polls, trackers etc.)
POLICY	<ul style="list-style-type: none">- Business modelling- Environmental and anti-dumping- Media regulation

Recommendations

1. Adequate time for transition – change out of hardware and infrastructure with obsolescence
2. Phased approach to new regulatory fees
3. Consumer education
4. Establishing regulatory regime to address e-waste
1. Preparation of national roadmaps, through broad consultation: broadcasters, suppliers, viewers, retailers, content creators esp.
 2. Capacity development plans and
 3. Identification of potential revenue streams

www.caribroadcastunion.org

