

# THE NIGERIAN TRANSITION

A paper presentation  
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# Nigeria



- Population: over 170m+.
- Another 10 million Nigerians live abroad, one of the world's largest diasporas
- GDP: \$5121 billion (2013) GDP growth 6.1% GDP per capita \$2,800 (2012)
- Highest number of TV/VCR penetration in Africa of 26 million TVH
- Most active media/broadcast sector with over 100 TV Radio stations
- “Nollywood”: The 3<sup>rd</sup> largest movie producing nation after India and Hollywood.
- The Nigerian entertainment market is deep.
- With 55 per cent of Nigeria's 170 million population being accounted by youths

# Genesis

Nigeria, like all other Member States of International Telecommunications Union (ITU) Region1 signed the Geneva 2006 Agreement on Transition from Analogue to Digital Terrestrial Television Broadcasting.

The Digital Plan covered the following Frequency Bands:

➤ 174 – 230 MHz (VHF)

➤ 470 – 862 MHz (UHF).

With the agreement of a transition period;

➤ FROM 17 JUNE 2006 TO 17 JUNE 2015,

# Key Success Ingredients

- Transition Plan
- Transition Policy
- Government Commitment
- People's Commitment
  - Broadcasters
  - Viewers/listeners
- Coordination with neighbouring countries
- Transparency of process



# Approach

After WRC-07, the Broadcast Regulator in Nigeria – The National Broadcasting Commission – NBC. Initiated the setting up of a Presidential Advisory Committee (PAC) on Transition from Analogue to Digital Terrestrial Broadcasting in Nigeria.

This Committee submitted it's report to the government in 2008 with a well defined Road Map that would have seen Nigeria completing the Digital Switchover by June 17– 2012.

Unfortunately, because of political problems, the government of Nigeria could not address the implementation of the recommendations of the PAC Report till 2012. DigiTeam Nigeria, the Implementation Committee for the Transition was finally inaugurated on 20<sup>th</sup> December 2012.

# Policy Guide

The following Policy Decisions were taken by Government in the implementation of the Transition from Analogue to Digital Terrestrial Television Broadcasting in Nigeria:

- There will be a separation of functions in the Broadcast Industry,
  - The Broadcaster will be responsible for the Content of the Broadcast while
  - A Signal Distributor or Carrier will be responsible for the Transmission of the Signals to the Viewers at home
- 3 Signal Distributors or Carriers are to be Licensed, one of which is to evolve from the Transmission Infrastructure of the Nigerian Television Authority – NTA.
- The Transmission Standard shall be the DVB-T2 Format with MPEG-4 AVC Compression Format.
- **Digital Content Offering: Offered BON/IBAN Consortium Freeview/Freesat License for FTA content brand aggregation**
- Set Top Boxes to enable existing Analogue Television Receivers to continue Receiving the Digital Transmission after the Switch Over Date will be manufactured in Nigeria.
- The new Switch over Date is 1<sup>st</sup> January 2015.???

# Post RRC 06 Developments

After the GE-06 Agreement there were significant development in Digital Television Technology both in:

- Video Processing and Compression
- New Generation Television Transmission Formats,

These resulted in greater efficiency in the use of the available spectrum.

Proposals were brought to subsequent World Radio Congresses (2007 & 2012) for Co- Primary Allocations of some bands of frequencies in the UHF Band, that were previously Allocated on Primary Basis exclusively for Broadcasting.



# Challenges

**Re –planning or modification of the Nigerian  
RRC 06 PLAN**

**Coordination with Niger, Benin, Cameroon,  
also Togo, Ghana**

**( Talking one on one to all affected countries  
(was a real challenge)**



# Transition Steps

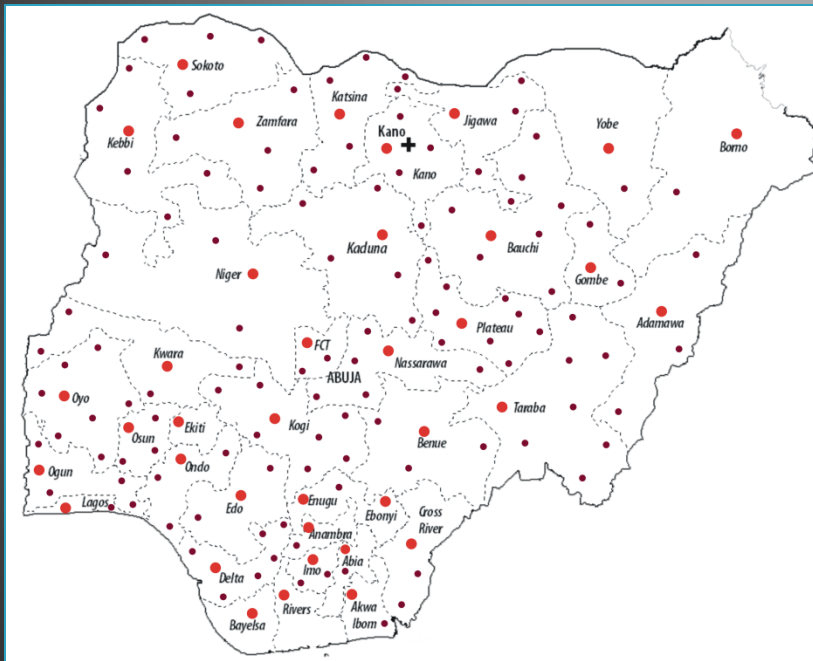
In Close collaboration with Broadcast Regulators of all ECOWAS Member States we have developed and harmonized the following:

- A Common Transmission Standard for all ECOWAS Countries
- A Common Minimum Standard for Set Top Boxes / Digital Receivers.
- These Specification / Standards were approved by the ECOWAS Ministers of Broadcasting / Communications at the 25'th September 2013 Meeting in Banjul, Gambia.
- The Nigerian Regulator carried out Frequency Re-planning to relocate the Stations in the GE-06 Plan that fall within the DD-1 and DD-2
- Frequency Co-ordination with our immediate Neighbouring Countries have been concluded but will be revisited at actual point of Digital Transmitter Deployment

# Transition Steps

- The Bidding Process to select the second Signal Distributor has been concluded and the Bid was won by Pinnacle Communications Ltd. as the second Signal Distributor and they have since been so licensed.
- Companies for the Manufacturing of Set Top Boxes have been selected.
- The selection of the Conditional Access Software to protect the Set Top Boxes manufactured in Nigeria has been concluded.
- Virtually all the Technical Issues relating to the Transition have been resolved.

# Transition Steps



- ▶ National Television Authority was granted a broadcast signal Licence, 2008. In partnership with star times started DTT in 2009, today transmits in 35 cities)
- ▶ Details Nigeria limited granted a Broadcast to hand held devices licence, 2007 ( with DVB T2 started DTT called GoTv, today transmits in about 44 cities)
- ▶ The city of Jos picked as pilot for city to city Digital switchover. 30<sup>th</sup> June 2014 to 24<sup>th</sup> March 2015

# Transition Steps

**NBC has authorised 11, Local STB Manufacturers.**

**The Commission has introduced a National Common Set Top Box System based on the Inview middleware and Nagra CA technologies which will provide a platform for the introduction of Conditional Access, Electronic Programme Guide (EPG) and many new value added services, such as; interactive services, interactive advertising, and e-Government services. Additional STB peripherals such as Personal Video Recording (PVR) and Wi-Fi enabling devices will also be governed under these national standards.**



# 17<sup>th</sup> June 2015???

At the early planning stages of the Transition, focus was on the Digital Dividend resulting from the Transition. Dividend mainly from the point of view of the Frequency Bands left over which will be available for sale after the Transition and of course the resulting increase in Programming.

- Source of funding was limited to the above scenario panning out.
- Government by not appropriate/inadequate.
- Broadcasters lukewarm attitude to the transition with the belief that the regulator is solely responsible for the transition.
- Regulators change of focus
- 13<sup>th</sup> May 2015, DG, NBC in a press statement declared 17<sup>th</sup> June 2015 not realisable.

# The Regulators Vision

## Wide offering of diverse channels

- Regional / local coverage
- Segmented / thematic offering
- FTA / Pay



Improved image and sound quality



## Digital Nigeria

Efficiency in use of spectrum

- SFN
- Digital Dividend Spectrum

## Interactive services

- T-Government
- T-Banking
- T-Voting
- T-Gaming



## Increased Revenue

- Digital Access Fee Collection
- Advertising Measurement
- Set top Box Manufacturers
- Income from DD auction



Cross platform connectivity (PC, Mobile, PDA)

Curtsy NBC

# Conclusion

**Nigerian plan for the transition after the RRC06 was good enough to enable it switchover by 2012, but circumstances made it impossible. However from steps taken so far it is obvious that with massive injection of set to boxes into the system the switch over is possible by 17<sup>th</sup> June 2016.**

**THANK  
YOU  
FOR:**

**LISTENING  
HEARING  
MOST  
IMPORTANTLY  
, FOR **YOUR  
TIME****