

CAMEROON ANALOG TO DIGITAL SWITCHOVER

Presentation

MEZOM MELOUTA, Deputy Coordinator, Technical Unit, CAM-DTV Project
E-mail mezom@yahoo.com

PRESENTATION PLAN

PHASE I: DRAWING CAMEROON'S ASO STRATEGY

- Organization of the Committee**
- Methodology**
- Main contributors**
- Our ASO understanding: Key issues**
- Cameroon's backbone ASO's strategy**
 - Mutualisation**
 - Specialization**
- Digital dividend**
- Cameroon's DTV landscape**
- Six strategic axes**
- Transient measures**

PHASE II: IMPLEMENTING CAMEROON'S ASO STRATEGY, CAM-DTV PROJECT



CAMEROON DIGITAL SWITCHOVER COMMITTEE
(Prime minister's decision N°222 of September 24, 2009)

MISSION

- 1. Come out with a document laying Cameroon's strategic for ASO**
- 2. Propose an organization to implement the above strategy**

Decision Board (DB)

Composition:

President: Prime Minister's Secretary General

Vice : Minister of Communication

Members: 16
(Ministers, General Managers)

Mission:

Decide and pilot the whole process based on propositions submitted by the TS

Technical Secretariat (TS)

Composition:

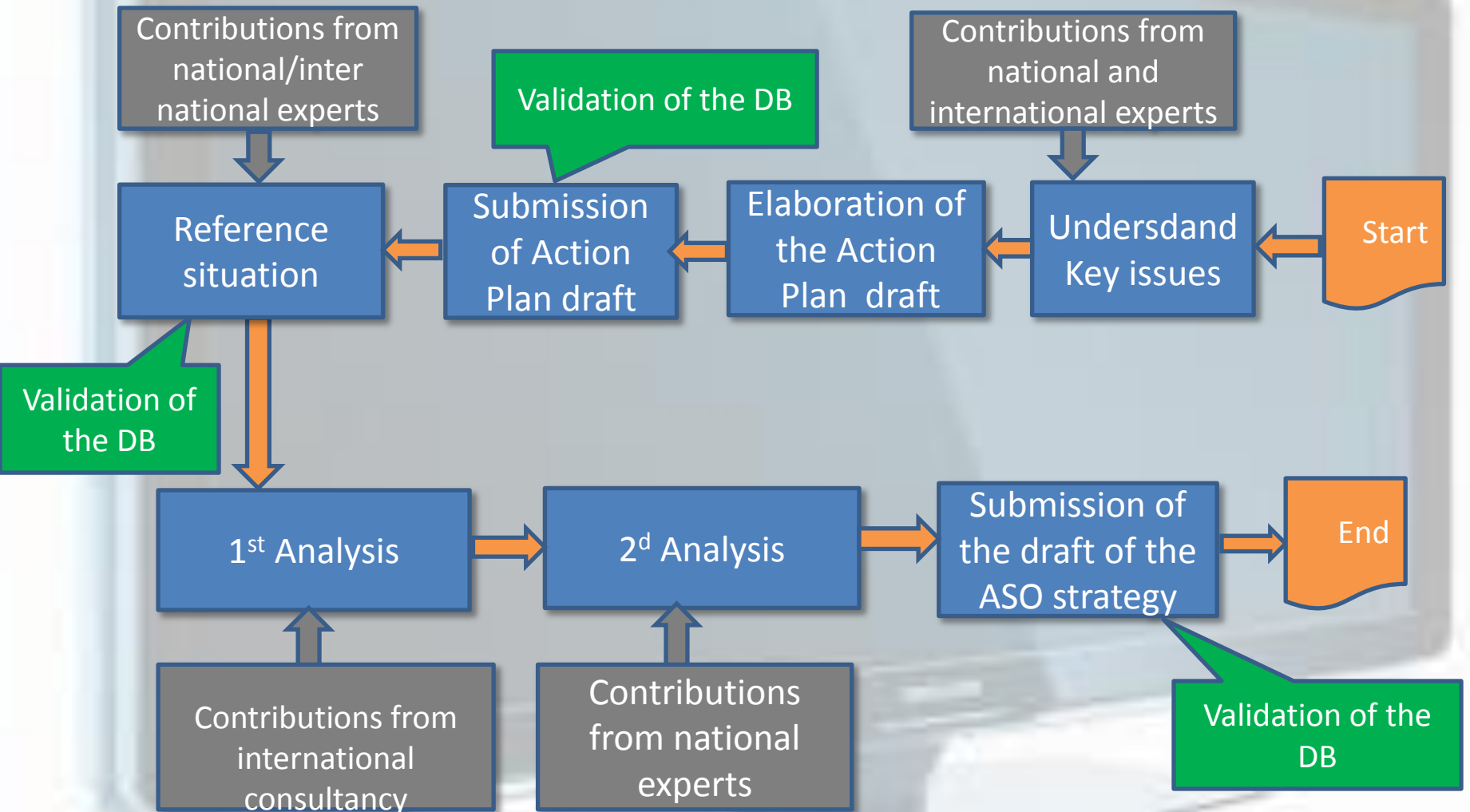
Coordinator : Prime Minister's collaborator in charge of media and culture

Deputy Coordinator : An ICT expert having a full knowledge of the subject

Members: 21
(From different ministries and institutions related to the subject)

Missions: Identify solutions and submit them to the DB

Methodology Flow Diagram



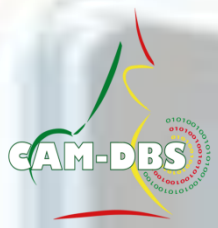
MAIN CONTRIBUTORS TO CAMEROON'S ASO

International

- JASPARA, French Consultant
- TMG Consultancy Ltd, British Consultant
- ITU, World Bank through CAB project

National:

- Cameroonian experts from different fields
 - Jurists, Engineers, Journalists, Producers, Finance experts, Economists, Planning experts, statisticians;
 - Representative from public and private sectors;
 - Consumers



OUR UNDERSTANDING OF ASO

ASO KEY ISSUES

Convergence

- ✓ End of the dichotomy between Telco and Broadcast industry;
- ✓ Major consequences: reorganization of actors, markets, pricing policies, infrastructure regulation...

Economics

- ✓ What do Cameroon's digital broadcasting landscape look like in 2015?
- ✓ Which regulatory policy?
- ✓ What are the opportunities at a national or regional level?

ASO KEY ISSUES

Social aspects

- ✓ Which national policy for the development (public, private) of local of contents?
- ✓ What kind of cooperation for contents at international level (CEMAC, CEAC, WEST/EAST/SOUTH/NORD AFRICA, others)?

Financial

- ✓ ASO budget estimation (transmitters + STD + communication + incentive)
- ✓ Incomes(Digital Divide, licensing, pricing model of multimedia contents, access to the infrastructure, etc..)



CAMEROON'S BACKBONE ASO STRATEGY

CAMEROON'S BACKBONE ASO STRATEGY

MUTUALIZATION

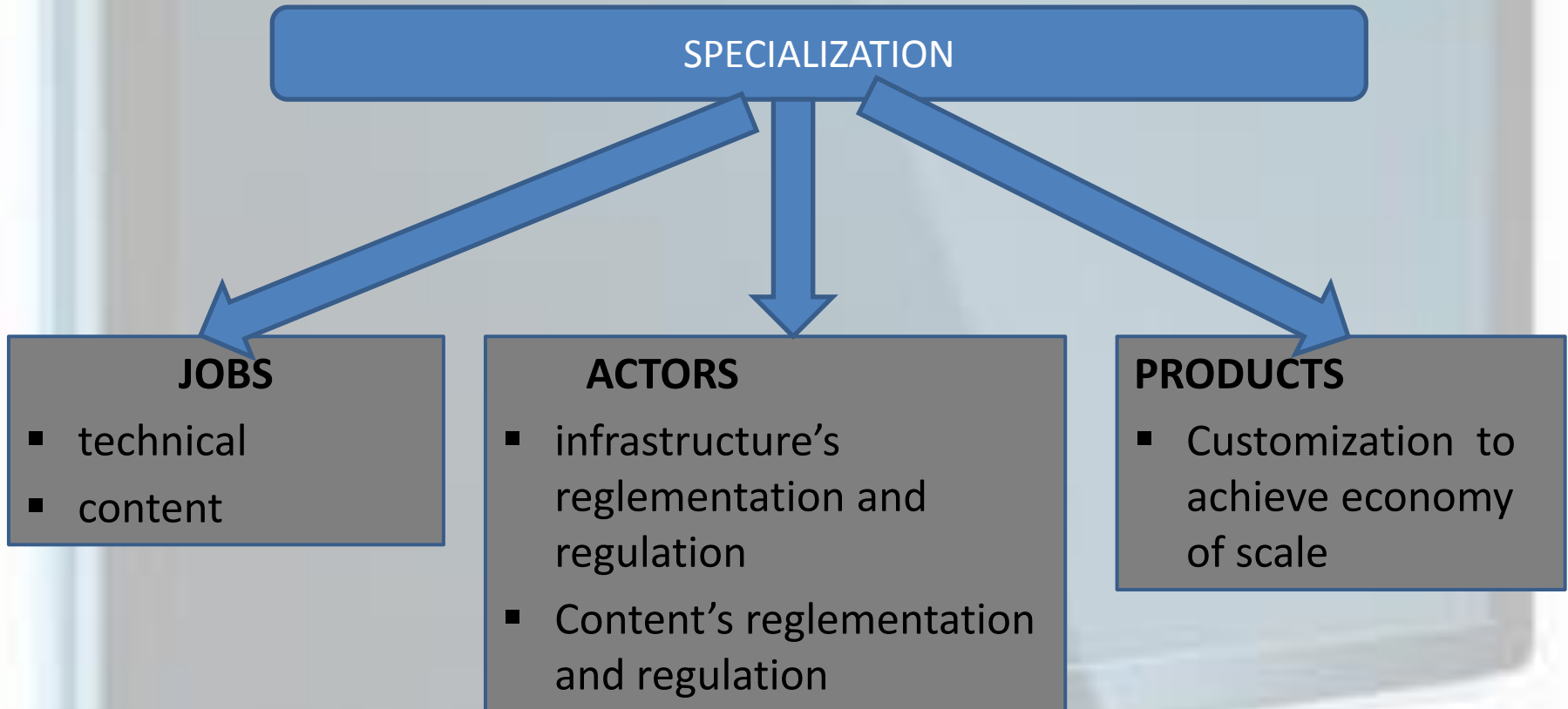
Resources

- institutional
- regulatory
- infrastructures
- Human resources
- Financial

Markets

- local
- Sub-regional
- regional

CAMEROON'S BACKBONE ASO STRATEGY



First Recommendation

- 1. Apply telco's management to DTV;**
- 2. Encourage collaboration between different stakeholders to maximize DTV benefits.**



**Stratégie camerounaise de migration
de la télévision analogique au numérique**

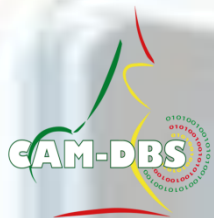
**FREQUENCY ISSUES
DIGITAL DIVIDEND**



Stratégie camerounaise de migration de la télévision analogique au numérique

DIGITAL DIVIDEND

- First dividend = 72 Mhz UHF band V (790 to 862 MHz);
- Telco's gold-frequencies
- Making money:
 - licensing
 - Taxation from new services
 - others;

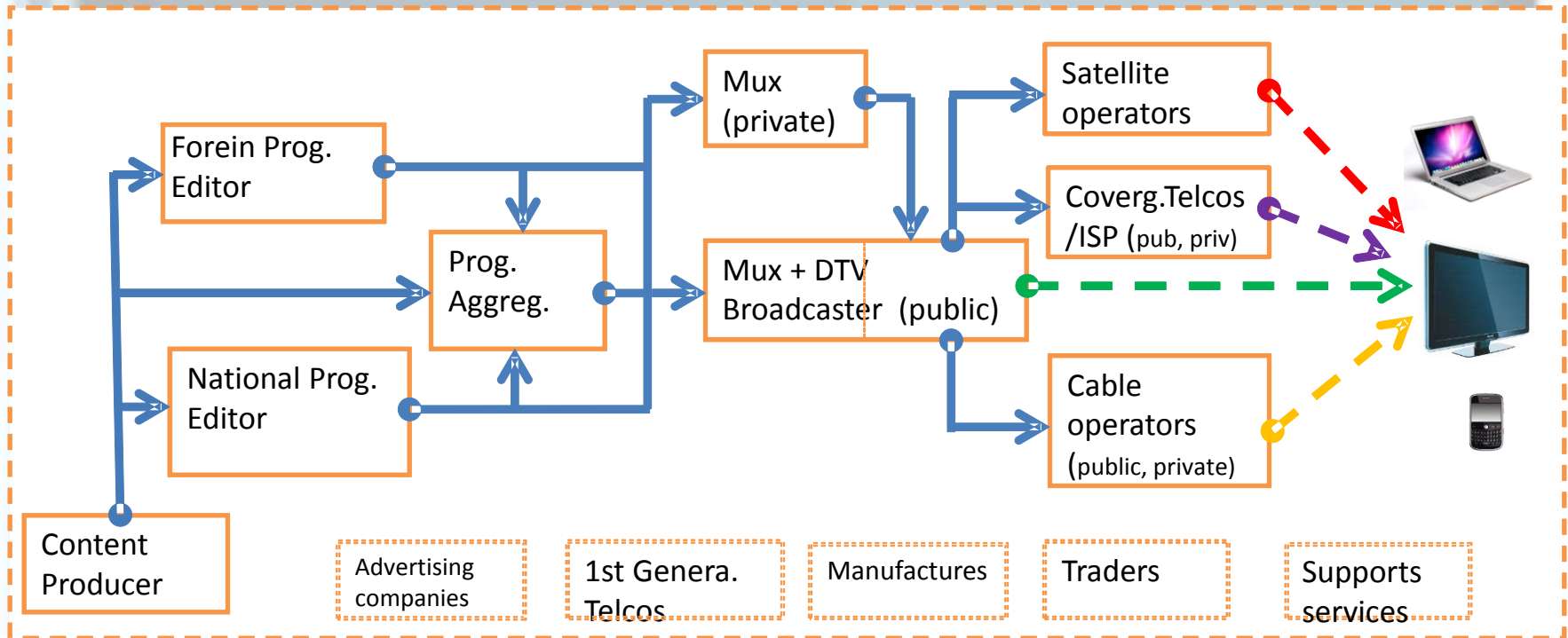


FUTURING CAMEROON'S DTV LANDSCAPE

Vision








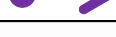
- ✓ What vision for Cameroon's ASO?
- ✓ « DTV for all, at all places, through all networks and terminals, carrying contents in quantity and quality , that will contribute to an emerging Cameroon in 2035 »

CAMEROON'S FUTUR DTV LANDSCAPE



Reglementation administrations

Regulatory bodies

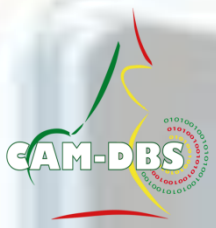
Legend	
	Institutional actor
	Operator
	Operator indirect
	Flux of contents/services
	DTV Broadcast
	Satellite broadcast
	Cable broadcast
	Convergent broadcast

Second recommendation

- Creation of public broadcaster
- Encourage public-private partnership for the MUX
- Encourage massive production of national multimedia contents
- Encourage the creation of private content aggregators



CAMEROON'S ASO STRATEGIC AXES OF IMPLEMENTATION



6 strategic axes

- Institutional and regulatory
- Technical
- Development of Contents
- Development of human resources
- Economic and et Financial aspects
- sensitization of decision makers and consumers

Main technical considerations

(Prime Minister's decree N°3917, nov. 20th)

- DTV population coverage : 85% minimum
- DTV Bands: start with band 3.**
- Standard: DVB-T2
- Video coding: Mpeg4 AVC (MPEG-4 part 10 ou H.264)
- Sound coding: HE AAC
- National DTV infrastructure backbone: CRTV'broadcast end + CAMTEL'S transmission links.** To be completed later on by satellite

Les axes stratégiques de la transition

Main Content policy

- Industrialize the production of contents
- Promotion and protection of local cultures

Development of human resources

(short, medium and long term)

- Technical and artistic
- Empower trainers and mutualize facilities

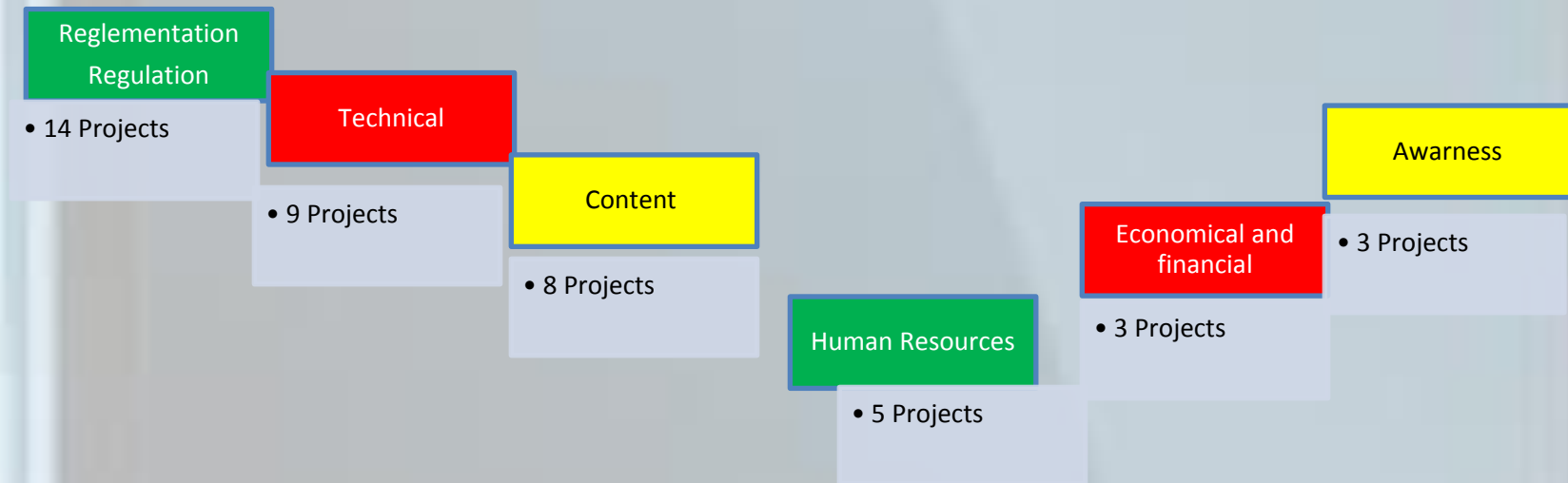
Les axes stratégiques de la transition **Economic and financial**

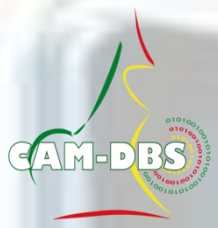
Build a convergent broadcasting economy based on:

- ✓ a pricing policy closer and closer to the Telco one namely:
 - ❖ analytic financial cost;
 - ❖ pay what has been consumed
- ✓ a development of the broadcasting sector with :
 - ❖ Incomes from the convergent operators;
 - ❖ the creation of an Audiovisual Development Fund (ADF) similar to SFT of telcos

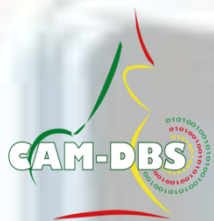
Cost estimation of Cameroon's ASO

- 42 Project
- 172 millions de dollars US





TRANSCIENT MESURES



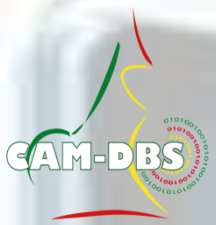
Transcient measures

- Licensing
- Existing Broadcasters
- Broadcasting personnel

**More Details: DSC-MN, edited in
2012, 222 pages**

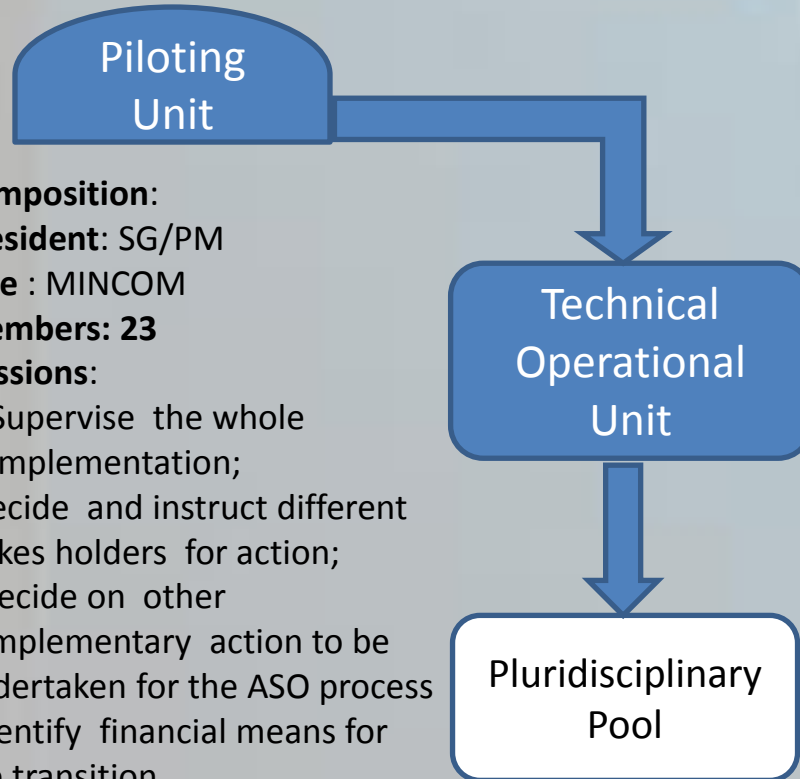


PHASE II
CAMEROON
DIGITAL TV
PROJECT
(CAM-DTV)



CAMEROON DIGITAL SWITCHOVER COMMITTEE
(Prime minister's decision N°122 of august 30, 2012)

Mission: Implement Cameroon's ASO plan



Composition:

President: SG/PM

Vice : MINCOM

Members: 23

Missions:

- Supervise the whole implementation;
- Decide and instruct different stakes holders for action;
- Decide on other complementary action to be undertaken for the ASO process
- Identify financial means for the transition.

Evaluation: Every three months

Composition:

Coordinator : Prime Minister's collaborator in charge of media and culture

Deputy Coordinator : An ICT expert having a full knowledge of the subject

Members: 26

From different entities, public and private related to the subject

Missions:

- Follow up day by day the implementation of Cameroon's ASO, as adopted in 2012.
- Identify bottlenecks and propose appropriate solutions and submit them to the Piloting Unit

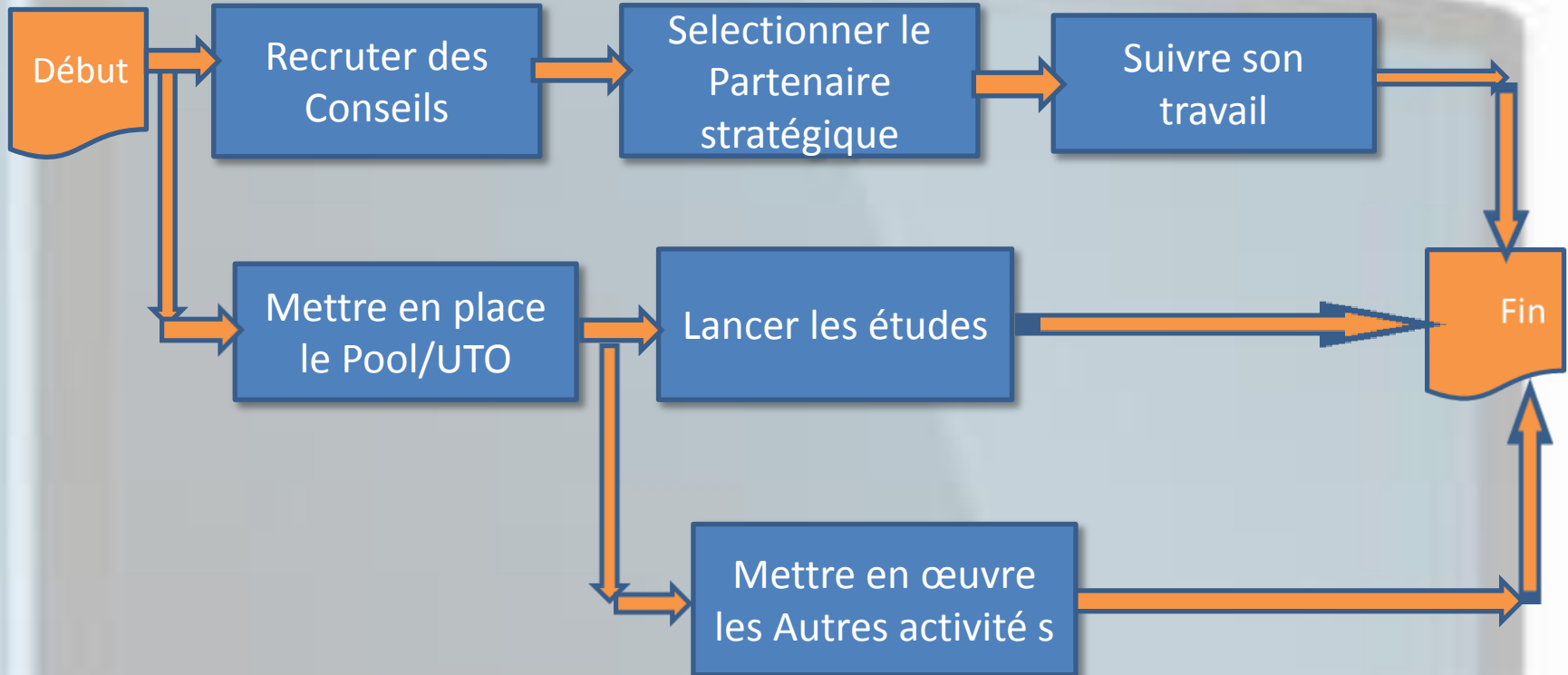
Evaluation: Every month

Technical
Operational
Unit

COMPOSITION DU POOL

1. Regulatory and institutional Unit
2. Technical Issues Unit
3. Content issues Unit;
4. Training issues Unit;
5. Economics and financial issues;
6. Sensitization issues Unit;
7. Administrative and logistic support

Méthodologie de suivi et de mise en œuvre du DSC-MN



Where we are

1. CAM-DTV Action plan adopted
2. Critical path, i.e. on track; the two international consultants tender process is at the end of the process
3. CAM-DTV is currently installing his offices in Congress Palace, 1st and 3rd floor.

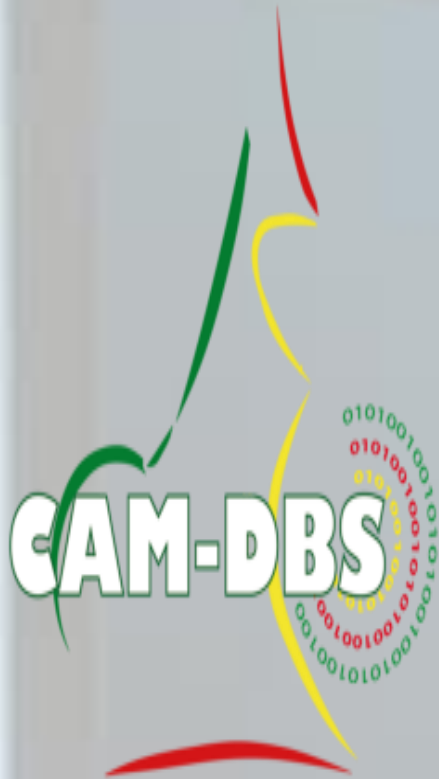
WHAT NEXT

1. Opening the selection process of the strategic partner for infrastructure
2. Getting in Cameroon ASO's train, different entities, private or public for the best implementation of the 42 projects.
 1. Six critical projects will be financed by Special TF,
 2. E-waste project will be financed by World Bank through CAB project
 3. CRTV will be launching very soon the pilot DTV project in Yaoundé and Douala

Destination: June 15th, Midnight, 2015.

DIFFICULTIES

1. A constant one: Delay of minimum 6 months due to external constraints every year(financial, tender procedures);
2. Synchronization of many around the same goal, but we hope sensitization will solve some of these misunderstandings;
3. Matching national interest with funding constraints of DTV infrastructure.



**GOOD LUCK TO ASO
TEAMS IN DIFFERENT
COUNTRIES,
THANKS FOR YOUR
KIND ATTENTION**