



Overview of TV Digitalization in Sri Lanka

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Location of Sri Lanka





Sri Lanka Profile

■ Population	22.16 Million
■ Area	65,610 Sq. km
■ GDP	73.7 Billion USD
■ GDP per Capita	3,293 USD
■ Total TV Licenses	28



Broadcasting Administration

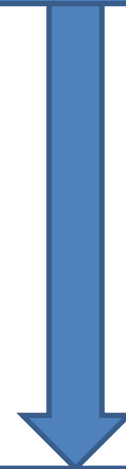
**Ministry of
Technology**



**Telecommunications
Regulatory Commission**



**Ministry of Mass
Media &
Information**



Television & Radio Broadcasters



Regulatory Framework

- In terms of Section 17 & 22 of the Sri Lanka Telecommunications Act No. 25 of 1991 amended by Act No.27 of 1996, Telecommunications Regulatory Commission of Sri Lanka issues licenses for operating terrestrial and satellite TV broadcasting in Sri Lanka.
- Ministry of Mass Media and Information issues media licenses for broadcasting content to broadcasting service providers under Section 28 of the Sri Lanka Rupavahini Corporation Act No. 6 of 1982.



Current Broadcasting Situation

- Television market is characterized by a great number of national & commercial TV services.
- A wide choice of TV platforms (analogue and digital cable, satellite TV, IPTV).
- Mainly a free-to-air terrestrial TV market.
- 16 free to air TV broadcasters are currently in operation.
- Presently, there are 23 terrestrial TV channels.
- 4.5 to 5 Million house holds.



Current Broadcasting Situation

- A total of 09 licensed cable TV holders and only 03 broadcasters are in operation.
- A total of 05 licensed DTH TV operators and only 02 broadcasters are in operation.
- 01 IPTV license issued to Sri Lanka Telecom and it is in operation.



TV Digitalization in Sri Lanka

- Road map on digitalization of TV prepared with the assistance of ITU was prepared in 2012.
- Discussion on TV digitalization project started between JICA and Government of Sri Lanka in June 2014.



Digitalization in Sri Lanka

- Sri Lanka decided to adopt Japan's ISDB-T standard to achieve digitization of terrestrial television broadcasting.
- A feasibility study carried out in Sri Lanka by JICA in May 2013.
- An ISDB-T seminar conducted in Sri Lanka in November 2013 by Japan.



TV Digitalization in Sri Lanka

- Exchange of notes for digitalization project signed in September 2014.
- Loan agreement for digitalization project signed in December 2014.
- Sri Lanka Summit meeting joint statement signed in April 2017.
- DBNO operational cost estimation report submitted in June 2017.



TV Digitalization Project

- Project executing agency – Ministry of Mass Media and Information.
- Estimated project cost – 17,222 Million Japanese Yen
- Project Management Unit (PMU) has been established.
- Joint Working Group (JWG) has been established.



TV Digitalization Project



- Colombo Lotus Tower.
- Height 350m
- Tallest self supported structure in South Asia.
- Expected to serve DTTB.
- Setup NOC.



Loan from JICA

- Loan amount 13,717 Million Japanese Yen.
- Civil work & equipment.
- Consulting services.
- Interest during construction.
- Contingencies.



Cost Items by GOSL

- General Administration expenses.
- Purchase of lands and properties.
- Taxes & duties.
- Compensation.
- DBNO operational expenditures during simulcast.
- Set up box subsidy.



ISDB-T Standard

- Integrated Services Digital Broadcasting (ISDB)
- Video Compression standard MPEG4 (H.265).
- Broadcasting Services by ISDB-T.
- Current Situation of ISDB-T.



Digital Broadcasting Network Operator (DBNO)

- Committee appointed to formulate and enact necessary rules and regulations to establish DBNO.
- DBNO is a business entity that operates the digital TV network.
- Services provided by the DBNO.
- Equipment cost of DBNO operation is covered by the JICA loan.



Benefits of TV Digitalization

- General public will have the opportunity to view all free to air channels with service quality and wider coverage.
- Broadcasters can broadcast their content to a wider area at lower cost with more number of channels.
- Government – digital dividend



Issues and Challenges

- An appropriate frequency spectrum plan.
- Lack of frequencies for simulcast Period.
- Common Infrastructures.
- JICA loan partially finances the project.
- Purchasing Set Top Boxes (STP).



THANK YOU