

# ITU Workshop on "TV and content delivery on Integrated Broadband Cable Networks"

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## IMPACT OF CABLE TV ON THE ECONOMY OF DEVELOPPING COUNTRIES

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# Content

- Overview of cable TV in Developing countries
- Cable TV contribution to economic development of developing countries
- Challenges to invest in cable TV
- How to overcome challenges
- Trends and prediction

# Overview of cable TV in Developing countries

- Cable is well developed in the Americas, Asia and the Pacific and Europe regions
- Example: China and India retain the biggest markets in the world.
- Cable TV has a little success in Arab-states and Africa countries
- Cable TV is now operating in few countries in Africa e.g. Mozambique, Tanzania, Cameroon and Nigeria
- Almost 78% of Africa countries do not have the “law regulating Cable TV
- Cable TV is still analogue while developed countries started migration digital cable TV.

# Cable TV contribution to economic development of developing countries

- Several studies have demonstrated that, beyond the entertainment, the information and exposure provided by television can influence a wide range of attitudes and behavior
- Citizens acquire knowledge for social and economic development
- Example:
  - Cable TV in India contributed to emancipation of women. They can make decision on fertility(reduce the demographic problem), together with husband, they arise the family economy.
  - Enrollment of girls to school
- Contribution to Education: Libraries are nowhere to be found .Books can be accessed online once interactive services are deployed along with TV content
- Job creation

# Challenges to invest in cable TV

- Lack of Electricity
- not cost-effective to lay cables in sparsely populated areas
- difficulty and expense of expanding the cable network
- Preference to DTH and Terrestrial by policy makers
- Poor urban planning especially in rural areas
- Lack of infrastructure
- Poverty
- Illiteracy

# Overcoming challenges

- Governments initiatives towards power availability and rural electrification
- Policy makers behavior change
- Increasing private sector investment
- Review of polices and regulation laws by governments:
  - Governments and Private Telecommunication companies policies coordination to facilitate investment
  - Availability of infrastructure to lure foreigner investors

# Trends and prediction

- TV viewers expectations are world-wide changing even in developing countries:
  - ADVANCED TV EXPERIENCE
    - Any screen
    - Any Time: VOD, Catch-up TV
    - Interactivity
    - High quality: HD, Ultra HD
- Cable TV developing countries to satisfy viewers request.
- Fiber cable communication infrastructures are increasing within developing countries
- Countries are reviewing urban planning and building regulations. To achieve to sustainable growth and poverty reduction through the development of infrastructure. This will have a great impact on cable laying, and cable TV implementation facility



# Recommendations

- Invest and implement cable TV in developing countries require the involvement of legislators, regulators, broadcasting companies (content producers, broadcasters and network operators), and viewers
- Countries need to take decisions on the key political and technological issues, based on technical and economic analysis



**THANK YOU FOR YOUR ATTENTION**



