

**SENTECH PRESENTATION: DISCUSSION DOCUMENT ON
DIGITAL SOUND BROADCASTING
13 JULY 2018**

Discussion Points

- 1. Principle Considerations**
- 2. Role of the Authority: Digital Sound Broadcasting**
- 3. DSB Regulatory Framework Considerations**

Principle Considerations

- Digital transformation is not synonymous with 5G;
- The sole purpose and intention of digital transformation is to prioritise and optimise overall efficiencies, and leveraging of prospects created as a consequence of the pervasive technology adoption and usage, innovation, diversity, rivalry, changes in societal expectations and needed regulatory framework;
- The concept of regulatory parity requires all licensees being exposed to equitable treatment and/or empowering framework.
- Time to market is even more crucial in the current times;
 - ✓ Inter-industry competition as a consequence of digital transformation;
 - ✓ Customers are seeking both instant gratification and personalised quality of services/experience;
- Broadcasters, content providers, ECNS licensees, etc. all need the ability to enhance and diversify product offering &/or services to remain relevant + necessary;

Role of the Authority: Digital Sound Broadcasting (174 – 240 MHz)

- Minister of Communications' announcement: is the matter of the Authority licensing in the absence of a policy/policy directive mute at this point?
- Acknowledging the roles of the Minister and that of the Authority with regards to policy making (former) and policy consideration (latter);
- The Authority empowered to introduce DSB services through the prescription of regulations within the current regulatory framework;
 - On the basis of the intention to make policy/policy direction, SENTECH does not insist on its position.
- In the event that the Authority decides to consider the policy/policy directive still to be gazetted by the Minister, the outcome of this public discussions should be draft regulations on digital sound broadcasting (DSB);

Role of the Authority: Digital Sound Broadcasting (FM/AM/SW)

- Introduction of DSB services within existing terrestrial audio services (i.e. FM, AM and SW) is in line with spectrum management principle: spectrum redeployment;
- ECA: technology neutral;
- Spectrum sharing in some bands consequence of spectrum refarming for DSB;
- Spectrum refarming for DSB requires the Authority and industry to have an implementation strategy addressing issues that will arise as a consequence of the platform;

DSB Regulatory Framework Considerations

In this regulatory framework the Authority is advised to address the following:

- Linking requirements for new services;
- Licensing of DSB for existing services (i.e. obligations, duplication of services, etc.);
- The role and accommodation of OTT services;
- The impact of deploying different technologies within each band;
- The extent of DSB impact on existing standards terms and conditions regulations (e.g. content, validity, etc.);
- Exemption of FTA services from paying spectrum fees;
- The introduction of subscription audio services;
- Accessibility of services and devices for people with disabilities;

DSB Regulatory Framework Considerations: cont.

In this regulatory framework the Authority is advised to address the following:

- Multiplex assignment based on the following:
 - ✓ Tier of broadcasting licence;
 - ✓ Licensing principle of SFN vs MFN;
 - ✓ Capacity sharing based on business/operational models;
- Spectrum licensing framework for ECNS licensees, e.g. ITA process;

CONCLUSION

Ngiyathokoza

Enkosi

Ngiyabonga

Kea leboga

Kea leboha

Ndi a livhuha

Ndza khensa

Thank you

Dankie