



MEDIA ADVISORY

7th SADC Digital Broadcasting Migration Forum, 9th to 12th June 2014,

Mowana Safari Lodge, Kasane, Botswana

The Southern African Development Community (SADC) will be convening the 7th SADC Digital Broadcasting Migration Forum from 9th to 12th June 2014 at the Mowana Safari Lodge, in Kasane, Botswana. The Forum will provide Member States with a platform to monitor and evaluate the progress and to engage on best practices and various approaches on the implementation of the SADC Roadmap for Digital Broadcasting Migration. The Forum is being convened as a follow up from the 6th DTT forum which was convened in Lusaka, Zambia in November 2013.

In anticipation of the looming International Telecommunication Union (ITU) digital broadcasting migration deadline of 17th June 2015, the SADC Member States will provide progress updates on their implementation status and share their success and challenges encountered. The SADC Digital Terrestrial Television (DTT) Project Management Office (PMO) will present the consolidated regional status report on the Member State missions undertaken, to provide a holistic view on the progress made to date by SADC to migrate and meet the international deadline. The Progress Report will provide an update on the work undertaken by the SADC DTT Experts; monitoring and evaluation, tools and will look at best practices and common challenges. The report also touches on various aspects of the digital broadcasting migration ecosystem, as defined in the SADC Roadmap for Digital Broadcasting Migration and Project Plan.

The 7th SADC Digital Broadcasting Migration Forum takes the initiative to engage in capacity building sessions for the delegates; in broadcasting and related aspects of digital migration. It will provide a platform for presentations and discussion sessions by various regional industry experts covering a wide range of topics varying from challenges to broadcasters in the digital platforms, general technological approaches to broadcasting networks, consumer awareness and many more.

The 7th SADC Digital Broadcasting Migration Forum is expected to attract more than 100 Delegates comprising of the representatives of the 15 SADC Member States, SADC Secretariat, SADC Regional Implementing Agencies and the general ICT industry representatives. The forum will discuss the SADC DTT Resolutions approved by the SADC ICT Ministers in their extraordinary meeting held in March 2014 in Sandton, Johannesburg, South Africa and propose the key activities and intended milestones for the next SADC Digital Broadcasting Migration Forum scheduled for November in Malawi.

For further details please contact: Mr. George Ah-Thew; gah-thew@sadc.int